POLITICAL CORRECTNESS AS THE BASIC ELEMENT OF THE COMMUNICATIONAL SPHERE OF THE ENGLISH LANGUAGE (ON THE MATERIAL OF AMERICAN PUBLICIST TEXTS)

In different scientific sources of information the authors don't pay much attention to politically correct vocabulary and to the ways linguistic criteria because it has never belonged to the subject of deep fundamental analysis in the Ukrainian translational practice. But in spite of this aspect the political correctness belongs to poorly developed important in the process of the intercultural communication. In such situations it is very important to study cognitive and pragmatic strategies of communication. So, good knowledge in certain foreign language doesn't guarantee the correct use of its components in different conditions of real communicational situations. In such cases the statement «political correctness» has appeared in linguistics that has become very important aspect of the social life and to avoid the words that may discriminate certain personalities is its leading task. Единое определение политической корректности отсутствует в английском словаре, поэтому автор пытается раскрыть его наиболее корректное определение и сферу его применения. Политическая корректность рассматривается, как один из важнейших элементов в коммуникативной сфере. Ее целью является предотвращение дискриминации определенных социальных групп, принадлежащих к различным видам меньшинств, таких как: национальные, сексуальные и т. п. Представители этих и других социальных групп всегда находятся в зоне риска дискриминации через различные высказывания людей, поэтому задачей политической корректности является замена таких слов на нейтральные. Особенно важен вопрос присутствия политической корректности в сфере образования. Это связано с многонациональным составом учащихся, поэтому толерантное отношение ко всем участникам учебного процесса является одной из главных задач современного образования. На примерах из американских газет и журналов раскрыто значение использования наиболее проблематических определений и терминов. Автором отмечено, что США является одним из примеров присутствия политической корректности в обществе. Это связано с многонациональным составом населения и различными культурными процессами, которые происходят в стране. СМИ играет важную роль в жизни общества и их главной задачей является предотвращение употребления слов, которые могут дискриминировать определенную личность, этот принцип базируется исключительно на основе политической корректности.

Keywords: political correctness, discrimination, tolerance, social group, national minority.

The goal of the research is the political correctness as the language and cultural category. The subject of the article is the analysis of the rules of the political correctness in the process of the use in the communicational sphere. This question has been studied by such scientists like Terminasova S., Brodskiy M., Shlyahtina Y., Vasiliev O., Remneva Y. It is typical for the situations of the intercultural communication the presence of misunderstanding between its participants when certain statements with correct grammatical and lexical structure of foreigners are considered by the native speakers as inadequate and irrelevant ones. Such kinds of communicative paradoxes of statements are fixed immediately by native speakers. So, good knowledge in certain foreign language doesn’t guarantee the correct use of its components in different conditions of real communicational situations. In such situations it is very important to study cognitive and pragmatic strategies of communication. Taking into account the global democratic changes in the world it is very important to avoid the statements that may offend or irritate the native speaker. In such cases the statement «political correctness» has appeared in linguistics that has become very important in the process of the intercultural communication. The object of the article lies in the fact that in modern Ukrainian society the statement «political correctness» is widely used by politicians, journalists and political experts. But in spite of this aspect the political correctness belongs to poorly developed linguistic criteria because it has never belonged to the subject of deep fundamental analysis in the Ukrainian translational practice. In different scientific sources of information the authors don’t pay much attention to politically correct vocabulary and to the ways of its translation from the English language.

The object of the research is the political correctness as the language and cultural category. The subject of the article is the analysis of the rules of the political correctness in the process of the use in the communicational sphere. The aim of the article is to study theoretical and practical aspects of the process of compliance of the rules of the political correctness during the use in the communicational sphere.
There are few societies around the world where homosexuals are not persecuted in some way, for example:

- The example of the definition of the first type is the determination of statement «politically correct» in a one of the English vocabularies: Politically correct is the statement that is characterized by the typical, progressive, conventional position in the questions of race, gender sexual orientation and ecology [3, p. 45].

The Oxford Dictionary of New Words notices the connection between political correctness and descrimation:

- «Political correctness is the subordination with liberal views in social questions that are characterized by the propaganda of the conventional ideas» [12, p. 52].

Rogot’s 21st Century Thesaurus determines the statement «politically correct» as acceptable for society and gives such synonyms to the statement like: considerate, diplomatic, gender-free, inoffensive, multicultural, nonracist, nonexist, respectful [9].

