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LANGUAGE ASPECT OF POLITICAL CORRECTNESS IN ENGLISH LANGUAGE CULTURE

It is well known that any language is closely linked to the culture and traditions of its speakers. Therefore, all the processes that take place in society are visibly reflected in the language and are the basis for changes in communicative norms. The linguistic norms of the English language, which is in the stage of dynamic development, are changing rapidly, and most of them are acquiring the status of international. Such norms include the phenomenon of "political correctness".

The phenomenon of political correctness is investigated by D. Adler, D. D'Souza, J. Leo, D. Ravitch, J Taylor, D Villa, S Schwarz, S. Walker [1; 2; 3; 4; 5; 6; 7] and others.

Political correctness is a term which denotes language, ideas, policies, and behavior seen as seeking to minimize social and institutional offense in occupational, gender, racial, cultural, sexual orientation, certain religions, beliefs or ideologies, disability, and age-related contexts, and, as purported by the term, doing so to an excessive extent. In other words, political correctness is a system of interrelated liberal beliefs designed to protect the equality of all members of society, regardless of their race, nationality, gender, class.

Political correctness is a discursive cultural and behavioral phenomenon that contains an ideological and normative attitude to overcome social conflicts and contradictions, which is realized through language.

The main means of realization of political correctness are euphemisms. Euphemism is a generally innocuous word or expression used instead of one that may be found offensive or suggest something unpleasant.

Politically correct euphemisms are euphemisms that include racial and ethnic discrimination (*a member of the African diaspora, indigenous person*), euphemisms created to enhance the status of women and eliminate sexism in language (*a flight attendant*), those that exclude age and social status discrimination (*a golden-ager, the low-income*), euphemisms that are aimed against health discrimination and discrimination based on appearance (*physically different, hair disadvantaged*), those related to environmental protection (*free-roaming animals*), euphemisms which distract from negative economic factors (*meaningful downturn, redundancy elimination*) and are aimed at covering up the state's inhumane policies (*air support*).

When studying the concepts of political correctness and euphemisation, which at first sight seem to be identical, we came to the conclusion that when we talk about the category of political correctness, we emphasize the cultural and behavioral aspect. Euphemisms, on the other hand, are more related to the linguistic aspect and their purpose is to avoid communicative conflict and not to create a sense of communicative discomfort in the interlocutor.

The category of political correctness contains racial and ethnic political correctness, social political correctness, gender political correctness and the language etiquette in commercial sphere of life.

The racial and ethnic political correctness presupposes using neutral lexical units for defining or characterizing the representatives of different kinds of minorities and avoiding those lexical units which hurt their dignity. For example, the names of representatives of different ethnic groups have changed: the word *Indian* is considered incorrect, and the ethnonyms *a Native American* or *an indigenous person* prevail. The word *Eskimo* has come to be replaced by *a Native Alaskan* when referring to an indigenous Alaskan or *an Inuit* when referring to a Canadian Eskimo. One more example is the word *Oriental* – a native of the East, which reveals the true nature of the concept, indicating cultural affiliation. In relation to people of Asian descent, this ethnonym is incorrect and has been replaced by the politically correct unit *an Asian American*, which indicates geographic origin and has a broader concept.

The aim of gender political correctness is using politically correct lexical units to equal the rights of male and female halves of society by excluding the words and word-combinations with obvious gender marking. At the word-formation level, politically correct vocabulary is represented by words formed with the morpheme *person* (*chairman* > *chairperson*);, at the lexical level, the category of political correctness is represented by the form of address *Ms* (female, which does not indicate a marital status), and at the syntactic level, politically correct vocabulary is manifested in the form of replacing the pronoun *he(his)* in constructions where the identity of the noun is not specified: *Everyone must do his work well* > *Everyone must do his/her work well*. *Everyone must do their work well*, etc.

The usage of social politically correct language is necessary for protecting some socially defenseless population from offences which can be caused by speakers. For example, lexical units denoting physical and mental qualities of a person (*overweight people* – *large-than-average person*, *differently sized person*; *cerebrally challenged* instead of *stupid*; *emotionally different* – to avoid the word *crazy*).

The language etiquette in a commercial sphere of life refers to the feelings protection of real and potential customers who can be affected by incorrect formulations. For example, passengers of different types of transportation are divided into *first class passengers*, which is very prestigious. Traveling *the first class* elevates a person both in their own and others' eyes. *A business (dub) class* is also prestigious, but the passengers are a little lower in rank, and the tickets are correspondingly cheaper. It's logical to assume that the next class would be second class. But it turns out that there is no such thing. The client doesn't like being a second-class person. It's like being a second-class citizen. Therefore, in order not to offend middle-class passengers, *a second class* was changed to *an economy class*. Being economical is sometimes even praiseworthy. Economical railway transportation passengers buy *standard class* tickets.

The usage of politically correct lexical units became a part of the English language and culture. Nowadays the category of political correctness by itself establishes certain language rules, introduces new vocabulary, limiting freedom of speech and thoughts.

The phenomenon of political correctness has both theoretical and practical grounds. In theory, political correctness is a system of theoretical beliefs. In practice, it is a desire to change the traditional norms of word usage in the contemporary English language, which allows us to consider this phenomenon from the point of view of its social importance. Political correctness makes it possible to avoid social aggravations

and, in turn, contributes to a conflict-free atmosphere in society and facilitates communication between different social groups. The analysis of politically correct lexical units may be considered to be a certain contribution to the development of the problems of linguocultural studies and sociolinguistics.

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