

**LINGUOCULTURAL PHENOMENON OF POLITICAL
CORRECTNESS IN ENGLISH MEDIA TEXTS:
LINGUISTIC AND TRANSLATION ASPECTS**

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INTRODUCTION

The dynamic development of society, the spread of tolerance as a social value and democratization, as well as the processes of globalization contribute to cultural transformations. One of the current problems of modern linguistics is the study of the relationship between language and culture, as language is a mirror of culture, which reflects social identity, lifestyle, traditions, morals, values and worldview. In recent decades, a cultural and linguistic phenomenon “political correctness” has become extremely popular in the world, particularly in English-speaking countries. The development of the phenomenon of political correctness has started with the liberalization of the social order, the emergence of new sociocultural trends in society and the preservation in the language such lexical units that have a somewhat negative connotation of these changes. The struggle for political correctness is considered to begin with public speeches of African Americans and feminists. Subsequently, political correctness has been supported by all discriminated walks of life.

Despite the fact that political correctness has been aimed exclusively at eradicating politically painful issues, namely various forms of discrimination, the attitude towards it is ambiguous. Opponents of political correctness, along with supporters, view it as an instrument of public manipulation, the symbolism of images that distract from real problems, and ideological beliefs that challenge traditional notions of a person, society, and a human’s place in the surrounding world. Politically correct terms have become an integral part everyday life.

The topicality of the issue is due to the interest in the study of politically correct vocabulary in modern media texts, which, in turn, is due to the growing processes of globalization and international integration and cooperation in society. The media play an important role in reflecting the new realities of life and modern metamorphoses of the

literary norm. Hence, the need to study politically correct vocabulary in media texts that capture the latest language trends and deeply justify the use of politically correct units, namely terminology, are aimed at replacing offensive lexis to members of a social group whose civil rights are not fully observed or sometimes even restricted.

1. Sociocultural preconditions for the emergence of the term “political correctness”

The emergence of the term “political correctness” can be traced back to 1793, when the US Supreme Court heard the case of *Chisholm v. Georgia*. In the Court’s decision there was the term “not politically correct” – politically incorrect, socially unacceptable. Also among the first cases of documented use of the term under study is the first chapter of the autobiography of Robert La Follette, an American Senator, dated 1912, in which the author, referring to his studies at the University of Wisconsin, noted that in those days people did not hold correct political and economic views, because they lacked social and political-economic education. Another similar example is found in H. Morton’s “In the Footsteps of St. Paul”, where he states that instead of calling people “slaves” in the Roman Empire, they should be dubbed Galatians, which, according to the author is more tactful¹.

Political correctness has become an integral part of the modern lexicon and way of thinking since the late 1980s as a result of debates that began on the US campuses among conservative professors and journalists who used the term in question to teach those who were “obscene” about race, gender, sexual orientation or ecology. The goal of the “progressive orthodox” was to persuade Americans to refrain from using biased statements and views on socially resonant social issues such as race, ethnicity, religion, gender identity, and sexual orientation. Characterization of certain phenomena utilizing biased or ideologically colored terminology was considered to be false, offensive, discriminatory, “sociologically dangerous” or simply obscene. Public reaction to the demand for the use of “politically correct” terminology and vocabulary was in the range from broad approval to sharp denial². A critical section of the American and later Canadian academic community opposed the movement for “political correctness”. The main arguments were the restriction of freedom of choice and freedom of

¹ Morton H.V. In the Steps of St. Paul. Da Capo Press, 2002.

² Лотман Ю.М. Об искусстве. Санкт-Петербург : Искусство-СПб., 1998. С. 8.

expression in public and academic environment in particular; the danger of establishing the tyranny of the crowd, the danger of the decline of critical thinking and intellectual life. Oppositions against the movement for “political correctness” were quite revealing. For open-minded intellectuals, “political correctness” was one of the forms of the tyranny of the crowd, which blindly rushed to implement its requirements in all spheres of public life³. The phenomenon of political correctness of the masses has had a complex history and has undergone considerable changes over the last thirty years. At the time when the term “political correctness” was originated in the United States, it was perceived as a movement and social phenomenon concentrated on university campuses and political or cultural institutions related to feminist and left-wing movements. Linguist *Geoffrey* Hughes in his thought-provoking book “Political Correctness: A History of Semantics and Culture” argues that the proponents of politically correct language are aimed to alleviate the previous injustice of such words and improve social relations⁴.

Therefore, political correctness is a kind of voluntary social code of conduct that has developed spontaneously in the West. It is based on a very approving desire not to offend people’s feelings, to preserve the dignity of a person and their good mood. This is achieved through the inadmissibility of derogatory mentions of physical or mental disabilities of third parties, their racial, religious or national affiliation, gender equality in public and private life, measures against sexual harassment at work, as well as the inadmissibility of contempt, diminishing remarks and aggressive verbal attacks on those people who consider themselves sexual minorities, if their behavior is not against the law.

The development of the linguocultural phenomenon of political correctness is due to the liberalization of the social order, the emergence of new trends in society and the preservation of the language such units that have a somewhat negative connotation of these changes. The black population is outraged by the racism of the English language and start demanding its derasilization, and activists of women’s movements declare the English language sexist. The struggle for political correctness begin with African Americans public protests against the use of the ethnic name “black” to refer to the black population of the United States. Demanding derasilization of English, African Americans points to the

³ Лотман Ю.М. Об искусстве. Санкт-Петербург : Искусство-СПб., 1998. С. 8.

⁴ Hughes G. *Political correctness: A history of semantics and culture*. Wiley-Blackwell, 2010.

negative connotations of the metaphor of the word “black” as opposed to the positive connotation of the word “white” (e. g., blacksheep, black market, blackmail, blackmailer, blacklist, black magic, black looks – gloomy / disapproving looks, white-collar – a worker engaged in intellectual work, whitelist – recommendation list, Whitehall – the British government)⁵. Thus, the sociocultural conditionality of the linguistic phenomenon under scrutiny has become an acute political problem, the solution of which has led to significant changes in all versions of the English language.

The modern concept of political correctness appeared in the 1970s and 1980s. In the 1970s the movement for political correctness was actively supported by feminist circles. At that time in the West, it was becoming socially acceptable for women to pursue the lifestyle that men usually followed. For example, to aspire to become the general manager or executive director of a large corporation, to be a leader in family relations. That is why the question arose that the English language should change its masculine nouns, such as “chairman” to more general terms, in particular “chairperson”⁶. In the 1970s, gender language reform took place, which resulted in the purification of the English language from the signs of “sexism” – verbal discrimination on the grounds of gender. This ideology is based on attitudes or beliefs that women (or men) are wrongly attributed (or lacked) certain qualities. The term “sexism” appeared in the 1970s in the United States in the women’s liberation movement. It is especially often used when discussing prejudices against women, the so-called gender stereotypes. According to feminists, sexism is so deeply rooted in culture, society and people’s consciousness that it is often simply overlooked. From the first days after its emergence, everyone is brought up according to a sexist worldview. If not parents, then the environment, society and traditions teach boys to play with cars, and girls – with dolls. There are many stereotypes from childhood: young men should be strong and brave, and girls should follow a diet; men have to support their families with money, and women have to manage the household⁷.

⁵ Jones N.B. Confronting the PC “Debate”: The Politics of Identity and the American Image. *NWSA Journal*. 1994. № 6 (3). P. 384.

