

DYNAMISM OF THE ALMOO SUB-DIALECT EUPHEMISTIC WORDS

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DECLARATION

This research project is my original work and has not been presented for a degree in any other university.

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Supervisor Declaration

This research project has been submitted for the review with my approval as university supervisor.

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ABSTRACT

This research examined the dynamism of the Almoo sub-dialect of Marakwet euphemistic words as a politeness coping strategy. Politeness is the need by interactants to avert threatening each other's public face by using appropriate politeness measures such as euphemisms. Euphemism is a polite linguistic marker used to mitigate potential social conflict in a linguistic setting. Politeness and euphemisms are mutually dependent in that the need to be polite calls for the use of euphemistic expressions. However, language is dynamic. This dynamism is of great interest to this study which investigated the dynamism of euphemistic expressions in Almoo sub-dialect as a politeness strategy using Brown and Levinson's (1987) Politeness Theory. The study objectives were: To identify euphemisms that have undergone change in Almoo sub-dialect, to classify the euphemisms that have undergone change in Almoo sub-dialect and to establish the factors that influence the dynamism of Almoo euphemistic expressions. Through a descriptive design, the study employed qualitative research methods to accounts for its findings. The scope of the study was limited to Almoo sub-dialect euphemistic words. The study employed both random and snowballing sampling techniques to select 48 Almoo sub-dialect speakers; 24 respondents for the Focus Group Discussions and 24 as key informants for oral interviews through semi-structured interview schedules to derive 99 Almoo euphemistic words as linguistic data. The data was analyzed and explained descriptively using themes on dynamic euphemisms of death, disease and sexuality. This study established that the dynamism of euphemisms as politeness utility against blunt impolite tabooed expressions is influenced by diverse contextual, cultural and environmental factors.