Міністерство освіти і науки України

Київський національний лінгвістичний університет

Кафедра англійської філології, перекладу і філософії мови імені професора О. М. Мороховського

Кваліфікаційна робота магістра

Політкоректність у перекладацькому аспекті: транслатологічні стратегії та тактики

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спеціальності 035 Філологія

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Допущена до захисту

«_____» _____ року

Завідувач кафедри

_____ проф. Маріна О.С.

(підпис)   *(ПІБ)*

Національна шкала _____

Кількість балів:_____

Оцінка ЄКТС: _____

Київ –2020

Ministry of Education and Science of Ukraine

Kyiv National Linguistic University

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Master's Thesis

Political Correctness from a Translation Studies Perspective: Strategies and Tactics of Translation

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Kyiv –2020

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INTRODUCTION

Globalization, social changes, world events, and disasters affect the language. Every day the new forms of words, terms, and notions appear. At the same time, the new words aimed to substitute less attractive and less acceptable ones. This phenomenon is called political correctness.

Today, political correctness is a widespread phenomenon that attracts the attention of scientists around the world. Every language bears the words and terms people would like not to read, hear, and pronounce. However, the English language, as a reflection of the whole Western culture, has developed political correctness more than its competitors. At present, the phenomenon of "political correctness" affects all spheres of human life. It is safe to say that society as a whole has split into two camps. Some are supporters of the ideas of political correctness, while others, on the contrary, have become their opponents. However, the presence of this phenomenon in world culture remains indisputable.

This scientific research is devoted to the phenomenon of political correctness, its expression in linguistics and English language in particular, and to the proper ways of translating politically correct words into Ukrainian.

The **topicality of the research** is highlighted by the rising interest in the phenomenon of political correctness in the Ukrainian society, the straightening connections between the English and Ukrainian languages, and in the quicker and deeper intercultural exchanges happening between Ukraine and the Western world.

The **scientific novelty** of the paper lies in the complex approach to political correctness within linguistics and translation studies in particular. This paper is an attempt to synthesize new and already existing translation tactics and strategies to the whole phenomenon of political correctness through the English language mass-media texts.

The **object** of the research is a politically correct lexicon in the English language mass-media discourse.

The **subject** of the study includes peculiarities of both English and Ukrainian politically correct words, their translations, and relations with linguistic and extra-linguistic factors of mass-media texts.

The **aim** of the paper lies in finding the most suitable ways of translating of English politically correct lexicon into the Ukrainian language. This aim presupposes the following **tasks**:

- Definition of a term "translation strategy" on the basis of Russian, Ukrainian, and English language scientific literature.
- Choosing the most suitable classification of the translation strategies among various variants suggested by different linguists.
- Definition of political correctness in terms of modern linguistic sciences.
- Highlighting the key linguistic peculiarities of politically correct words and their distinguishing features that will help with a proper translation.
- Analyzing the conditions of usage of politically correct words in mass-media texts.
- Analyzing the ways of translation to be applied for the proper exchange of politically correct lexicon between English and Ukrainian languages.

The research conducted in the paper is grounded on the **variety of methods** of linguistic analysis:

- The *method of semantic analysis* identifies the concepts a speaker wants to be anchored by a listener.
- The *method of initial translation research* is used to identify the similarities and distinguishing features in the effects of politically correct words in English and Ukrainian languages.

The **theoretical value** of this paper is its contribution to the already existing and future studies in linguistics, translation studies, and mass-media discourse researches.

The **practical application** of the research lies in the possibility of theoretical usage (as the reference material for the linguistic studies on the college and university levels) and practical usage as reference material for practicing translators and linguists.

The **material of the research** includes the articles of the popular English language newspapers and Internet portals.

The **structure of a paper**: three chapters followed by Conclusions, General Conclusions, the List of reference materials, the List of Illustrations, and a Resume.

CHAPTER ONE. THE NOTION OF A TRANSLATION STRATEGY IN LINGUISTICS

The concept of translation strategy plays one of the key roles in translation theory and practice. Firstly, the definition of a translation strategy is necessary at the stage of teaching translation. It allows structuring the theoretical knowledge about translation, correlating it with practical skills and plan the translation process. Secondly, the chosen translation strategy affects the quality of the translation, since it is at the stage of analyzing the original text, planning future translation activities that the translator largely determines the quality of the future translation text. In this chapter, the researcher will try to define the concept of "translation strategy", determine the place of the translation strategy in the translation science terminology system, highlight and briefly describe the main components that make up the content of the translation strategy, outline the basic principles that should guide the translator when choosing a translation strategy.