⁶ Каптюрова О.В. Релізація концепту «політична коректність» в мас-медійному дискурсі. Київ : Інститут філології КНУ імені Тараса Шевченка, 2013. С. 128.

⁷ Гоца Н. Вивчення мови крізь призму гендерних теорій. *Мандрівець*. 2013. № 5. С. 56.

Later, in the 1980s, the concept of political correctness arose from the desire of people to establish successful international relations and eradicate the oppression of people at all social levels. The political correctness movement at that time spread as a result of students debates. Its aim was to eliminate social injustice and improve social relations. The authors of the Dictionary of Sociology by T. Lawson and J. Garrod interpret political correctness as the desire to exclude any manifestation of discrimination against people on the grounds of sex, ethnicity, physical ability or sexual orientation⁸. Political correctness appeared in connection with the emergence of the idea of cultural pluralism and the need for a new ideology in the reproduction of works of literature and art, achievements of social and political life of all ethnic and sexual minority⁹. The very concept of political correctness is quite multifaceted and perceived ambiguously. For example, linguist N. Komlev in the “Dictionary of Foreign Words” defines political correctness as a slogan that demonstrates the liberal orientation of modern American politics and is more concerned not with the content but with the symbolic image to which the concept is attached¹⁰.

Well-known linguist S. Ter-Minasova states that the political correctness of language is expressed in the desire to find new ways of language expression instead of those that affect the feelings and dignity of the individual, degrade his human rights by ordinary language tactlessness and / or straightforwardness of race and gender, age, status, state of health, appearance¹¹.

Rather often researchers emphasize that the phenomenon of political correctness originated and spread in American colleges and universities as centers of science and culture, as well as due to the ethnic and racial diversity of students. In the preface to the book “Are You Politically Correct?” *F. Beckwith* and *M. Bauman* define political correctness as “a network of interconnected ideological beliefs that call into question the foundations of university education: the traditional curriculum, views on

⁸ Lawson T., Garrod J. Dictionary of Sociology. Taylor & Francis, 2001.

⁹ Завадська О.В. Особливості розвитку і функціонування лінгвопрагматичної стратегії політкоректності на пострадянському інформаційному просторі. *Вісник Дніпропетровського університету. Серія «Мовознавство»*. 2010. № 11. С. 122.

¹⁰ Комлев Н.Г. Словарь иностранных слов. Москва : ЭКСМО, 2006. С. 3.

¹¹ Тер-Минасова С.Г. Язык и межкультурная коммуникация : учеб. пособие для студ., аспирантов и соискателей по специальности «Лингвистика и межкультурная коммуникация». Москва : Слово, 2000. С. 122.

the objectivity of knowledge, emphasizing cultural, gender, class and racial differences”¹².

Linguists have repeatedly focused on the conventionality of the concept of “political correctness”, because politically correct vocabulary does not always arise for political reasons, and these lexical items are often not correct in that they are deliberately provocative, violate the principle of courtesy and tolerance; therefore, they can be studied within the discourse of conflict¹³. Politically correct lexical units emerged as polite euphemisms that avoid the use of words to denote physical or mental disabilities, human discrimination in society. However, politically correct lexical units have been transformed. Some of them rename the usual phenomena and concepts, question the traditional ideas about man, society and the place of man in nature: e. g., instead of the traditional “mother” and “father” linguists suggest exploiting “parent 1” and “parent 2”; they introduce the honorific appeal “Mx” to people of indeterminate/unspecified gender (today also known as “non-binary or third gender identities”), and euphemisms, which are based on a negative connotation (“parasitically oppressed” instead of “pregnant”, “assault with a deadly weapon” instead of “smoking”, etc.). From this point of view, politically correct vocabulary sometimes approaches dysphemisms, although, unlike dysphemisms, politically correct lexical items are rarely rude or provocative.

Many politically correct lexical units have been transformed: they have moved to the category of stylistic hybrids, acquired ironic or offensive connotations. In addition, the process of conditionally politically correct units spread, which transmitted indignation at family relations, barbaric attitudes toward nature and various forms of discrimination. Politically correct vocabulary is often used to show respect for certain categories of people or as a linguistic means of manipulating consciousness that imposes other people’s landmarks and values. Politically correct euphemisms indicate a tendency to hedge, i.e., the spread of uncertainty, ambiguous attitude to events. Such ambiguity, as a consequence, creates a dual attitude to the use of politically correct vocabulary. In the English-speaking countries, particularly in the United States, the United Kingdom and Canada, special attention is paid to the avoidance of explicit, implicit or potentially offensive words and expressions, given the requirements against infringement of the rights of

¹² Bauman M.E., Beckwith F.J. *Are You Politically Correct?* Prometheus, 1992. P. 72.

¹³ *Ibid.*

different social groups. This primarily concerns the avoidance of prejudice against women and various minority groups (national, racial, sexual, etc.).

Another issue that influenced the ideas of political correctness in the society and language correspondingly is multiculturalism as the philosophy of education, emphasizing the unique contribution of different cultures in human history¹⁴. Proponents of multiculturalism call for the abandonment of the need to build education on the principles of Western or so-called “culture of Eurocentrism”, in which Europeans are considered to be the only carriers of civilization and culture. Moreover, it is believed that enrollment in higher education institutions should be based on the gender and nationality of applicants, and not only on academic achievement. These ideas have significantly changed the nature and purpose of education in American schools, colleges and universities. The concept of multiculturalism is gradually expanding, covering not only racial and ethnic groups, but also religious and sexual minorities, as well as sociopolitical movements such as feminism¹⁵.

Hence, it can be generalized that the development of the phenomenon of political correctness is inextricably linked with such linguistic and social phenomena as multiculturalism and linguistic tact. It should also be noted that approaches to the analysis of political correctness are different: the concept under study is interpreted as a special ideological reality, language movement, cultural-behavioral and linguistic tendency, language tolerance, verbal provocation, a tool for manipulating public consciousness, and so on. Accordingly, we consider political correctness to be a means of linguistic expression and reproduction of current realities, which has risen as a result of the liberalization of cultural processes and is aimed at eliminating discrimination at all levels in the society. However, we also emphasize that this concept can serve as a tool for language manipulation, transform and have both positive and negative connotations in the absence of behavioral and language standards of linguopragmatic strategy of political correctness, as well as a fairly complete understanding and interpretation of this phenomenon in research. It is important to state the existence of the concept of political correctness in all languages of the world and in all spheres of life.

¹⁴ Лютянська Н.І. Особливості об'єктивної концепції толерантності та політична коректність в англомовному мас-медійному дискурсі. Миколаїв : Чорноморський державний університет ім. Петра Могили, 2014. С. 73.

¹⁵ Сінькевич О.Б. Політкоректність в контексті глобалізаційних процесів сучасності. Львів : ЛНУ ім. Івана Франка, 2013. С. 9.

2. Thematic groups of politically correct vocabulary

In English-speaking countries, particularly the United States, the United Kingdom and Canada, special attention is paid to avoiding explicit, implicit, or potentially offensive words and expressions, given the requirements against infringing on the rights of different social groups. This primarily concerns the avoidance of prejudice against women and various minority groups (national, racial, sexual, etc.).

