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Sociolinguistic aspects of political correctness in English

Abstract

The paper examines the issue of political correct (PC) language as deeply rooted in a set of values and beliefs of the Anglo-American democratic ideology. The review of foreign and Russian-language literature enables to specify key cultural prerequisites of the PC phenomenon and shed light on the current state of the problem. We aimed to use a number of examples from academic literature to describe the factors contributing to the popularity of politically correct vocabulary in all spheres of public communication with the focus on different approaches to the euphemistic nature of PC expressions. Empirical research methods were used including targeted selection of theoretical information on the studied issue and practical language material to study the controversial issue of interpretation and rereading of canonical texts through the lens of political correctness. The conclusion was made that classical and academic literature should not be subjected to the current PC rhetoric and ideology.

Keywords: political correctness, ideological language, euphemisms, ideology of politeness, inclusive language.

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