1.1 The Concept of a Translation Strategy

In modern translation studies, the phrase "translation strategy" is widely used to describe the translation process. It can be found both in scientific and educational literature, as well as in all sorts of regulatory documents - in curricula, plans, exam tickets, etc. This phrase clearly claims to be terminological, and the concept it denotes - to belong to the fundamental concepts of translation studies. However, when trying to figure out what exactly the science of translation means by translation strategy, one may encounter some uncertainty.

First, there are several variations of this term. Along with the "translation strategy" one can find the phrase "translator's strategy" (V. N. Komissarov),

"translation strategy" (I. S. Alekseeva), and even "the strategy of the translator's behavior in the translation process." All these phrases are used as semantic variants not only by different, but sometimes by the same authors.

Secondly, the definition of "translation strategy" is absent in the "Explanatory Dictionary of Translation Studies" by L. L. Nelyubin, a complete special reference manual for translation studies to date. Meanwhile, the phrase "translation strategy" was widely used, in particular, by A. D. Shveitser, V. N. Komissarov, and their followers continue to use it. R. K. Minyar-Beloruchev (Миньяр-Белоручев 1996) did not include it in the monograph "General Theory of Translation and Interpretation".

Third, and this is the most important thing, not only different, but sometimes even the same researchers put different content in this phrase.

The views of well-known translation experts on the concept of "translation strategy". The overwhelming majority of authors who use the phrase "translation strategy" do not provide its definition or at least explain what it is. There are few attempts to give it a scientific definition or interpretation in the literature. Let's consider just a few of them.

V. N. Komissarov in his work "Modern Translation Studies" notes that "a translation strategy is a kind of translation thinking, which underlies the actions of a translator" (everything must be done creatively, that is, well) (Комиссаров 2002: 157).

H. Krings understands translation strategies as "potentially conscious plans of a translator aimed at solving a specific translation problem within the framework of a specific translation task. It is proposed to distinguish between "macrostrategy" - ways of solving a number of translation problems and "microstrategy" - ways of solving one problem" (Комиссаров 2013: 90).

N. K. Garbovsky in his textbook "Theory of Translation" explains that the translation strategy is a certain general line of behavior of the translator, the strategy

of transforming the source text by him in the form of "deformation" of the latter, when deciding what to sacrifice (Гарбовский 2004: 508).

I. S. Alekseeva defines a translation strategy as a deliberately chosen algorithm of translation actions when translating one specific text (or a group of texts), where translation actions are understood as the entire set of possible actions to carry out translation (Алексеева 2008: 329).

In a figurative, everyday sense, strategy means the art of planning the management of something based on correct and far-reaching forecasts. "Strategic" means "encompassing general, basic attitudes that are important for the preparation and implementation of something."

Most likely, the term was borrowed through tracing from the English-language translation literature, where it came from the everyday life.

In everyday English, the noun strategy belongs to the category of lexical units with vague semantics and means a plan, method, or series of maneuvers or stratagems for obtaining a specific goal or result, skill in managing any affair. As a result, the phrase "translation strategy" also reveals terminological ambiguity.

1.   S. Alekseeva identifies 3 stages of translation strategies:
- Pre-translation text analysis;
- Analytical variadic search;
- Analysis of translation results.

Let's dwell on each stage in more detail. Pre-translation analysis of the text. Before starting to translate this text, it is necessary to conduct a special preparatory analysis, which is usually called pre-translation. The task of the analysis is to find out what kind of text is in front of us. In addition, it is necessary to find out what the customer requires from the translator and what the recipient expects from the translation text. Only after this stage is translation possible, which almost does not

have to be edited. Thus, instead of an extensive trial and error path, an optimal intensive path is proposed.

Collection of external information about the text. The author of the text, the time of creation and publication of the text, from which global text this text is taken. All this external information will immediately tell us a lot about what can and cannot be allowed in translation. For example, if the text of the last century, even if it is not fictional, archaization is necessary during translation.

Determination of the source and recipient. An important point is to determine by whom the text was generated and for whom it is intended. The fact is that a variety of linguistic features depend on this, which must certainly be conveyed in translation. Composition of information. The type of information contained in the text is unexpectedly important. Since the type of information is decisive for the type of text and has its own means of language design. When analyzing, it is most convenient to "check" the source text for all four types of information:

1. Cognitive information, i.e. the name of the author of the letter, the name of the company, the names of the goods, the designation of the terms of their delivery, the terms of delivery.

2. Operational information expressed by the forms of the verb in the imperative mood, verb constructions with the semantics of necessity or possibility, modal words.

3. Emotional information, i.e. words of greeting and goodbye, opinions and assessments expressed in the letter.

4. Aesthetic information, i.e. metaphors, rhyme, pun, rhythmic syntactic period, fancy epithets. Practical experience in translation shows that a translator often comes across texts in which different types of information are mixed.

But nevertheless, there are clearly outlined those that are specialized in one specific type of information. So, a scientific text specializes in the transmission of

cognitive information, the text of everyday communication - on emotional information, a literary text - on aesthetic information. It is easiest for a translator to choose a translation strategy for just such texts. However, they are not completely "clean". Even the most rigorous scientific text can contain a small amount of emotional information.

A communication task can sound in different ways: communicate important new information; convince you that you are right; establish contact. This formulation helps the translator to determine the main thing in the translation, that is, the dominant of the translation.

Analytical Variable Search. The next stage of translation, present in all translation strategies, is the creation of the translation text. If you already know the features of the text that need to be conveyed in translation, it remains to work out the technique.

Analysis of translation results. Translation is completed. It remains to look at it and evaluate it sensibly. First of all, the unity of the translation text style is assessed. Unity of style: whether the translation contains an inappropriate word that does not correspond to the main features of the original style, whether the stylistic figure constructed by the translator looks too artificial against the background of the text - all this can be controlled. Along the way, minor stylistic roughnesses are revealed: too frequent repetition of the same word, unsuccessful combinations of clauses, inconsistency in tenses, incorrect case agreement (Алексеева 2008: 332-342).

1.2 Translation Strategies in Texts of Different Genres

The dependence of the translator's strategy on the type of the translated text is obvious. Undoubtedly, the translation of a fiction novel and the translation of technical instructions require a different approach, different levels of equivalence and different qualifications of the translator. The choice of strategy is based on the

classification of types of translation, and a translator often specializes in a certain type of
                                                                                    translation.
"First of all, there are two main functional types of translation: literary translation and informative (non-literary) translation. Literary translation is the translation of works of fiction. The main task of a translator in this type of translation is to convey the artistic and aesthetic values of the original, to create a full-fledged artistic text in the target language. Informative translation is the translation of texts, the main function of which is to convey some information, and not to artistic and aesthetic impact on the reader. Such texts include all materials of a scientific, business, socio-political, everyday and similar nature. The main task of the translator of such texts is the most complete transfer of the information contained in them, the achievement of the maximum possible equivalence. The division into literary and informative translation indicates only the main function of the original, which must be reproduced in the translation, in fact, in the original, which requires, as a whole, literary translation, there may be separate parts that perform exclusively informational functions, and, on the contrary, in the translation of an informative text there may be elements of literary translation. In each of these main types of translation, smaller subspecies are distinguished with their own characteristics that affect the choice of a translation strategy." (Комиссаров 2002: p.115-116).

We will get the final idea of how the text is formatted if we determine which speech genre it belongs to. Humanity has developed stable typical forms of texts that have their own history, their own traditions.

It should be emphasized that these typical forms, with rare exceptions, are international, they are not tied to a specific language, so this aspect of the analysis, like the previous ones, can be carried out on the material of any source language and "works" for another, translating. Thus, the speech genre of an interview or a scientific report is quite similarly constructed both in French and German, and in Russian.

According to I. S. Alekseeva "not all the characteristic features of the speech genre, which are revealed by the pre-translation analysis, must be realized and taken into account by the translator. For example, he is unlikely to change the paragraph structure of the text during translation, replace a monologue with dialogue or a third-person narration with a first-person narrative." (Алексеева 2008: 337). However, all of them together constitute a system of the speech genre, and in order to select those in it that should be actively paid attention to (repetitions, emotionally colored vocabulary, etc.), it is necessary to know the system as a whole.

V. V. Sdobnikov (Сдобников 2011: 166) deduces the following definition of a translation strategy - this is a program for the implementation of translation activities, which is formed on the basis of the translator's general approach to translating in a certain communicative situation of bilingual communication, determined by the specific features of this situation and the purpose of translation and, in turn, determining the nature of the translator's professional behavior in within this communicative situation. Note that in linguistics and translation studies, attempts have already been made to link the translation strategy with the purpose of communication. In particular, Sdobnikov's opinion correlates with the conclusions of K.E. Kalinin, who, speaking about communicative strategies in the English-language political discourse, based on an analysis of the definitions of the concept of "strategy", concludes that a strategy is a general plan in which the ultimate goal appears, and also a list of tasks, the consequent solution of which should lead to achieving this goal (Kalinin 2009: 17).

J. Holz-Mänttari emphasizes that the meaning of translation actions within the framework of the chosen translation strategy comes down to creating for other people in the name of certain goals a certain product, the name of which can be translated as "design product". According to the author, the translator needs the following set of actions to create a "text design":

- to clarify your ideas about the product and about the need for it,

- draw up an action plan,

- create text,

- keep this process under control,

- look for means of transfer,

- give reasons for your decisions,

- constantly adapt their actions (Holz-Manttari 1964: 306-332).

G. Hönig and P. Kussmaul in the textbook "Translation Strategy" consider the concept of strategy from a practical point of view: "To achieve this goal, we need a translation strategy that will show the best way to solve translation problems. Like any strategy, a translation strategy must be factual. In this respect, it is comparable to the strategy of a chess player, where the player must be guided in the development phase of the game by the time at his disposal and by the strategy of the opponent. The way he consistently implements his chosen strategy shows the placement of chess pieces, and this becomes clear only for professionals. Thus, an amateur or a beginner in the field needs expert commentary if he wants to recognize the underlying strategy of the game" (Hönig, Kussmaul 1986: 53).

H. Krings was one of the first to attempt to comprehend the translation strategy from a theoretical standpoint. According to his definition, "translation strategy" is "a potentially conscious plan of the translator aimed at solving a specific translation problem within the framework of a specific translation task" (Krings 1986: 18). H. Krings distinguishes between two categories of analysis of translation activity: micro-strategy - methods of solving a number of translation problems, and macro-strategy - methods of solving one problem.

V. N. Komissarov in the book "Theory of Translation" notes that "the specific strategy of the translator and the technical techniques he uses in the translation process largely depend on the relationship between the foreign language and the target

language and the nature of the translation task being solved. The translation strategy is based on a number of fundamental principles, from which the translator consciously or unconsciously proceeds. They seem self-evident, although they are implemented in different ways in the specific conditions of the translation act" (Комиссаров 1990: 179). The author defines the strategy as "a kind of translation thinking, which underlies the actions of the translator" (Комиссаров 1990: 356), and identifies five groups of principles of the translation process, which form the basis of the translation strategy. The principles proposed by the scientist include the entire set of linguistic and extra-linguistic factors: some initial attitudes; the choice of a general direction of action, which the translator will be guided by when making specific decisions; choice of the nature and sequence of actions in the translation process:

1. First of all, it is assumed that "the translation process is preceded by the comprehension of the original text. In the process of translation, understanding the original always precedes its translation, not only as two successive stages, but also as a prerequisite for the implementation of the translation process. "

2. The second principle, which largely determines the translation strategy, is formulated by V. N. Komissarov as a requirement "to translate the meaning, not the letter." Here, as we can see, a well-known dichotomy in relation to the translation strategy is outlined, namely, literal-free translation. Komissarov notes that it is unacceptable to blindly copy the original form, however, this rule should not apply to the need to reproduce the structure of the original text (Комиссаров 1990: 191). Correct interpretation of the meaning of linguistic units in context, according to the author, is the key to a high-quality translation.

3. The third principle of the translation strategy boils down to the fact that the translator, striving to convey the content of the original as fully as possible, in

the canvas of the original text should be able to highlight the most important elements of meaning that are relevant for translation and be ready for translation losses and compensation methods, respectively.

4. The fourth principle of the translation strategy comes down to the fact that "the meaning of the whole is more important than the meaning of the individual parts, that is, the translator can and must sacrifice individual details for the correct transmission of the whole." It is assumed that all changes made by the translator do not reduce the accuracy of the translation, but rather contribute to the transfer of the meaning of the message as a whole.

5. The fifth principle of the translation strategy states that the text of the translation must fully comply with the norms, the translator must by all means avoid the so-called "translating language" that appears in translations under the pressure of foreign language forms (Комиссаров 1990: 213).

Different scholars suggest different types, categorizations and classifications of strategies according to their specific points of view. Lorscher (1996: 28) identifies nine basic elements, or, as he called, the building blocks of translation strategies. These building blocks are as follows:

1. Original elements of translation strategies.
2. Awareness of the problem of translation.
3. Verbalization of the translation problem.
4. Search for a possible solution to the translation problem.
5. Solving the problem of translation.
6. Preliminary solution of the translation problem.
7. Parts of the solution to the translation problem.
8. A solution to the translation problem has not yet been found.
9. A negative solution to the translation problem.
10. Problem with receiving text in the original language.

The first hard notation means that there is some kind of translation problem, and the translator immediately finds a preliminary solution to the problem and stops working on this problem, or decides to leave this problem unresolved and return to it later.

Hatim and Munday stated that some of the main translation problems relate to strategies for form and content of literal and free translation (Hatim, B., Munday, J. 2004). This separation can help identify problems with some overly literal translations that impair intelligibility. However, the real problems underlying such translations lie in areas such as text type and audience.

Mona Baker (Baker 1992: 26-42) lists eight strategies that have been used by professional translators to solve problematic issues in translation:

1. Translation by a more general word. It is one of the most common strategies for dealing with many types of inequality. According to Baker, it works as expected in most, if not all, languages because in a semantic field, meaning is language independent.

2. Translation by a more neutral / less expressive word. It is another strategy in the semantic field of structure.

3. Translation through cultural substitution. This strategy involves replacing a culture-dependent element or expression with an element of the target language, taking into account its impact on the target reader. This strategy makes the translated text more natural, understandable, and more familiar to the target reader. The translator's decision to use this strategy will depend on:

    - The extent to which a translator obtains a license from translation clients.

    - Purpose of translation

4. Translation using a borrowed word or a borrowed word with an explanation. This strategy is commonly used when dealing with culturally specific subjects, modern concepts and buzzwords. Using a loan word with explanation is very

useful when the word is repeated several times in the text. The first time the word is mentioned in the explanation, the next time the word can be used by itself.

5. Translation by paraphrasing using a related word. This strategy is used when the source element is lexicalized in the target language, but in a different form, and when the frequency with which a particular form is used in the source text is obviously higher than would be natural for the target language.

6. Translation by paraphrasing using unrelated words. The paraphrasing strategy can be used when the concept in the source element is not lexicalized in the target language. When the meaning of the source element in the target language is complex, a paraphrasing strategy can be used instead of using related words; it can be based on changing the upper ordinate or simply clarifying the meaning of the original element.

7. Translation with a pass. It may be a radical strategy, but in fact it may even be useful to omit the translation of a word or expression in some contexts. If the meaning conveyed by a particular element or expression does not need to be mentioned when understanding the translation, translators use this strategy to avoid lengthy explanations.

8. Translation with illustrations. This strategy can be useful when the target equivalent item does not cover some aspects of the original item, and the equivalent item refers to a physical object that can be illustrated, in particular, to avoid over-explanation and be concise and to the point.

Obviously, each theorist offers his strategies in accordance with his point of view; however, Baker's (1992) taxonomy of translation strategies includes the most applicable set of strategies because it shows the strategies used by professional translators. So, this definition indicates the applicability of these strategies, i.e. e. Not

only is it a set of strategies, it can also be tested by professional translators to see to what extent, if at all, they work.

N. K. Garbovsky describes 3 main strategies that have been used by translators in different eras to achieve adequacy and equivalence (Гарбовский 2007):

1. The translation strategy of the "beautiful infidels" allowed for a large number of paraphrases and a significant departure from the author's original thought for the sake of the reader's interest. At the same time, the translation was adequate, there was no formal equivalence.

2. The translation strategy of the "literal" translator was based on the desire to make the translation as close as possible to the original, which, in turn, did not please the general reader, due to the excessive intricacy of the author's ideas. Consequently, the translation was formally equivalent, but not adequate.

3. The translation strategy of the "faithful" translator. When choosing this strategy, the translator has to maneuver between the author and the reader, trying to achieve maximum equivalence and adequacy of the translation.

As well as V. N. Komissarov and N. K. Garbovsky, V. V. Sdobnikov identified three translation strategies based on the observance of equivalence and adequacy in the translation of foreign language texts:

- the strategy of tertiary translation, initially not presupposing the preservation of the author's communicative intention in the translation;

- strategy of communicatively equivalent translation, in which the preservation of the author's idea is the main goal of translation;

- a redirection strategy that takes into account not only the communicative intention, but also the need to adapt the text for the reader (Сдобников 2011: 114).

N. G. Kornaukhova (Корнаухова 2011: 95) offers three universal strategies: foreignization (from the English "foreign"), domestication (from the English

"domestic") and defamiliarization (from the English "unfamiliar"). The first two strategies are usually considered in the aspect of opposition. Foreignization involves the preservation of the linguistic and cultural differences of the original text, domestication is the desire to make the text more accessible and understandable for the host culture. The third strategy is viewed by the author as something in between, and also assumes that it is the "strange" translations that carry the full value of the original work. Their "strangeness" is achieved through the use of terminology in translations that is characteristic of native speakers of the source language and at the same time alien to native speakers of the target language, as well as the desire to replace foreign realities with similar ones in the target language. According to N. G. Kornaukhova, any translation is carried out using both strategies with varying degrees of foreignization or domestication. It follows from this that the translation strategy in Russian translation studies is defined as a rather complex and multifaceted process, consisting of many aspects. The concept of "translation strategy" itself does not have a unified interpretation, which is why the classification of definitions proposed by different authors is of practical value. Thus, a strategy, in the broad sense of the word, we will consider a certain set of actions of an individual translator in the process of transferring information from the source language to the target language, taking into account such factors as the complexity of the translation, the communicative situation, compliance with adequacy and equivalence in translation.

Conclusions to Chapter One

The notion of a translation strategy is complex and complicated. It has not been discovered enough to get the unified definition, classification, examples, terms of use, etc. In this matter, no Ukrainian or Russian, nor Western scientists have reached success. However, the initial research of different reference materials has allowed to get the following statements:

1. Under the translation strategy, scientists usually mean a certain number of actions aimed to perform a translation. Such actions are divided into three main parts: preparation for a translation, translation itself, and a result check.

2. Translation strategies can be classified and divided by the means of various factors. Adequacy, the terms of translation, the translator's intents, and the results of a translation are among the most popular factors being used in various classifications.

3. The classification of translation strategies suggested by Mona Baker (Baker 1992: 26-42) seems to be the most suitable for the politically correct lexicon, as it covers all the translation tactics that are usually applied to euphemism and slangism translations.

CHAPTER TWO. THE CONCEPT OF POLITICAL CORRECTNESS IN LINGUISTICS

2.1. The Definition of Political Correct Lexicon

Language is closely related to mentality, culture, and traditions of its speakers, so many processes and phenomena occurring in society find its reflection in the language system. Over the past decades the vocabulary of the English language has undergone significant changes, which are largely determined by changes in the public sphere. In the American version a powerful cultural and behavioral tendency emerged and became widespread in the English language, called "political correctness".

Thus, Longman Dictionary of the English Language and Culture defines the phrase politically correct in the following way: "language, behaviour, and attitudes that are politically correct are carefully chosen so that they do not offend or insult anyone "A word liberal, on the opposite, has a definition "willing to understand and respect other people's ideas, opinions, and feelings" (LDoCEO).

S.G. Ter-Minasova believes that the political correctness of the language is expressed in the desire to find new ways of linguistic expression instead of those that affect the feelings and dignity of the individual, infringe on him human rights by habitual linguistic tactlessness and /or bluntness about racial and gender belonging, age, state of health, social status, appearance, etc. (Тер-Минасова, 2000).

Recently, a debate has flared up in the United States on about the influence of ideas of political correctness on society and language. The central themes of these disputes were

problems of multiculturalism and language codes (speech codes). This mainly concerns restrictions on the use of a particular word or expression in a particular situation. For example, on the territory of many American universities appeared rules prohibiting the use of "racist" and "sexist" words.

The main trend in the English language now is his "Inclusive" character, the desire not to offend anyone when using this or that word or expression. Accordingly, those words that, for one reason or another, do not fit into the framework of politically correct prepositions are replaced by "inclusive" terms. So the language code is being corrected (Заботкина 1989).

