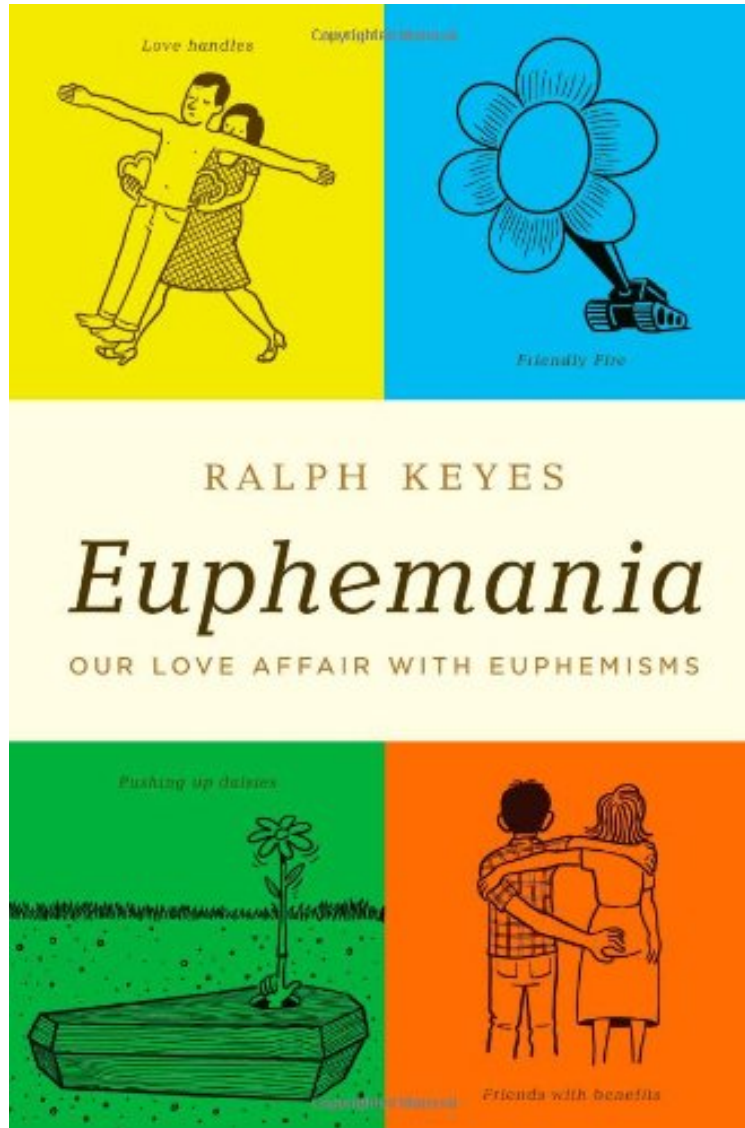


(Mobile book) Euphemania: Our Love Affair with Euphemisms

# Euphemania: Our Love Affair with Euphemisms

Ralph Keyes

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**Ralph Keyes : Euphemania: Our Love Affair with Euphemisms** before purchasing it in order to gage whether or not it would be worth my time, and all praised Euphemania: Our Love Affair with Euphemisms:

1 of 1 people found the following review helpful. Down to the nitty-gritty!By happy grandmaThank heavens for euphemisms; they soften the harsh 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 garnered at least an "R" rating, if not an "X". The word lover in me enjoyed the book; the mom and grandma in me

winded. 0 of 0 people found the following review helpful. a good book and a good look into the way that ...By Dr. Robert B. Chamberlain  
The book was a fascinating tour of the world of euphemisms, but it did have its limits. It started out very strong, with a lot of insights that are not usually found in books of this sort; but, the last couple of chapters became somewhat muddled with repetition and lack of focus. All in all, a good book and a good look into the way that we use euphemisms to convey what we don't (or can't) simply state.  
1 of 1 people found the following review helpful.  
Entertaining short history of euphemisms  
By pseudonym  
I enjoyed reading this short history of euphemisms. It provided just enough information to keep me interested without going into too much background detail. It also provides a glimpse of our society in relation to others, especially in terms of what we find "mentionable" in public vs. private. Additionally, the origins of the euphemisms we use are discussed, with some surprises! Recommended for high-school readers and up (although there might be an occasional middle-school reader for whom this book would be more than a source of scatological mirth!).

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 word lovers, EUPHEMANIA is a lively and thought-provoking look at the power of words and our power over them.

"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 other quotation anthologies  
"Whether you're looking for information or just browsing, *Euphemia* is a classic. It is beautifully written, uniformly delightful, and a pleasure to read. Keyes has spread a broad net and offers the tastiest morsels to his readers. I love this book!" Rosalie Maggio, author of *How to Say It* and *The Art of Talking to Anyone*  
"Fascinating! If you think you already know how we human beings shape language to create the kind of relationships we want, wait until you read *Euphemia*. Ralph Keyes opens the reader to a new world of thoughtfulness, embarrassment, manipulation, and even criminality through euphemisms. While much of the book is just plain funny, one cannot help but develop a new respect for the complexity of our language and for our amazing inventiveness as we cope with every imaginable situation by avoiding the truth. An engrossing, amusing and highly informative read." Richard Farson, author of *Management of the Absurd*  
"Keyes' treatment of our everyday attempts to ameliorate through language the unpleasantness of life is brilliant-and a great read." Tom Dalzell, author of *The Slang of Sin* and *Flappers 2 Rappers*  
"The title of this smart new book, *Euphemia*, is no euphemism. Author Ralph Keyes is right: We are crazy about euphemisms. For good reasons and bad, euphemisms help us speak the unspeakable, describe what cannot, in decent society (if only we lived in one!), be described. Those are not rings of fat around my waist; that's my spare tire. Or, should you want to know me better, just grab my love handles. Hang on tight and we'll ride through the wise and witty work of a writer who handles his love for the language on every page." Roy Peter Clark, author of *Writing Tools* and *The Glamour of Grammar*  
About the Author  
Ralph Keyes is the author of 15 books, including *The Courage to Write* and *I Love It When You Talk Retro*. He has written for *Esquire*, *Glamour*, *Cosmopolitan*, *GQ*, *Newsweek*, and *Harper's*. Keyes lives in Yellow Springs, Ohio, where he writes, lectures, and is a Trustee of the Antioch Writers' Workshop.