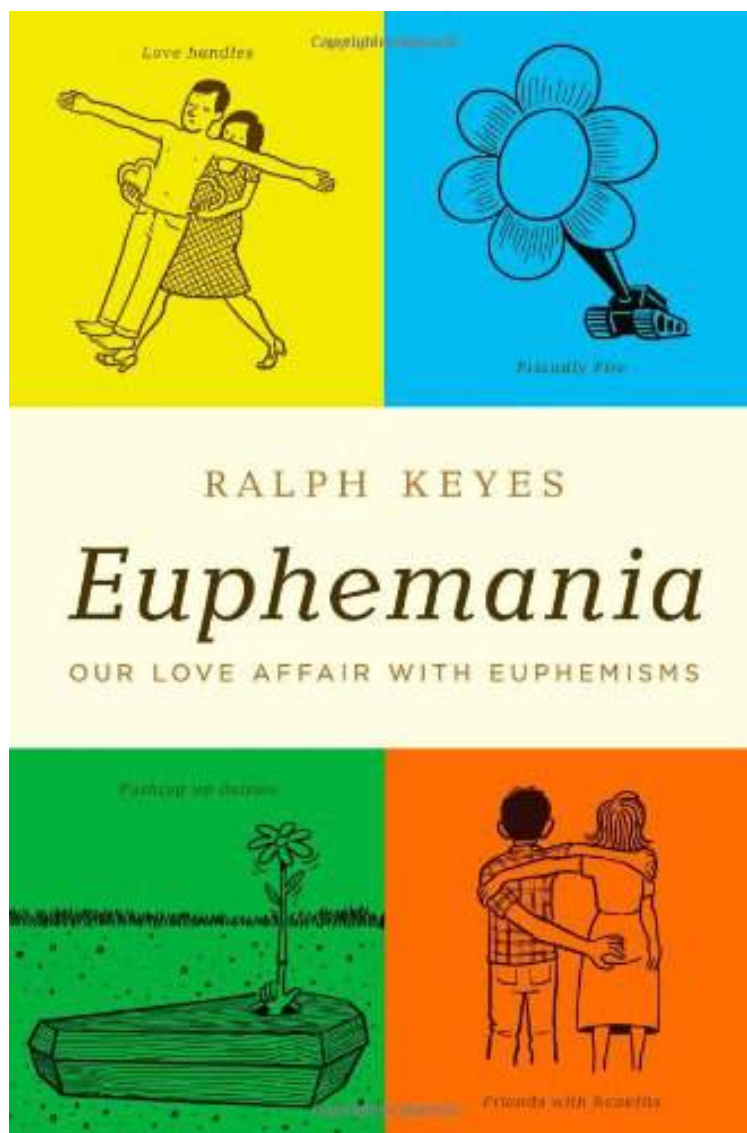



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## Euphemia: Our Love Affair with Euphemisms

By Ralph Keyes

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realities of daily existence As Keyes deconstructs each euphemism however the words get grittier and uglier and What should I have been expecting I actually learned a lot of new phrases euphemisms within euphemisms within euphemisms that had they been spoken on the silver screen would have How did die become kick the bucket underwear become unmentionables and having an affair become hiking the Appalachian trail Originally used to avoid blasphemy honor taboos and make nice euphemisms have become embedded in the fabric of our language EUPHEMANIA traces the origins of euphemisms from a tool of the church to a form of gentility to today s instrument of commercial political and postmodern doublespeak As much social commentary as a book for wor If Euphemisms are unpleasant truths wearing diplomatic cologne as Quentin Crisp once said then Ralph Keyes has given word and language lovers a deeply fragrant and thoroughly enjoyable book Dr Mardy Grothe author of Oxymoronica and othe

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