Taking into account all the definitions of the political correctness it should be noticed that in common it means the need to behave politely, to be respectful and to follow all the rules and norms of the behavior that are approved by society. According to Terminasova S. the political correctness is realized in the English language on a very high level and this aspect shows the high level of culture, mentality and ideology of the society that has determined the cult of every personality who has a number of rights. [6, p. 203].

The statement «political correctness» with its modern meaning firstly has been appeared in 70-s in the USA. According to the research by Naumova I. the first use of the statement «political correctness» has been appeared in the English language in 1970 in the piece of literature by Cade T. «Black Woman». In 1975 the statement has been fixed in «Willa Cather and a Facts on File» by Gerber P. where he has shown his attitude to the sexual minorities [5, p. 103]. In 1990 the political correctness has been widely used in the educational and political life of the USA. The main reasons of the transformation of the political correctness into the communicative norm in the USA lie in such factors like:

- The multinational population of the USA and the need to consider the interests of all ethnic groups;
- The high level of the individual and collective freedoms;
- The strong position of different organizations that defend the rights of sexual and national minorities, invalids and groups that direct their activity for the environmental protection.
- The struggle for the equal rights between all people of any gender. The appearing of feministic groups. [3, p. 164].

Especially important is the presence of the political correctness in the sphere of education. The reason of this aspect lies in the multiethnic content of pupils and students and that is why the new standards of education have been provided in the USA. All of them have been based on the principals of the cultural diversity and political correctness. These processes include the process of entering the educational establishment according to the plan of affirmative actions. It means the presence of certain liberties for Afro Americans, Spanish speaking people, Indians and some others groups of society (invalids, the representatives of homosexual orientation, veterans of the Vietnam war etc.)

The category of the political correctness is a part of the culture and language of the USA. It denotes to almost all spheres of people’s activity and it has become as one of the most discussed question in the cultural life of the country. The fragment of the article from «Boston post» notices it:

«The name political originated as something of a joke, literally in a comic strip, and we tend still to think of it as only half-serious. In fact, it’s deadly serious. It is the great disease of our century, the disease that has left tens of millions of people dead in Europe, in Russia, in China, indeed around the world. It is the disease of ideology. PC is not funny. PC is deadly serious» [11].

As the language category it has certain category features and has formal expressiveness. Category language features of the political correctness are: integral feature that means the absence of the discrimination according to race, nationality, gender, social status, health condition; differential feature is the ability of a language unit to except all the kinds of discrimination. Taking into account all these aspects we can distinguish a big quantity of oppositions that are characterized by such features, they are: African-American/Negro, Asian/Oriental, Native American/Indian, senior/old, physically challenged/handicapped, low-income/poor and others [1, p. 104].
These rules are acceptable also for people with physical disabilities. Politically correct are the statements «invalids» or «crippled» for such category of people. For example:

«Here in the Louisiana capital leaders in crippled children’s work have been taking an inventory for the last two days of the resources and needs of crippled children in this state «There is no general rule forbidding the use of park boardwalks by veteran or civilian invalids in wheelchairs» [10].

In the professional sphere the politically correct lexis that doesn’t indicate the gender of a referent is widely spread because its use satisfies the equal opportunities for every member of the staff. Many American companies have the position of the diversity director who has the duties to control the presence of the representatives of both genders and color of skin. The diversity director is the great example of the politically correct combination: his referent is not clearly determined, there’s no indicator of gender.

According to the new ideology of equal opportunities and political correctness it is important not only to provide the working places for all the representatives of the social groups but also to comply the political correctness in the names of professions and there have been provided a number of changes in the use of the names of different professions. Such changes have been provided like: dustman is called nowadays as refuse collector, charwoman as daily help, literary agent as editorial representative, a night watchman as security agent, turf accountant as commission agent etc. [4, p. 302].

Conclusion. The political correctness plays a big role in the question of tolerance to all the members of the society. The USA is a great example of consideration of all the rules of the political correctness. It is connected with multinational content of society and with different cultural processes in the country. Mass media is very important aspect of the social life and to avoid the words that may discriminate certain personalities is its leading task. The representatives of sexual, national minorities, invalids and others social groups have the risk to be discriminated by means of certain statements that are used by people, so it is necessary to change such words into neutral ones. Such process is based on the principals of the political correctness that provide equal rights and opportunities for all people of any gender or any social group.

Literature: