

they are. This is so because it may result in overwhelming guilt, remorse, and anxiety. Therefore, there is an inclination for characters to engage in self-deception assuming that they are unethical. They do this as a way to moderate the conflict they experience when their actions and identity do not agree. In this way, euphemisms become a tool that can shield individuals from the consequences of their actions. From the description above, an inference can be drawn that euphemism can lead to the promotion of unethical characters in the society. Uninformed decisions are made with very little knowledge of the activities involved.

The media houses also use euphemism in passing messages that are sensitive in nature and may ruin people psychologically. When reporting on accidents that involve deaths, the presenters do not break the news plainly, first they set the mood for presenting such news, and then they bring it in a language that is easy and, though sad, it is given in a language that does not scare or bring about a sorrowful mood.

In the obituaries section, euphemism also comes up. The language used is calming, and it is not easy to realize that it is a funeral being talked about. In doing so, the media houses act ethically and console with the bereaved families in a way. The use of such phrases as "promotion to glory, and rest in peace," are common in the obituaries. The two phrases are used instead of death that sounds scary. In that sense, the media promotes morality and ethics by giving information in a way that does not psychologically torture the people involved in such events as funerals (Bowman 61).

In politics, euphemism is applied by politicians, and this affects the way supporters make decisions. The use word-replacement tactic that the supporters of political correctness follow does not resolve itself in a single repetition or any number of repetitions. Given the nature of the process of

could be the focus

a new topic

too many sub topics