

SOCIO-CULTURAL AND LINGUISTIC FEATURES OF POLITICAL CORRECTNESS

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Annotation: In today's democratic society, political correctness is one of the social, cultural and linguistic phenomena. Because political correctness is an important knowledge that allows for successful communicative communication between states and citizens. Political correctness is mainly used to describe the language of politics that avoids offenses and shortcomings that reflect the language norms of certain groups in society and, of course, renounces language discrimination. This is because the dialogue involves both the social and cultural contexts of the language. This article analyzes the term political correctness as a concept that is of great social, cultural and linguistic importance in any language.

Keywords: political correctness, verbal vigilance, political discourse, social phenomenon, political euphemism.

Today, the growing interest in the political mechanisms of society not only provides political information but also has an emotional impact, changing the political landscape of the world that exists in the human mind. Political texts are created by studying the relationship of each text with other texts, understanding the author's goals and attitudes, political views and personal qualities, and the acceptance of this text by people in society. Political correctness is the subject of an interesting debate about the culture and language of all nations and peoples of today. Almost anything used in political correctness that falls into the realm of practical application can also be the subject of political discourse and support for the management of public opinion. And, of course, we can follow them through the media. Some cultural differences between peoples can lead not only to misunderstandings in the process of intercultural communication but also to political conflicts between states and nations. In this regard, we need to pay attention to our speech, both culturally and linguistically, and to be vigilant during political discourse.

The term "political correctness" was first coined in 1983 by Karen de Krau, the founder of the feminist movement and president of the American National Organization for Women's Rights. Politically correct speech or adherence to political correctness today means the use of a specific system of communication, behavior, and evaluation. Therefore, various scholars have conducted their research on the term "political correctness." These include American scientists such as D. Adler, A. Bloom, D. Souza, D. Leo, and D. Taylor. The first research was conducted on political correctness in Russian linguistics in the late 1990s by A.V. Ostroux, Y.L. Gumanova, and S.G Terminasova. According to A.V Ostroux, this phenomenon is a concept associated with the philosophy of multiculturalism and is an integral element of tolerance and social evaluation.

The British linguist J. Hughes puts it this way: "... political correctness is a very complex subject with many facets, sources, influences, and appearances... this phrase also applies to behavior and a wide range of relationships that affect language." [4,61]

With the spread of discourse analysis methodology in linguistics, there have been a number of studies examining the functioning of politically correct vocabulary in various types of speech, for example in political, diplomatic, and mass media. For example, J.V. Aseyeva's political correctness is studied in the context of the approach to language as an activity. The author considers a politically correct dictionary as an expression of a particular ideology and defines the parameters of politically correct speech. [3,14]

In today's globalized world, population growth is increasing both naturally and artificially in all countries. One of the biggest reasons for the artificial increase is the increase in the number of migrants and the

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proliferation of different nationalities and ethnic groups. Due to the active migration processes in the countries, the people's need for political correctness is also developing. Awareness of speech, especially in the political and media spheres, promotes tolerance and peace between states and citizens. Because a single wrong word can provoke conflicts not only between citizens but also between countries. [7,29]

Linguists have studied speech vigilance and analyzed its occurrence in the following groups: those related to feminist movements; those related to racial and religious discrimination; and those related to age, gender, and social status.

All kinds of changes taking place in society today are reflected in language and speech. That is why it is important to study the phenomenon of speech vigilance, which is an integral part of language, from a socio-linguistic and cultural point of view. In addition, the reasons for replacing some words and phrases with politically correct ones are:

- the speaker in his speech wants to hide the real truth, which has a very strong effect on the listener;
- social assessment of the event described by the speaker, i.e., avoidance of discrimination against listeners with social, economic, and physical disabilities;
- how to deal with emotionally difficult situations (death, illness);
- the desire to turn certain situations into socially acceptable categories;
- technology of languages by specialists.

In the process of analyzing the above reasons, it can be found that political correctness is a much-needed tool for avoiding a conversation that is largely flawed in society or rude to the speaker and offering alternative speech activities to both himself and the listener. Here we can see how political correctness is associated with euphemisms.

Summing up the analysis of the above events, it should be noted that political correctness or verbal vigilance are important and difficult to assess changes that reflect the current dynamic and ongoing processes to transform the modern socio-cultural paradigm into something qualitatively new. The flourishing of active liberal movements in relation to the processes taking place in the modern world, especially the processes of global migration and thus the development of social thought, cannot be unequivocally assessed because of their short existence. Thus, political correctness in different languages is divided into several thematic groups to prevent different discrimination, and this is also a key concept in the social sciences, such as linguistics, which helps to develop relationships between citizens and countries in a society.

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