

A SPOTLIGHT ON USING EUPHEMISTIC STRATEGIES IN BEN JELLOUN'S *LAYLET EL QADR*

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ABSTRACT

Exploring the use of euphemisms and taboos in literary discourse has become a significant issue in both literary criticism and sociolinguistic studies, although these areas have been dismissed from academic scholarship especially from the Arab side. Hence, the purpose of this research work is to explore the use of euphemistic expressions and politeness strategies in relation to the socio-cultural background of the Moroccan society. To this effect, a thorough examination of Ben Jelloun's translated *Laylet el Qadr* was made. Data were extracts collected from the novel through the use of qualitative methods. As such, the findings arising from this research work demonstrate that there is a high degree of euphemistic usage although the novel is an erotic masterpiece. The results also reveal that Ben Jelloun does not give much importance to the use of polite forms except some terms of address.

KEYWORDS: Euphemisms, Politeness Strategies, Maghrebian Francophone Literature, Culture, Laylet el Qadr