Politically correct lexical units are a special group of lexical items that are deliberately created by native speakers to replace words and phrases that for some political or social reasons are beginning to be perceived as degrading. Among the politically correct units the scholars single out the following thematic groups:

1) units to denote racial and ethnic affiliation, such as: African American (to denote Americans of African descent), Africans, my brothah, my sistah (to denote members of the Negroid race¹⁶); jigga (a representative of the black population instead of the taboo word “nigger” in rap songs as the word “jigga” is a lexical hybrid of the pseudonym of the famous rapper Jay-Z and the word “nigger”), the future President (to address to young African Americans); Indigenous People (to denote the American Indians); Inuit, Native Alaskan to denote the Eskimos). Interestingly, the word “oriental” – a native of the East – is replaced by the terms “Asian American”, “Pacific American”, “Pacific Islander”, “Oceanian American”, which indicate the geographical origin and do not take into account the cultural characteristics of a personality¹⁷;

2) units to denote gender, for example, attempts to create substitutes for the word “woman” that are not derived from “man” – womyn, wimmin, wimyn, wofem, womban, womon; pre-womyn (girl); word formation with avoidance of the male component in the names – to person (to man); herstory (history); efemcipated (emancipated)¹⁸;

3) units for leveling gender, for example, Mx – gender neutral treatment – a title used before a man or woman’s name as a gender-neutral alternative to Mr, Mrs;

4) units for leveling status, for example, treatment Ms /mɪz /, / mæz / (treatment of a woman, regardless of her marital status; also used in case

¹⁶ Дмитрієва М.Д. Лінгвістичні методи забезпечення гендерної рівності. *Livejournal*. 2013. № 3. С. 3

¹⁷ Зайко Л.В. Політкоректна лексика сучасної англійської мови як різновид евфемізмів. Буча, 2016. С. 4.

¹⁸ Ibid.

of divorce; common in business: e.g., I appreciate your help, Ms. Chen¹⁹);

5) units that denote the physical or mental qualities of a person, for example, synonyms for overweight people: large-than-average citizen, medium-sized, a person of size, a person of substance, a person with an alternative body image, a horizontally challenged person, differently sized person; synonyms for older people – chronologically gifted, experientially enhanced, longer-living, mature, advanced in years, 4th-dimensionally extended; words to denote mental inferiority – cerebrally challenged, intellectually challenged (instead of “stupid”), alternatively schooled (instead of “illiterate”, “uneducated”), knowledge-based nonpossessor (ignorant), Sun children (children with Down syndrome); mental defects – emotionally different (instead of “crazy”, “hysterical”); socially misaligned (psychopath), sexually dysfunctional (perverted), sexually focused (dirty), selectively perceptive, mental explorers (insane people), moonchild (crackpot); external defects – comb-free, in follicle regression, hair-disadvantaged, follicularly challenged, follically disadvantaged (instead of “bald”), aesthetically challenged, attractively impaired, average-looking, cosmetically different, facially challenged (ugly); instead of “desease” (disease, disease) they say “condition” (condition; for example, mental condition – mental state); people with cancer are often called moon children (person with cancer)²⁰;

6) units for non-prestigious professions that emphasize their importance to society: e.g., sanitation engineer, garbologist (instead of “garbage collector”); environmental hygienist, custodian, building engineer (instead of “janitor”); sex care provider, sex surrogate (instead of “prostitute”); domestic engineer, domestic artist (instead of “homemaker”); street orderly (instead of “road-sweeper”); housekeeper (instead of “servant”); information retrieval administrator (instead of “filing clerk”); personal assistant, administrative assistant (instead of “secretary”); service lawyer (instead of “clerk in the law office”); exterminating engineer, vermin control officer (instead of “rat catcher”); noctician (instead of “night-watchman”); vehicle appearance specialist, auto appearance specialist, automotive appearance specialist (instead of “car washer”); home care assistant (instead of “nurse”); childminder,

¹⁹ Blake B. All About Language: A Guide. Oxford: Oxford University Press, 2008. C. 312.

²⁰ Зайко Л.В. Політкоректна лексика сучасної англійської мови як різновид евфемізмів. Буча, 2016. С. 5.

daycare provider, child care provider (instead of “nanny”); domestic engineer, domestic artist (instead of “housewife”); parking enforcement adjudicator (meter maid)²¹;

7) gender-neutral units, mainly for professions, where morphemes for gender are neutralized: e.g., firefighter instead of “fireman”; actron (instead of “actor/actress”); waitron, waitperson (instead of “waiter/waitress”); chairperson (instead of “chairman/chairwoman”); police officer (instead of “policeman/policewoman”); businessperson (instead of “businessman/businesswoman”); flight attendant (instead of “steward/stewardess”); anchor (instead of “anchorman/anchorwoman”); bellhop (instead of “bellman”); camera operator (instead of “cameraman”); cleaner/housekeeper (instead of “cleaning lady”); member of the clergy (instead of “clergyman”); member of Congress (instead of “congressman”); insurance agent (instead of “insurance man/woman”); mail carrier, mail person, postal worker (instead of “mailman/mailwoman”); letter carrier, post person (instead of “postman/postwoman”); law enforcement officer (instead of “militiaman/ militiawoman”); sales representative also salesperson, shop assistant (instead of “salesman/saleswoman”); spokesperson (instead of “spokesman/spokeswoman”); weather reporter, weathercaster, meteorologist (instead of “weatherman/ weatherwoman”).

It is also appropriate to mention attempts to create gender-neutral pronouns at the lexical level: ze, zie, xe (instead of “he / she”), hir, zir, xyr (instead of “his / her”), hirsself, zirsself, xemsself (instead of “himself, herself”); attempts to create gender-neutral pronouns at the graphic level: s / he, (s) / he, he / she (instead of “he” or “she”); tendency to lexical replacement of pronouns “his / her” by gender neutral pronoun “their”²²;

8) units for animals and plants: e.g., animal companion (instead of “pet”); botanical companion, flolar companion (instead of “plant, bouquet”); Canine-American (instead of “American dog”); oxygen exchange units (instead of “trees”); Amphibian American (instead of “frog”)²³;

9) units to denote social and domestic phenomena: e.g., microteaching sessions (instead of “lessons”); meltdown (instead of

²¹ Молодиченко Н.А., Танана С.М. Основні аспекти поняття політичної коректності в сучасній англійській мові. *Young Scientist*. 2016. № 5. С. 509.

²² Зайко Л.В. Політкоректна лексика сучасної англійської мови як різновид евфемізмів. Буча, 2016. С. 5.

²³ Молодиченко Н.А., Танана С.М. Основні аспекти поняття політичної коректності в сучасній англійській мові. *Young Scientist*. 2016. № 5. С. 509.

“crisis”); home invasion (instead of “burglary”); dysfunctional family (instead of “broken home”); pro-life (instead of “anti-abortion”); gender reassignment (instead of “sex change”); homeless person, displaced homeowner, involuntarily undomiciled, underhoused, philosophy major (instead of “bum”); nonspecifically destinationed individual (instead of “vagrant”); negative saver (instead of “spendthrift”); chemically challenged (instead of “drug addict”); chemically inconvenienced (instead of “stoned”); cybernetically challenged (instead of “net addict”); involuntarily leisured, economically inactive (instead of “unemployed”); unaffiliated applicant for private-sector funding (instead of “panhandler”); nondiscretionary fragrance (instead of “body odor”); alternative dentation (instead of “false teeth”); ethnically homogenous area/EHA (instead of “ghetto”); Economic oppression zone /EOZ (instead of “slums”); academic dishonesty (instead of “cheating in school”), youth group (instead of “gang”); culturally responsive transportation option (instead of “pimp-mobile”); environmentally safe, east-west, multicultural dining tools (instead of “forkchops, a combination fork-and-knife and a pair of chopsticks”); negative cash flow (instead of “loss, bankruptcy”); non-traditional success, incomplete success, deficient achievement (instead of “failure”); least best (instead of “worst”)²⁴;

15) units of commercial political correctness, due to the desire to please the customer or attract the attention of buyers. So, to attract large customers, store owners and directors are inventive in designing complimentary signs: e.g., “BIB” – short for “Big is Beautiful” (meaning “Large size is great”).

There is also a specific group of lexical units, which reflect a system of values that denies the traditional ones²⁵. Among such lexical items that are already entrenched in the language are, for example, “Dead White Male Canon” (sometimes abbreviated – The Canon) – canonical scientific, philosophical, literary and artistic works (created almost exclusively by white men), which are traditionally considered outstanding and which have become the basis of Western patriarchal civilization and, accordingly, the basis of the education system aimed at maintaining the notion of the inferiority of other cultures (Capitalistic Patriarchal Hegemonic Discourse); Dead White Male Canon – DWEMs

²⁴ Зайко Л.В. Політкоректна лексика сучасної англійської мови як різновид евфемізмів. Буча, 2016. С. 6.

²⁵ Ibid.

(Dead White European Males) – the most famous representatives of Western European patriarchal civilization, which are traditionally considered outstanding; Eurocentrism – the belief that Western European culture is the most developed and should dominate the world. This category also includes:

– lexical units that denote family relationships, emphasizing the oppressed position of women in marriage: e.g., an unpaid sex worker (instead of “wife”); unwaged labor (instead of “housework”). The oppressed position of women is emphasized in the social sphere, which is reflected in different lexical units such as Differential Framing, faceism (or facial prominence) – the tendency of television to focus the camera on the face when shooting a man and on the figure if shooting a woman²⁶;

– lexical units that denote a person’s relationship with the surrounding world and emphasize their barbaric attitude towards other species. For example, a person with difficult-to-meet needs (serial-killer); wood weasel, paper pirate, treeslayer (logger); Bambi butcher, animal assassin, meat mercenary (hunter); processed animal carcasses (meat); processed tree carcasses (paper, books); stolen nonhuman animal products (eggs, milk, honey, wool). The concept that representatives of other species are only a resource for humans is opposed by biocentrism, which emphasizes the equality of all species in nature²⁷;

– a group of words denoting different types of discrimination: e.g., concerning age – ageism; with regard to health – diseasism; as for excessive weight – fatism; concerning appearance – lookism; regarding females – misogyny; the idea of the dominant position of a human among other species, non-human animal species, is known as anthropocentrism²⁸.

Thus, politically correct vocabulary has a wide impact on modern human life and manifests itself in completely different forms. The most common types of political correctness are gender and social life, which includes units to denote the physical and mental qualities of a person, as well as social and domestic phenomena. Racial political correctness is directed against racial and ethnic prejudices, gender correctness advocates for the elimination of the emphasis on gender, and social

²⁶ Зайко Л.В. Політкоректна лексика сучасної англійської мови як різновид евфемізмів. Буча, 2016. С. 6.

²⁷ Ibid.

²⁸ Ibid.

correctness serves to mitigate social phenomena and processes. In general, politically correct words are perceived with a positive connotation, but some lexical items mostly resemble “victims of fashion”, because they sound very unnatural and lack in meaning. Among them, a special place is occupied by stylistic hybrids that combine the features of several paths: e. g., *Canine-American* (politically correct euphemism + cognitive metaphor, because the animal is endowed with such an unusual feature as nationality); *4th dimensionally extended* (the one who has one foot in the other world; combines signs of euphemism and hyperbole); *womyn*, *wimmin*, *wimyn*, *wofem*, *womban*, *womon*, *pre-womyn* (grapheme + euphemism). In addition, it is worth noting the common synonymy and polysemy of politically correct units: moonchild (crackpot) – not of this world :: moonchild (person with cancer) – born under the sign of Cancer. Given the development of society as a whole, it is worth paying attention to modern language trends and use those variants of politically correct vocabulary that are considered appropriate.

3. Political correctness in the context of euphemisms

Politically correct lexical units used as euphemisms have been designed to avoid the use of words that emphasize certain cases of inequality among people according to racial, gender inequality, physical or mental disabilities. However, the main distinguishing feature of political correctness is its extreme caution – it is condemned not just offensive acts, but anything that could potentially be offensive. Also, political correctness, in contrast to euphemism, is characterized by extreme non-conflict, if there is a choice between several options for interpreting the event, fact, action is chosen the least offensive, even if it is less likely or even outright far-fetched.

As noted by researchers V. Velikoroda, L. Nebeliuk²⁹ euphemisms are units of secondary nomination with a relatively positive connotation, utilized to replace direct names, the use of which for socially or psychologically determined reasons is considered undesirable. Among the main reasons for the use of modern euphemisms by speakers are the desire to be polite (showing respect, the desire to sound “aristocratic”, the desire to mitigate unpleasant facts or avoid discrimination) and the

²⁹ Великорода В.Б., Небелюк Л.Р. Концептуальні характеристики евфемізмів на позначення негативних дій політиків. *Вісник Житомирського державного університету імені Івана Франка*. 2013. № 68. С. 51–54.

desire to obscure negative aspects of reality within a certain professional, social or age group³⁰.

According to the sphere of distribution, euphemisms are divided into the following functional and pragmatic categories: commonly used euphemisms, argot euphemisms and euphemisms of “political incorrectness”³¹. In the context of our study, we are particularly interested in the euphemisms of “political incorrectness”, the primary motivating factor of which is politeness. This group includes words and phrases that alleviate various types of discrimination. In the field of euphemisms for the mitigation of age discrimination, it is worth mentioning the existence of the term “ageism” – the oppression of people of a certain age. In order not to offend people of respectable age, the word “middlescence” (similar to “adolescence”) has appeared in the language of recent decades – a period of life from 40 to 65 years. The period of life from 65 years onwards has become known as “third age”. Instead of the word “old” such euphemisms as “senior”, “mature” and “seasoned” are exploited³².

The reason for euphemisms to mitigate property discrimination has been the desire of officials of various ranks to smooth over the problems of property inequality. Today, the lexical unit “the poor” in the press is replaced by “the needy”, “the ill-provided”, “unsecured”, “the deprived”, “socially disadvantaged”, “the underprivileged”, “poorly privileged”, “low-income people”. No less noteworthy are the euphemisms that exclude discrimination on the basis of physical and mental disabilities: e.g., the word “cripple” is substituted for the euphemisms “differently abled”, “physically different” or “handicapable”; the word “fat” is replaced by “big-boned”, “differently sized”; instead of “bald” the euphemisms “hair-disadvantaged”, “comb-free”, “follically disadvantaged” are used; instead of “deaf” anthropocentrism “aurally inconvenienced”, “hearing impaired”, etc.³³.

³⁰ Великорода В.Б., Небелюк Л.Р. Концептуальні характеристики евфемізмів на позначення негативних дій політиків. *Вісник Житомирського державного університету імені Івана Франка*. 2013. № 68. С. 51.

³¹ Вишнівський Р.Й. До питання про мотиви вживання евфемізмів (на прикладі сучасної англійської мови). *Науковий вісник Міжнародного гуманітарного університету*. 2014. № 13. С. 95.

³² Глушок Л.М. Методичні рекомендації для студентів відділення післядипломної освіти з курсу «Теорія та практика перекладу». Хмельницький, 2010. С. 15.

³³ Вишнівський Р.Й. До питання про мотиви вживання евфемізмів (на прикладі сучасної англійської мови). *Науковий вісник Міжнародного гуманітарного університету*. 2014. № 13. С. 95.

Euphemisms that mitigate racial and ethnic discrimination emphasize the identity of racial and national groups and their equal status: e. g., the word “black” is replaced by the euphemism “member of the African diaspora”, and “Indian” – by the words “indigenous person”, “local”.

The second level of euphemistic vocabulary is based on the principle of reducing the fear of such phenomena as illness and death. For example, “insane asylum” was replaced by “mental hospital”, the death of a patient in a hospital is conveyed by the euphemisms “terminal episode”, “therapeutic misadventure” or “negative patient care outcome”. Nowadays, the tendency to form new euphemisms that strengthen the prestige of certain professions has noticeably increased. For example, cemetery workers, traditionally called “undertakers”, in recent years have been called “morticians” and “funeral directors” as well. The word “garbage collector” has been replaced by “sanitation engineer”, and the euphemism “environmental hygienist” is nothing more than the name of the profession of a janitor³⁴.

Another group of euphemistic vocabulary is euphemisms, which distract from the negative phenomena of reality. This group can be divided into several subgroups:

1) euphemisms that obscure aggressive hostilities and deadlines. Many of these words appeared in the language in the 1960s during the Vietnam War. The words “involvement” and “conflict” replaced “aggression” and “war”; “destruction of armed resistance” began to be called “pacification”, and instead of “bombing” there have been used “limited air strike” or “air support”. You can also see the following examples of veiled violence: neutralize (instead of “kill” or “assassinate”), aggressive defense / preemptive counterattack (US military term for an aggressive offensive attack); aversion therapy (instead of “torture / shock treatment”); mutually empowering shared experience (instead of “war”); no longer a factor (instead of “dead”, “wounded” or “destroyed”³⁵). The euphemism “strategic hamlet” replaced the phrase “concentration camp”. Finally, the killed has begun to be called “body-count” or “inoperative combat personnel”;

³⁴ Вишнівський Р.Й. До питання про мотиви вживання евфемізмів (на прикладі сучасної англійської мови). *Науковий вісник Міжнародного гуманітарного університету*. 2014. № 13. С. 96.

³⁵ Akar D. The macro contextual factors shaping business discourse: The Turkish case. *International Review of Applied Linguistics in Language Teaching*. 2002. № 40. P. 305–322.

2) euphemisms that are associated with negative consequences in the socioeconomic sphere. During the twentieth century we confronted the following linguistic changes: the phrase “economic crisis” was substituted for the term “slump”; the latter was replaced by “depression”, which, in its turn, caused new euphemisms – “recession” and “decline”. And now, more recent terms for economic crisis include “period of economic adjustment”, “period of negative economic growth”, “meaningful downturn”, “temporary cessation of economic growth”. To mitigate the negative effect of the words “firing”, “laying off”, euphemisms “downsizing”, “rightsizing”, “redundancy elimination” are used. The term “capitalism” has acquired, in recent decades, a number of new substitutes of undoubtedly euphemistic nature: “the system of free enterprise”, “open society”, “economic humanism”; riot has been called “a spontaneous display of community dissatisfaction with prevailing socioeconomic conditions”; tax payments are introduced under the auspices of “contributions / sacrifices”³⁶;

3) euphemisms concerning the concept of “crime”: e.g., the euphemism “correctional facilities” has been utilized instead of “prison”; “correctional officers” or “custodial guards” instead of “prison guards”; “anomaly” is used instead of “accident”; “criminalized populations” – instead of “felons” or “criminals”; “custody suite” –instead of “prison cell”. Prisoners are now called “guests in a correctional institution”, “clients of a correctional institution” or “people enjoying temporarily hospitality from the state”. For the Nazis a politically correct phrase “someone who disagrees with the far-left” has been exploited³⁷.

Politically correct euphemisms are characterized by: the use of gender-neutral units instead of units with gender-transparent morphemes, initial use of the words “person”, “individual”, “member” (e.g., “unmarried person” (bachelor / bachelorette)); avoidance of the component “black”; postadverbial use of adjectives “challenged”, “disadvantaged”, “impaired” etc. to euphemize the excess or lack of a certain quality: e.g., “motivationally challenged”, “motivationally deficient” instead of “lazy”; “gravitationally challenged” or “horizontally challenged” instead of “obese”; “perceptually challenged” instead of “narrow-minded”³⁸.

³⁶ Akar D. The macro contextual factors shaping business discourse: The Turkish case. *International Review of Applied Linguistics in Language Teaching*. 2002. № 40. P. 305–322.

³⁷ Ibid.

³⁸ Великорода В.Б. Семантичні та функціонально-прагматичні характеристики евфемізмів в англійській мові : автореф. дис. ... канд. наук : 10.02.04. Львів, 2008. С. 11.

The tendency of euphemisms to lose their euphemistic potential and replace them with euphemisms-neologisms is largely inherent in the functional-pragmatic category of politically correct euphemisms³⁹:

1) *old – elderly – golden agers – senior citizens, seniors, seasoned, longer-living – golden agers, gerontologically advanced, advanced in years, chronologically advantaged, chronologically gifted, distinguished, 4th-dimensionally extended, experientially enhanced;*

2) *crippled – handicapped – disabled, handi-capable, slow pacer – differently abled – physically challenged – special, otherly abled, afflicted;*

3) *retarded – special – exceptional;*

4) *black – darky – colored – African American – non-white;*

5) *to fire – to select out, to deselect, to dismiss, to lay off, to release, to non-renew – to de-layer, to re-engineer, to downsize, to restructure, to dehire – to excess, to dislocate, to displace, to right size, to put into the mobility pool.*

The examples above show that the politically correct euphemisms perform veil, rhetorical, elective and cooperative functions. The veil function reveals the addressee's desire to hide aspects of reality that they do not want to talk about openly. The veil function is inherent in all euphemisms without exception; other functions operate along with the veil and can be more or less pronounced⁴⁰. The rhetorical function is the speaker's attempt to influence the addressee's values in a certain way, to change his attitude to the reported, to motivate them to certain actions: *to re-engineer, to put into the mobility pool (to fire); to get a carrier change opportunity (to be dismissed); someone who seemingly has some talent (untalented person)*⁴¹.

By its elective function, the addressee presents aspects of reality in a more positive light, exaggerates low or medium standards, attaches importance to certain phenomena and highlights their special role in society. Non-prestigious professions, goods, organizations or institutions that would not otherwise attract the attention of the addressee are mostly nominated euphemism units.: *environmental activist (tree-hugger);*

³⁹ Великорода В.Б. Семантичні та функціонально-прагматичні характеристики евфемізмів в англійській мові : автореф. дис. ... канд. наук : 10.02.04. Львів, 2008. С. 12.

