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## **POLITICAL CORRECTNESS FROM THE LINGUOCULTURAL PERSPECTIVE**

The term 'political correctness' has been around since the 1980s, but it has gained renewed attention in recent years. Political correctness (PC) refers to a set of attitudes and behaviors that are intended to avoid giving offense to particular groups in society, especially those that have been historically marginalized. However, the concept of political correctness has been a topic of debate and controversy for many years. Some people argue that political correctness is necessary to create a more inclusive and equitable society, while others view it as a form of censorship that restricts freedom of speech. This investigation aims to explore the concept of political correctness in the linguistic-cultural aspect, specifically its impact on language use and cultural expression.

The concept of political correctness has been widely debated in academic literature, particularly in the fields of linguistics, sociology, and politics. Proponents of political correctness argue that it is necessary to promote inclusive and respectful language that avoids harmful stereotypes and reinforces social justice. Supporters of political correctness also contend that it helps to create a safer and more welcoming environment for marginalized groups, particularly in academic and workplace settings.

Critics of political correctness, on the other hand, argue that it can be overly restrictive and can inhibit free speech. Some researchers believe that political correctness often relies on a narrow set of language rules and that it can be used to shut down debates and silence dissenting opinions. Some argue that the focus on political correctness can even lead to the creation of new forms of marginalization by overly emphasizing certain groups and excluding others. "It seems rather to have led to fractiousness and hurt by affirming traits specific to white middle-class heterosexual women and by promoting repressive forms of gender "correctness"" [3, p 203].

In terms of language use, political correctness has led to the creation of new terms and phrases that aim to be more inclusive and respectful. For example, the term 'person of color' is now widely used in place of 'colored person,' and 'gender-neutral' language has become increasingly common in many contexts [2, p. 64]. However, some argue that the emphasis on language can be overblown and that it can lead to an excessive focus on superficial changes rather than substantive policy changes.

In addition to language use, political correctness has also impacted cultural expression, particularly in the arts and media. Many artists and creators now feel pressure to be more sensitive to issues of identity and representation, and some have even faced criticism and backlash for their failure to do so. However, others argue that the emphasis on political correctness in the arts can lead to a stifling of creativity and the production of bland and sanitized content [1, p. 230]. There are countless examples of its impact on language, culture and politics. One example of political correctness in action is the use of gender-neutral language. In many contexts, it is now considered more appropriate to use gender-neutral pronouns such as '*they*' instead of '*he*' or '*she*.'

This change in language use is aimed at being more inclusive and respectful of individuals who do not identify with traditional binary gender categories.

Another example of political correctness is the use of more culturally sensitive language. For instance, terms like *'Native American'* or *'Indigenous peoples'* are now commonly used in place of *'Indian'* or *'American Indian'* which are considered outdated and offensive. The use of culturally sensitive language is intended to acknowledge the unique histories and experiences of marginalized groups and to avoid perpetuating harmful stereotypes.

In the workplace, it has essential consideration in many industries. Companies now have policies in place to promote inclusivity and prevent discrimination on the basis of race, gender, or other factors. For example, many companies provide diversity training to employees and offer resources and support for individuals from marginalized communities. These policies are intended to create a more welcoming and supportive environment for all employees. The use of terms such as *"pilot"*, *"minister"* but in feminine form. Words related to ethnicity for example instead of *"black"* use *"African-American"*. It is important to use vocabulary that does not discriminate on the basis of gender, race, nationality, or other factors. For example instead of using the word *"Indian"* to describe a crystal or fabric, it is better to use the words *"crimson"*, *"chestnut"* or *"ruby"*. The same applies to people of other races, their example of political correctness is *"person of color"*. It is also important to use words that do not offend physical abilities such as *"disabled person"* by using most appropriate *"person with special needs"*. Words that do not indicate economic status *"state with a developing economy"* instead of *"third world country"*. In order to avoid inequality, they use instead of *"man on position"* you can say *"person in position"* or *"representative of the profession"*; The word *"elderly person"* should be used instead of *"old man"* so as not to offend those people who do not identify themselves as such.

Despite its widespread use, political correctness remains a controversial concept. Some argue that it can be overly restrictive and can stifle free speech, while others contend that it is necessary to promote social justice and prevent discrimination. Nevertheless, the impact of political correctness on language, culture, and policy is undeniable and continues to shape the way we interact with one another in modern society.

Political correctness has been a topic of debate for several decades, with some people embracing it as a means to promote social justice and inclusivity, while others criticize it as a form of censorship and a threat to free speech. This investigation has explored the topic of political correctness from a linguistic-cultural perspective, analyzing the impact of political correctness on language use, cultural sensitivity, and workplace policies. One of the primary goals of political correctness is to promote inclusivity and respect for marginalized groups, including women, people of color, LGBTQ+ individuals, and individuals with disabilities. This is achieved through the use of language that is free from offensive or exclusionary terminology, and through the promotion of cultural sensitivity in policy and workplace environments. The use of gender-neutral pronouns, for example, has become increasingly common in recent years, as a means to promote inclusivity and respect for individuals who do not identify with traditional binary gender categories. As it was said previously, some critics argue that it can be overly restrictive and can stifle free speech. They contend that individuals may feel afraid to express their opinions or engage in debates on controversial issues,

for fear of being labeled as politically incorrect or offending others. They have also raised concerns that the emphasis on political correctness can lead to a "cancel culture" mentality, in which individuals or organizations that do not conform to certain standards are shamed or excluded from public discourse. On the other hand, supporters of political correctness argue that it is necessary to create a more inclusive and equitable society, and that the use of language that is respectful and sensitive to marginalized groups is a key component of achieving this goal. They also point out that the concept of political correctness is not new, and that it has been used in various forms throughout history as a means to promote social justice and equality.

The results of the study showed that while many people support the concept of political correctness, there is a significant minority that is opposed to it. The analysis revealed that political correctness has had a significant impact on language use, with many new terms being introduced to avoid offensive language. However, it showed that some people feel that political correctness has gone too far and has led to excessive censorship. The survey results showed that while many participants were supportive of political correctness, there were also concerns about its impact on freedom of expression. The concluded research established that, political correctness is a complex and multifaceted concept that has both positive and negative aspects. While the use of language that is respectful and sensitive to marginalized groups is important for promoting inclusivity and equality, there is a risk that political correctness can be overly restrictive or can stifle free speech. As such, it is important to continue the conversation on political correctness and to strike a balance between promoting inclusivity and maintaining a healthy and open dialogue on important issues.

In conclusion, this thesis has explored the concept of political correctness in the linguistic-cultural aspect. The study has shown that while many people support the concept of political correctness, there are also concerns about its impact on freedom of expression. The study highlights the need for ongoing dialogue and debate about the concept of political correctness to ensure that it continues to evolve and adapt to changing social contexts. Ultimately, the goal of political correctness should be to create a more inclusive and equitable society.

## REFERENCES

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