

## ПОЛИТИЧЕСКАЯ КОРРЕКТНОСТЬ В РАМКАХ МЕЖДУНАРОДНОГО ОБЩЕНИЯ LANGUAGE OF POLITICAL CORRECTNESS AS A GLOBAL AND INTERNATIONAL ISSUE

Английский язык как язык мирового, международного и межкультурного общения, используется как средство коммуникации представителями разных народов и разных рас, предъявляющих к нему особые требования. Одним из таких требований является политическая корректность, которая в рамках международного общения содействует формированию толерантного сознания в обществе в сфере культуры, образования, взаимодействия этносов, в широком плане - осуществлению диалога культур.

Политическая корректность языка выражается в стремлении найти новые способы языкового выражения взамен тех, которые задевают чувства и достоинства индивидуума, ущемляют его человеческие права привычной языковой бестактностью и прямолинейностью в отношении расовой и половой принадлежности, возраста, состояния здоровья, социального статуса, внешнего вида и т.д.

Topicality of this issue is incredibly high in today's international environment. It can be argued that political correctness offers some valuable lessons for people living in different countries. The debate about political correctness inevitably involves controversy, but the political correctness movement makes us aware of issues of values and language. It has gained much momentum over recent years and now dominates the thinking of many public-service and political arenas. Its attempt is to create shared understanding between groups and cultures.

This essay is intended as an opinion about the language that can be so powerful, sensible and euphemistic, as well as being a vivid form of public action.

Before looking at the words themselves, it is important to note that offensive or insensitive speech is not limited to a specific group of words. One can be hurtful and insulting by using any type of vocabulary, if that is one's intent. While in most cases it is easy to avoid blatantly offensive slurs and comments, more subtle bias that is an inherent part of our language or that is the habit of a lifetime is much harder to change. *Political correctness* (often abbreviated to "polcor" or "PC") is the use of language or behavior intended to provide a minimum of offence, particularly to racial, gender, cultural, or other identity groups.

Certainly there is a relationship between language and people's understanding of the world and their behavior. Political correctness or P.C. eventually came to refer to the alteration of one's choice of words in order to avoid either offending a group of people or reinforcing a stereotype considered to be disadvantageous to the group.

For some it is simply a jape, a few light-hearted euphemisms. We have all heard the linguistic joke: You do not say the man is dead, only that he is metabolically challenged. Some take it a little more seriously. As speakers we are expected to be vigilant in our use of words in order to convey the meaning intended. The meaning of words is in the message itself, not just in the words alone.

English is a living language, always changing under the pressure of euphemism and verbal politics. It is mainly a linguistic phenomenon. Words and phrases that were commonplace 50 years ago are now taboo. Many ideas that were likewise commonplace may not now be put into spoken or written words. Language has also been overhauled in ways less emotionally charged. Nonfiction writers are pressed by their publishers to alternate "he" with "she" when speaking of unspecified individuals or even to use the preposterous "s/he." They are told to "gender" for "sex," "human-made" for "man-made," and so on.

Political correctness covers certain issues of the day. Throughout the [20th century](#) women have been fighting to have the same [rights](#) as men. In PC language this is seen in some words for

job titles such as “lineman” and “chairman” which are now often called “lineworker” and “chairperson” because these jobs can be done by men and women.

People who prefer [partners](#) of their own sex are called "gay" (for males) or "lesbian" (for females) rather than "homosexual" (which is a [medical](#) term).

The area of personal characteristics, especially physical disabilities, brings up some of the most controversial language issues. People who are mentally disabled are now never described as “mentally retarded” but may be said to have “special needs”; who are [blind](#) or [deaf](#) may be referred to as “visually impaired” and “hearing-impaired” and people who cannot speak are never "dumb" but "[mute](#)" or “without speech”.

However many terms are changing. It can be said for the changing uses of terms for Black Americans: "Negro" and "colored", once perfectly acceptable terms, were declared degrading and offensive by some activists during the 1970s and "Afro-American" and "Black" came into use, which in turn gave way to "African-American", and in broader usage, "people of color".

Critics say that PC takes things to the extremes and accuse it of a humorless obsession with language. A popular writer and actor from Chicago, James Garner, wrote the so-called "Politically Correct Bedtime stories", that is seen to be a backlash against the PC movement.

Paraphrasing a famous fairytale “Snow White”:

*“Once there was a young princess who was not at all unpleasant to look at and had a temperament that many found to be more pleasant than most other people's. Her nickname was Snow White, indicating of the discriminatory notions of associating pleasant or attractive qualities with light, and unpleasant or unattractive qualities with darkness. Thus, at an early age Snow White was an unwitting if fortunate target for this type of colorist thinking.”*

Undoubtedly, political correctness is a certain tendency of language development, which evokes a huge number of questions, discussions and criticism. Certainly, this is just the vividness of the language and its ability to acquire new connotations!

The problem of how to talk to and about others, particularly others perceived to be a burning issue not only in everyday life situations but on the international arena. Political correctness helps us communicate and understand each other, as well as respect interests of other cultures.

Imagine, what would life be like if we all said exactly what was on our minds, and in the plainest and most explicit terms?

#### ЛИТЕРАТУРА:

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