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ENGLISH-LANGUAGE POLITICALLY CORRECT VOCABULARY AS A KIND OF ETIQUETTE RECEPTION OF COMMUNICANTS

From a linguistic point of view, the practice of so-called «political correctness» seems to be rooted in the desire to eliminate the alienation of various identity groups based on the use of language. According to Sapir-Whorf, our perception of reality is determined by our thought processes, which are influenced by the language we use. In this way, language shapes our reality and tells us how to think about this reality and react to it [3]. In addition, language not only reveals, but also promotes our biases.

The terms «political correctness», «politically correct» entered the language thanks to the United States' feminist and other leftist movements of the 1970s and were intended to mean «inclusive». It referred to the use of language that would not cause an individual of any demographic, social or cultural group to feel excluded, insulted or humiliated.

The earliest printed mention explicitly using the term «politically correct» in its current generally accepted sense is Tony Cade's «Black Woman», 1970: «… a man cannot be politically correct and a [male] chauvinist, too» [1, с. 99].

After that, the use of «politically correct» language quickly spread to other parts of the industrialized world. So, what is political correctness?

Political Correctness (PC) is a term used to refer to language that seems intended to give the least amount of offense, especially when describing

groups identified by external markers such as race, gender, culture, or sexual orientation [3].

In other words, «political correctness» means avoiding statements and actions that offend, exclude or harm people who are already experiencing unfavorable conditions and discrimination.

On the contrary, the term «politically incorrect» is used to refer to offensive language or ideas that are not restricted by orthodoxy.

Politically correct language consists of polite words and phrases that are used to replace potentially derogatory or offensive expressions so that we can talk about something negative or controversial without causing offense [2, c. 91].

There are two types of politically correct language:

1. Extremely politically correct language. These are extreme or silly-sounding phrases that we don't use very often in everyday life. For example: My little Milly is not fat. She is just big-boned.

The purpose of extremely politically correct language is to try to see positive features in something negative. But taken to the extreme, political correctness can become a bit of a joke, and can lead people to cry out in despair that political correctness has gone mad.

2. Everyday politically correct language. We really need to use these phrases in everyday life to avoid insulting or stigmatizing other people, especially people belonging to minority groups. For instance: They are planning a special lunch for senior citizens next Friday. The phrase «old people» is politically incorrect in this sentence. Thus, more respectful or neutral phrases replace more rude, potentially insensitive, offensive or alienating vocabulary.

If you don't want to offend someone who belongs to a minority group or want to draw attention to something with humor or irony, you can say: Alex doesn't have a big nose. No. Anyway, he is nasally gifted!

Politically correct language is closely related to the concept of euphemism, which can be defined as a word or phrase that replaces part of a sentence which is considered offensive or taboo [2, c. 91].

There are 10 groups of politically correct euphemisms that help us avoid discrimination against other people based on: a) age, b) appearance, c) gender, d) health, e) personality, f) race, g) relationship status, h) religion, i) social status, and j) work.

a) The first group is politically correct euphemisms based on age. As mentioned earlier, you should replace the rude, insensitive and alienating expression «the elderly/ old people» with a more respectful and neutral phrase «senior citizens».

b) The next group is politically correct euphemisms based on appearance. It is better to avoid using harsh expressions about the appearance of others such as «bald, fat, short, thin, ugly», or not to focus on it at all. For example: Look, I didn't mind that Alex grew bald; Tom was born short. This is wrong because we are all different. Therefore, it is better to correct the interlocutor in this way: This is not new for me. Sometimes people become follically challenged. The interlocutor can comment on the second statement as follows: Despite the fact that Tom is a vertically challenged person, this does not prevent him from living a full life.

c) Speaking of politically correct euphemisms based on gender, replace gender specific words like «ladies and gentlemen», «men / women», «mankind», «manpower» with «everybody», «people», «humankind» and «workforce» when referring to all human beings. You should use «Ms. « when unsure of a woman's marital status or if she is unmarried and prefers to be dressed with a marital-status neutral title.

d) When we talk about politically correct euphemisms based on health, it is very important to be aware of such socially accepted terms. Avoid figurative metaphorical or negativistic terms that imply restriction (for example, not «confined to a wheelchair» but «wheelchair user»), excessive and negative labels (for instance, not «drug addict» but «person with a chemical dependency»), and insults (for example, not *«the disabled»* but *«disabled people»*). In a nutshell, avoid reducing people with disabilities to a «bundle of deficiencies.»

e) Speaking of politically correct euphemisms based on personality, try to replace politically incorrect words like «boring», «clumsy», «to lie» with euphemisms like «differently interesting», «uniquely coordinated», «to be economical with the truth».

f) Politically correct euphemisms based on race. You should be politically correct on the issue of race. It's better to say not «English» but «UK citizen», not «illegal aliens / illegal», «Third World» but «undocumented workers» and «developing Nations».

g) Politically correct euphemisms based on relationship status. It's more preferable to say «Alex has two siblings» than «Alex has a brother and a sister» when we talk about relationship status. Likewise, don't say «Mary is single» but «Mary is flying solo».

h) Politically correct euphemisms based on religion. Religion is also very important and specific in this matter. If you don't know, what religion a person is, then it's better to ask «What's your first name? « and not «What's your Christian name? «

The United Kingdom is populated by a diverse range of people. This means that cultural holidays and other religious traditions also occur during

the December holidays. Because of this, many UK citizens prefer to say «Happy Holidays» instead of «Merry Christmas» in order not to leave anyone out.

i) When talking about politically correct euphemisms based social status, try to replace offensive phrases such as «homeless», «housewife», «unemployed» with more respectful and neutral ones, such as «residentially flexible», «homemaker / stay-at-home mum», and «involuntarily leisured person».

j) Politically correct euphemisms based on work. Focusing on work, there are a lot of politically correct euphemisms. Substitute with more impressive job titles like «cleanliness technician», «person in color», «pariah», «facility manager», «be part of a restructuring» instead of basic-sounding positions like «bin man», «black person», «black sheep», «cleaner» and «get the sack».

Although these are currently generally accepted, politically correct terms, their relevance is likely to change over time. Initially, it was socially acceptable to use terms such as «retard», «policeman», «black», «mother tongue». However, over time, values change, society progresses, and what was considered socially acceptable at some point becomes politically incorrect as further neutral terms are normalized. Thus, such substitutions as «differently abled», «police officer», «African American» and «native language» are formed. As society develops further, these phrases will become obsolete and replaced with new, more socially acceptable terms.

Based on the above, it can be concluded that it is very important for every person to be politically correct and culturally sensitive towards other people. You should be careful when addressing groups or talking about others, using the language that would not make any person feel excluded, belittled or devalued. Therefore, learn to respect every individual's right to choose the language and words that best describe their race, class, gender, sexual orientation or physical abilities.

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