⁴⁰ Ibid. С. 7.

⁴¹ Великорода В.Б. Семантичні та функціонально-прагматичні характеристики евфемізмів в англійській мові : автореф. дис. ... канд. наук : 10.02.04. Львів, 2008. С. 8.

embalming surgeon (undertaker); access controller (doorman); podiatrist, chiropodist (corn-cutter).

The cooperative function reflects the desire of communicators to maintain speech on cooperation to solve communication problems (inherent in most euphemisms, but especially vivid in euphemisms used to avoid different types of discrimination): *charm free, differently interesting (boring); childlike (immature); cosmetically different, aesthetically challenged, attractively impaired, average-looking, cosmetically different, facially challenged (ugly); ethnically disoriented, morally different, differently honest (dishonest); developmentally disabled, exceptional, learning disabled, mentally challenged people, people with learning difficulties, celebrally challenged, intellectually challenged (retarded); uniquely coordinated (clumsy); differently logical (wrong); least best (wrong)*⁴².

Many politically correct units have been transformed: they have moved to the category of stylistic hybrids, acquired ironic or offensive connotations. In addition, the process of conditionally politically correct units spread, which transmitted indignation at family relations, barbaric attitudes toward nature and various forms of discrimination. However, traditional types of political correctness, in particular racial, gender, social and commercial political correctness continue to be actively developed and supplemented with new lexical units. First of all, this is facilitated by the euphemistic nature of politically correct terms, which are characterized by extreme politeness and universal character.

The pragmatic factor in the use of euphemisms for “political correctness” is the desire to avoid discrimination based on age, occupation, gender, physical ability, ethnicity, race, socioeconomic status, mental adequacy, intellectual ability, marital status, education, etc. Euphemisms are mostly used to replace socially or psychologically unacceptable direct nominations, give the concept a positive connotation and greatly facilitate the process of transmitting information in certain areas of human activity.

Thus, we argue that political correctness is a means of linguistic expression and reproduction of current realities, which arose as a result of the liberalization of sociocultural processes and is aimed at eliminating discrimination at all levels. However, we also emphasize that this concept can serve as a tool for language manipulation and have both

⁴² Великорода В.Б. Семантичні та функціонально-прагматичні характеристики евфемізмів в англійській мові : автореф. дис. ... канд. наук : 10.02.04. Львів, 2008. С. 8.

positive and negative connotations in the absence of behavioral and language standards of linguopragmatic strategy of political correctness, as well as a fairly complete understanding and interpretation of this phenomenon in research. It is important to state the existence of the above concept in all languages of the world and in all spheres of life.

4. Media text and the problem of translating politically correct lexis

Having appeared in the English-language scientific literature in the 90s of the XXth century, the term “media text” quickly spread both in international academic circles and in national media discourses. The rapid consolidation of the concept of media text in the scientific mind has been due to the increasing interest of researchers in studying the problems of media speech, the features of the functioning of language in the field of mass communication. The term under study finds its explanatory power in the interpretation of media text as a combined product of three global subsystems of mass communication: journalism, PR and advertising. Media text is viewed as a dynamic complex unit of a higher order, through which verbal communication is carried out in the field of mass communications⁴³.

Currently, media text has acquired the status of a basic category in media linguistics, media stylistics, media culture and media education – new areas of linguistic, philosophical and pedagogical sciences. In addition, it can be noted that the theory of media text claims to be an independent niche within the theory of text or even seeks to distance itself from it.

In a broad sense, all media culture can be interpreted as media text. This approach is based on the understanding of culture in the semiotic-information dimension. Everything can be described as a text, provided that certain phenomena are understood. In this context, we should turn to the semiotic concept of Yu. Lotman⁴⁴, where culture is understood as communication, or a system of symbols, meanings and signs. According to Yu. Lotman, culture is a complex sign mechanism that ensures the existence of a group of people as a collective individual who has some superpersonal instinct, shared memory, unity of patterns of behavior, unity of modeling the world around them and unity of attitude to this

⁴³ Засурский Я.Н. Медиа-текст в контексте конвергенции. *Вестник Московского университета*. 2005. № 2. С. 3–6.

⁴⁴ Лотман Ю.М. Об искусстве. Санкт-Петербург : Искусство-СПб., 1998.

world⁴⁵. At the heart of this approach is the idea of culture as a way of representing and interpreting reality by objectifying it in cultural texts. They can be any cultural phenomenon that contains information and meaning. According to Lotman's ideas⁴⁶, media culture can also be understood as a sign system, as a text, or more precisely, a media text. It represents itself through texts and exists as a kind of Mega-Text, a fabric, a web of media texts that define human patterns of behavior that can be followed and imitated. Thus, as a global hypertext with countless elements and connections between them, media culture creates a single model that explains and constructs the world we live in. Media text is considered a certain sign series, container of meanings and a set of artifacts of the cultural system – media culture – which was formed with the development and establishment of the dominance of information and communication technologies and mass communication in society⁴⁷.

In a narrower sense, the media text is seen as a product or a part of communication, which is constructed by the system of information and communication technologies, as well as journalistic text, i.e., as a result of journalists' work. Given the mentioned, the media text is viewed as a product and a basic element of media culture in the inseparable connection of its verbal and media characteristics⁴⁸. It is the basis for the construction of a special media reality and a unique artifact that determines the essence and content of the sociocultural sphere of the communicative-technical era, is the main means of cultural production. Media text as a sociocultural phenomenon has certain universal characteristics, constant properties, which make it a media text. At the same time, the dynamics of the evolution of information and communication technologies and subsequent changes in social communication processes make it necessary to scrutinize this phenomenon in its development⁴⁹.

Considering the media text in the context of the diversity of modern processes of mass communication, Ya. Zasursky defines it as a “new

⁴⁵ Лотман Ю.М. Об искусстве. Санкт-Петербург : Искусство-СПб., 1998. С. 460.

⁴⁶ Ibid.

⁴⁷ Науменко Л.П., Гордеева А.Й. Практичний курс перекладу з англійської мови на українську : навч. посібник. Вінниця : Нова книга, 2011. С. 57.

⁴⁸ Добросклонская Т.Г. Вопросы изучения медиатекстов. Опыт исследования современной английской медиаречи. Москва : Едиториал УРСС, 2005. С. 23.

⁴⁹ Науменко Л.П., Гордеева А.Й. Практичний курс перекладу з англійської мови на українську : навч. посібник. Вінниця : Нова книга, 2011. С. 58.

communication product”⁵⁰. The permanent goal is inherent in its nature, and it is communication, exchange of information; it is not separated from other functions and contexts of the existence of media text, always provides access to other codes, characters and texts. At the same time, media communication is not neutral, which determines the specifics of the media text, which is the intention of persuasion, influence or manipulation. This specificity is also determined by a number of factors and characteristics of the media text, such as pragmatic orientation and influence on the cognitive sphere. On the one hand, the media text is rigidly focused on a specific result and a specific target audience, leaving almost no room for individual verification of the displayed events. On the other hand, it modifies the individual picture of the world of each recipient, as it is transmitted not only information but also emotional and evaluative content. Thus, a media text is an oral or written work of mass information activity and mass communication. The essence of media text is specific information expressed through speech in order to influence and persuade. Behind the media text is the linguistic personality of the journalist, their worldview, intellectual level, cognitive ability.

Media texts are a special area for the functioning of language, in which there are processes that not only outline the speech situation, but also affect the structure of the language system. As a result, language is used as a means of influence that has common systemic and specific textual characteristics. The combination of these characteristics determines the performance of cognitive, informative and other functions in the language of the media⁵¹.

The organization of the media text is due to the peculiarities of journalistic style. Since the main purpose of media text is to inform, express a certain civic position, convince people of its truth, and sometimes shape public opinion, the media mobilize all language resources. At the same time, the choice of language means is determined by their socially evaluative characteristics and opportunities for effective, purposeful influence on the mass audience. This is often achieved by combining the logic of presentation with emotional coloring, which is a defining feature of journalistic texts⁵².

⁵⁰ Засурский Я.Н. Медиатекст в контексте конвергенции. *Вестник Московского университета*. 2005. № 2. С. 6.

⁵¹ Бойчук К.В. Мова газетних текстів як засіб впливу на читача. *Наукові записки. Серія «Філологічна»*. 2009. № 11. С. 135.

⁵² Ibid. С. 136.

It should be stressed that coverage of events taking place in the spiritual, political, socioeconomic life of society, require the media euphemistic ways of expressing opinions. Without politically correct euphemisms, which involve the replacement of obscene, inappropriate words and expressions, there can be no media text. However, dysphemisms also play an important role in media texts, as the main task of such texts is to convey thoughts, feelings and statements that are not always positive and pleasant.

Euphemisms replace many incorrect words and expressions concerning age, appearance, physical and mental disabilities, physiology, actions, gestures, professions of people: e.g., *Council takes overweight child into care/ The plus-size personal trainer aiming for “strong not skinny”*⁵³. In the examples provided, we observe the euphemism for human appearance. The rough word “fat” has been replaced by more correct euphemisms “overweight” and “plus-size”.

Modern researchers of politically correct vocabulary note the significant manipulative potential of politically correct vocabulary^{54, 55}. Based on a comprehensive analysis of functioning politically correct vocabulary, scholars argue that these words and phrases are a kind of a simulacrum (likeness, semblance). The term “simulacrum” is considered to be introduced into the scientific discourse by the famous French philosopher Jean Baudrillard, who defined a simulacrum as a fundamental inconsistency with reality. Simulacra are based on information, modeling, cyber games; their goal is full operability, hyperrealism, total control. The simulacrum simulates a closed quasi-reality, which replaces the objective reality and becomes this reality for the consumer of the media product⁵⁶.

Thus, we see that politically correct vocabulary is a powerful tool of influence and manipulation, which is skillfully used by media workers. Due to the careful selection of events, details of their description and lexical units with which it is carried out, the maximum realization of the goal of the authors of publications is achieved.

⁵³ Бойчук К.В. Мова газетних текстів як засіб впливу на читача. *Наукові записки. Серія «Філологічна»*. 2009. № 11. С. 139.

⁵⁴ Федоренко С.В. Відтворення політкоректної лексики сучасних англomовних медійних текстів українською мовою. *Актуальні проблеми романо-германської філології та прикладної лінгвістики: науковий журнал*. 2019. № 2(18). С. 283–291.

⁵⁵ Літвінова М.М., Літвінов О.І. Симулятивний потенціал політкоректних термінів. *Вісник ХНУ*. 2015. № 1155. С. 126–130.

⁵⁶ *Ibid.* С. 127.

English politically correct vocabulary is a multifaceted issue, including its translation into other languages⁵⁷. On the one hand, the peculiarities of translation determine the linguistic and cultural traditions of the country in whose language the translation is performed. On the other hand, the processes of globalization and European integration play a significant role. Thus, in the domestic media we see a large number of attempts to adapt English-language politically correct terms, the prospects of which remain questionable. However, the attitude to politically correct vocabulary in the Ukrainian language is gradually changing and this, of course, affects translation trends. If earlier Ukrainian researchers of politically correct terms delved only into the translation of units to denote race and nationality, physical and mental qualities, as well as non-prestigious professions, now there is interest in social political correctness and terms with ironic connotations. It is worth noting that the category of political correctness is greatly influenced by people's mentality, Ukrainian cultural values and moral principles.

Our research is aimed at studying the ways of translating politically correct lexical units taking into account their connotation as well. On the basis of 90 media texts (from *The Economist*, *The Guardian*, *The Daily Mail*, *Princeton Info*, *The Washington Post*, *The American Prospect*, *The Bolton News*, *The BBC*, *The CNN*), 480 politically correct lexical units were taken by a continuous sampling method and subdivided into the following thematic groups:

- 1) units to indicate national and racial affiliation – 35 lexical units;
- 2) units of gender equality political correctness – 96 lexical units;
- 3) units of social political correctness – 149 lexical units;
- 4) units emphasizing prestige and units of commercial political correctness – 64 lexical units;
- 5) units for designating qualities – 136 lexical units.

Studying the lexical material of media texts related to national and racial affiliation, which involved 35 lexical units, we found such translation transformations as: calque (*Amerindian* – *амеріндіанець*; *First nation* – *перша нація*; *member of the African diaspora* – *представник африканської діаспори*); descriptive translation (*Hispanic American* – *американець латиноамериканського походження*); holistic transformation (*my brothah* (*звертання в межах однієї расової*

⁵⁷ Кияк Т.Р., Бондарук Я.С. Використання політкоректних одиниць у сучасному англомовному дискурсі. Житомир : Житомирський державний університет, 2014. 74 с.

групи) – афроамериканець); addition (*a person of color* – особа іншого кольору шкіри) and direct borrowing (*Inuit* – інуїт; *jigga* – джигга). All politically correct units for racial and ethnic affiliation have a positive connotation, and descriptive translation is the main way to reproduce these units.

Analyzing the lexical material of the media texts under study related to the gender equality political correctness (96 lexical units), mostly gender neutrality, we observed the following translation transformations: differentiation (*actron* – актор / акторка); descriptive translation (*assemblyperson* – член нижньої палати законодавчого зібрання); calque (*Earth children* – діти Землі); word order change (*Congress person* – член Конгресу); literal translation (*humankind* – людство); adaptation (*idea person* – генератор ідей). Descriptive translation is the main way to reproduce politically correct units of gender neutrality. In general, this category of politically correct language is characterized by a positive connotation – 95 units out of 96 – which indicates its cooperating function in the media.

Based on the analysis of the lexical material of media texts related to social, economic, domestic phenomena, as well as war-related phenomena, including 149 units, we found the following translation transformations: holistic transformation (*pro-life* – який виступає проти права на аборт; *economically exploited* – на міліні); descriptive translation (*residentially flexible* – особа з непостійним місцем проживання); adaptation (*dysfunctional family* – неблагополучна сім'я; *numerically challenged group* – кількісно менша група); literal translation (*hostile work environment* – ворожа робоча атмосфера); calque or loan translation (*economic humanism* – економічний гуманізм; *open society* – відкрите суспільство); equivalence (*single parent household* – неповна сім'я; *militants* – бойовики); logization – a method of translation by replacing an emotionally expressive or ethnically marked unit of a language unit with its stylistically neutral counterpart in the language of translation, which eliminates or weakens the aesthetic function of the original: *involuntarily undomiciled* – безхатній/безпритульний; *put into the mobility pool* – звільняти працівників; word order change (*outdoor urban dwellers* – жителі вулиць міста); addition (*achieve a deficiency* – досягати неповного успіху; *downsizing* – скорочення штату; *youth group* – група підозрілих молодиків); generalization (*kin* – рідня); modulation (*redundancy elimination* – скорочення штату). Thus, the main way of

reproducing units of social political correctness is descriptive translation. This category of politically correct language is most characterized by a negative connotation with an elective effect – 84 units out of 149 – which indicates its veil function, which is primarily used to distract from negative social phenomena. Tracing is mainly used to reproduce politically correct terms with a positive connotation; for terms with ironic and negative connotations – descriptive translation.

The analysis of 59 lexical items selected from media texts to emphasize the prestige of professions, educational achievements or environmental activities, and 5 lexical units of commercial political correctness, has shown the use of the following translation techniques: descriptive translation (*dining facility* – *заклад громадського харчування*; *vehicle appearance specialist* – *менеджер з контролю за зовнішнім виглядом транспортних засобів*); literal translation (*domestic assistant* – *хатня помічниця*); modulation (*service lawyer* – *помічник адвоката*); word order change (*bovine control officer* – *офіцер управління жуйними тваринами*; *instructional delivery skills* – *навички викладання навчального матеріалу*); adaptation (*certified astrological consultant* – *дипломований астрологічний консультант*); calque (*personal assistant* – *особистий помічник*; *environmental activist* – *еко-активіст*); adding (*refuse collector* – *збирач викинутих речей*; *custodian* – *доглядач будівлі*) and logization (*domestic artist* – *домогосподарка*; *building engineer* – *прибиральник приміщення*; *street orderly* – *двірник*; *postician* – *нічний сторож*). It has been established that descriptive translation is the main way to reproduce units of commercial political correctness and units for prestige, which have exclusively positive connotations.

After studying the lexical material (136 lexical units) of media texts related to people's physical, mental and intellectual qualities, including, we have found the following translation transformations: descriptive translation (*ethically challenged* – *особа з альтернативною правовою орієнтацією*); holistic transformation (*optically darker* – *підслінуватий*; *person of non-colour* – *біла людина*); literal translation (*misperfections* – *недосконалості*); modulation (*person of substance* – *людина значних розмірів*; *afflicted person* – *хворий*); equivalence (*longer-living* – *довгожитель*; *seasoned* – *досвідчений*); adaptation (*self-paced cognitive ability* – *індивідуальний характер засвоєння знань*; *chronologically advantaged* – *умудрений роками/досвідом*); calque (*ethically disoriented* – *етично дезорієнтований*); addition

(*golden ager* – *особа золотого віку*) and transposition – transformation of one part of the language into another or its replacement to the morphological category and to the grammatical category (*motivationally dispossessed* – *позбавлений мотивації*). Given the translation and conative aspects of politically correct terms for quality, they are largely characterized by negative connotations with an elective effect and are translated by descriptive translation or calque.

Taking into consideration the aforementioned, we can conclude that, depending on the pragmatic function and features of the language culture, the translation of politically correct vocabulary requires the use of various translation transformations and even their application in the complex. In our study, there have been revealed the following grammatical and semantic-syntactic transformations: literal translation, transposition, change of word order and addition. Transformations of addition and change of word order have been the most common, which justifies the differences in the traditions of sentence structure in English and Ukrainian, as well as the tendency of English to morphological-syntactic and lexical-syntactic word formation. Thanks to them, greater transparency of the meaning of the English equivalent and its adaptability in the English language has been achieved.

Lexical, lexical-grammatical and lexical-semantic transformations have been the largest layer of translation transformations in our study with descriptive translation and calque being the most popular. Descriptive translation has proved to be the most appropriate transformation in the translation of politically correct terms, assisting in understanding the idea of a language unit, regardless of worldview. Calque or loan translation has had both advantages and disadvantages. Among the former – the transfer of the comic effect of politically correct units with ironic or humorous connotations and the implementation of the veil function of lexical units in the coverage of negative events; among the latter are the non-adaptation of the translation to the requirements of the melodiousness of the Ukrainian language and the loss of the meaning of polysemantic units.

Stylistic transformation of expression has served as an auxiliary in combination with grammatical transformations. Stylistic adaptation and modulation have testified to the sufficient political correctness of the Ukrainian language, but the logic translation– the opposite phenomenon. Thus, when translating a politically correct subtext, it is necessary to pay attention to the linguistic and cultural peculiarities of both source and

target languages, and to choose translation transformations that best and most naturally reflect the politically correct style.

CONCLUSIONS

The major conclusions drawn as the result of the study can be summarised as follows. The development of the phenomenon of political correctness was due to the liberalization of the social order, the emergence of new trends in the society. It is considered that the struggle for political correctness started with public speeches of African Americans and feminists. Subsequently, political correctness has been supported by all discriminated sections of the population.

Despite the fact that political correctness is aimed exclusively at eradicating politically painful issues, namely various forms of discrimination, the attitude towards it is ambiguous. Opponents of political correctness, along with supporters, view it as an instrument of public manipulation, the symbolism of images that distract from real problems, and ideological beliefs that challenge traditional notions of a human being and the society. Politically correct terms have become an integral part of media discourse, as there is a need to replace derogatory lexical items that restrict the rights of a particular group in the society. Political correctness can be described as a means of linguistic expression that has a dual nature: on the one hand, politically correct terms are aimed at maintaining tactful behavior, on the other hand, they are provocative, imposing other people's attitudes and values. Politically correct euphemisms, in their turn, indicate a tendency to hedge, i.e., the spread of uncertainty, ambiguous attitude to events. Such ambiguity, as a consequence, creates a dual attitude to the use of politically correct vocabulary. Therefore, modern politically correct language is one of the requirements of courtesy for the media, as well as an indispensable tool of social manipulation.

SUMMARY

The study focuses on the characteristics of political correctness as a linguocultural phenomenon, and the specifics of functioning and translating politically correct lexical units in English media texts. The political correctness is highlighted as a kind of voluntary social code of conduct that has developed spontaneously in the West in the course of the struggle of African Americans and feminists for their rights. The phenomenon of political correctness is based on a very approving desire

not to offend people's feelings, to preserve the dignity of a person and their good mood. The most common types of political correctness are gender and social life, which includes units to denote the physical and mental qualities of a person, as well as social and domestic aspects. In the research 480 politically correct lexical units were taken from 90 media texts by a continuous sampling method and subdivided into five thematic groups (1) units to indicate national and racial affiliation; 2) units of gender equality political correctness; 3) units of social political correctness; 4) units emphasizing prestige and units of commercial political correctness; 5) units for designating qualities). Within each thematic group, politically correct units were analyzed in relation to the methods of their translation used. It is stated that, depending on the pragmatic function and features of the language culture, the translation of politically correct vocabulary requires the use of various translation transformations and even their application in the complex. The study reveals the following grammatical and semantic-syntactic transformations: literal translation, transposition, change of word order and addition. Transformations of addition and change of word order have been the most common, which justifies the differences in the traditions of sentence structure in English and Ukrainian, as well as the tendency of English to morphological-syntactic and lexical-syntactic word formation.

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