

The use of euphemisms is motivated by the speaker's intention to avoid expressions that would be considered inappropriate by the recipient. Euphemisms are primarily understood as means of politeness; the speaker tries to avoid threatening the face of their communication partner, or their own. In journalism, euphemisms appear also in other functions, such as means of persuasion and manipulation. Based on material excerpted from cultural critiques and reviews we are trying to demonstrate that the traditional understanding of euphemisms as grammatical and lexical devices is too narrow. It is devices from all levels of language, often combined, that participate in forming euphemisms. In this respect we see the use of euphemisms as a means that has impact on the construction of the whole text, and consequently consider them a stylistic device.