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ЛИНГВИСТИЧЕСКИЙ АСПЕКТ ПОЛИТКОРРЕКТНОСТИ В МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ

Появившись в 80-х годах в Америке, политкорректность стала популярной во всем мире и на данный момент является нормой в большинстве развитых стран. Ее главная цель – изменить общественное мнение, преодолеть предрассудки по отношению к различным меньшинствам и найти новые способы языкового выражения, не задевающие чувства и достоинства индивида. И хотя ее обвиняют в завуалировании неравенства и порождении его, а также в том, что она иногда доходит до абсурда, всем людям, говорящим на английском языке, необходимо знать базовый словарь терминов политкорректности.

Facts of religious, racial, national intolerance can be found throughout many centuries. However, in the XXth century the mankind strongly felt a necessity for tolerance to different cultural norms, beliefs. Partly because of this in the 1980s in America appeared Political Correctness (PC)/"Bias-free" – the language free from any prejudice, whose main aim was to change the common opinion, to combat stereotypes towards any minorities and to find ways of linguistic expression which don't hurt the feelings and dignity of a person. It originates from the national American idea that all people are equal. From the 1990th the PC became very popular and even importunate. Now it is the norm for most developed countries.

The term "political correctness" is considered by some scholars to be lame as the word "political" implies insincere motives. But the term was already wide spread and habitual, so the attempt to rename the tendency "linguistic tact" was unsuccessful.

One of the first prerequisites of creation of PC was the "rebellion" of the Afro-Americans demanding the "deracialization" of English. Then the idea was picked up by feminists. Now the objects of PC are all groups which can be considered a minority. As a result, the term "politically correct" doesn't reflect the situation and it has been changed into "culturally sensitive".

The African people living in the USA have fought against discrimination for many years. As a result of the struggle, some words referring to ethnic groups have become clearly offensive, some – outdated. *Negro/coloured/black -> African-American (Afro-American),* by analogy with this: *Red Indians -> Native Americans, Eskimo -> Alaska Natives.* Now only the representatives of the minority have the right to mention the colour of the skin. It is unacceptable to use any colour negatively: f.e. *black market.*

Women were the first to begin the struggle for the spreading of PC/"positive language". There are several directions of developing of the feminism. 1. Efemsipation of the language – avoiding sexists words and correcting all the syllables reminding of men: *chairman -> chairperson, stewardess ->flight attendant, history -> herstory, hero -> shero.* 2. Positivisation of the language - its aim is to minimize using of the masculine gender: using *their* instead of *his/her: Everyone must do their duty.* 3. Abolishment of euphemisms "imposed by men to the society": *housekeeping -> non-paid work*

PC also concerns appearance, abilities, age, professions of people, animals. "Lookism" – favoring attractive over less attractive is considered to be politically incorrect: *ugly -> alternative appearance, beautiful -> not at all unpleasant to look at, fat -> horizontally challenged; invalid/cripple/handicapped/disabled person -> differently abled/ physically challenged; old people -> seniors/senior citizens/mature persons.* Professions: *garbage man -> sanitation engineer.* PC towards animal is a new phenomenon. It has 2 aims: to confirm the rights of animals as equal to

humans and struggle with euphemisms hiding the attitude of humans to other living creatures. Negative words are: *pet, master, farm, wild. Animal -> non-human companion.* PC concerning anti-social elements uses the Principle of presumption of innocence: *imprisoned -> guest, crime rate -> index of activity in the streets, slums -> substandard housing.*

PC is considered to be an alien phenomenon for Russia as the Russian language is thought to be less polite and humane than English. Nevertheless, PC appeared yet in the Russian Empire (*substitute -> companions*). Now are commonly used: "*бездомный -> бомж, приезжий -> гость города*". PC nowadays plays a very important role in the multinational country.

PC is criticized very much: it is accused of concealing and causing inequality without changing the opinion of the society. The biggest part of its dictionary consists of ridiculous things: *drunk -> ridiculous state of awareness, people who died in a hospital -> negative care patient outcome.* The most part of English-speaking people don't pay attention to them. PC may turn out to be a threat for the cross-cultural communication as it has recently become some kind of censorship, especially in the USA, as America calls itself "The Land of Free".

Nevertheless, nowadays it is necessary for every person speaking English to learn the base dictionary of PC. English has become the language of intercultural communication and being politically correct does not only mean having a good taste, but also being safe. As PC has become not only a very noticeable phenomenon, but also a norm in the intercultural relations.