The origin of the term "political correctness" is still a controversial issue. There is no doubt, however, that the ideology of political correctness that arose in the United States in the 70s, spread widely throughout the world and found its reflection in the English language (Асеева 1999: 3).

It is generally accepted that political correctness originated in the United States in the second half of the twentieth century. Many associate its origins with the negative attitude of Africans towards the "racism of the English language", who demanded it - "deracialization" (Mazrui 1975): for example, the negative connotations of the metaphor of the word black. The consequence of this was the creation of linguistically correct behavior. Because of "politically correct terms," people who speak American English have now begun to monitor their speech so as not to offend others (Виссон 2003).

Since English as the language of world communication, international and intercultural, is used as a means of communication by representatives of different peoples and different races (Тер-Минасова 2000: 215), political correctness has become not only the prerogative of American society. Many Russian linguists note that this phenomenon is currently international in nature. Thanks to the English language, which has become the language of international communication over the past few decades, more and more societies are involved in this process. This was also facilitated by the desire to imitate the American way of life, observed in many European countries, while the cultural communities, analyzing new problems for

themselves, create new linguistic forms and develop ways of using them (Москвин 2001: 95).

At the heart of the phenomenon of political correctness, according to S.G. Ter-Minasova, lies "a very positive effort not to offend, not to hurt the feelings of a person, to preserve his dignity, good mood, health, life: the political correctness of the language is expressed in the desire to find new ways of linguistic expression instead of those that hurt the feelings and dignity of the individual, infringe his human rights are habitual linguistic tactlessness and / or straightforwardness in relation to race and gender, age, health, social status, appearance, etc." (Тер-Минасова 2000: 216).

According to E. V. Shlyakhtina, political correctness is "a system of interconnected liberal views, designed to protect the equality of all members of society, regardless of their racial, ethnic, cultural, gender, class or any other affiliation, as well as to eliminate stereotypes that have taken root in society. It is designed to take into account the interests of all parties" (Шляхтина 2009: 29).

At the first stages of its formation, the concept of political correctness undoubtedly played a positive role, since meant the development of the ideas of humanism and tolerance, despite a long period of widespread hostility, cruelty, mutual extermination of peoples. At the present time, according to a number of researchers, the concept of political correctness is used in a perverted sense as one of the components in the aggregate of methods of decomposition of the unity of society. Manipulators use the concept of political correctness as a political and psychological technique to undermine the ideological base of political opponents, destroy their confidence in their righteousness and instill the feasibility of the enemy's ideas, reduce psychological stability, morale, political, social and other types of activity of the masses, with a desire to give them away under the influence of their opponents. The ultimate goal of using political correctness at the present time is a turn of mass

consciousness from satisfaction with one's side to dissatisfaction and readiness for protests and even destructive actions (Недува 2011).

In accordance with the linguistic hypothesis of American linguists E. Sapir (Сепир 1993) and B. L. Whorf (Уорф 1960: 174), the perception of the surrounding world and the behavior of people depend on the language in which they communicate. This concept allows native speakers to use certain words and verbal constructions, thereby programming the behavior of people (Быков 2008).

Today, the phenomenon of political correctness is still associated with a certain mechanism of behavior in various situations, which is primarily associated with modern Western European cultural traditions, which are based on the principles of the institution of human rights and adherence to liberal democratic ideas. Political Correctness affects the educational system, science, religion, everyday life; dominates in intellectual and cultural life; becomes mandatory by law. There is an obvious tendency to an increase in the level of political correctness in literature, periodicals and other sources of information that are in public circulation. Thus, political correctness has become a kind of lifestyle in Western countries, it determines the standards of linguistic and sociocultural behavior.

Researchers have noted an ambiguous attitude towards the phenomenon of political correctness both in the English-speaking countries where it arose, and in the CIS states (Цурикова 2001: 94-102). To understand the essence of political correctness better, it is necessary to refer to the definition of the term, which is given in English and Russian dictionaries.

The term "political correctness" was first coined by Karen de Crowe, president of the American National Organization for Women's Rights. The authoritative American Merriam Webster Dictionary dates the term to 1936. Since then, this term, implying a special manner of behavior, communication, assessment system, has become widespread, first in American student city-campuses, and then began to be

actively used in all other areas. Today, political correctness is an indispensable part of the language practice of Western, primarily American, society (Иванова 1995).

Today, in foreign literature and, in particular, in dictionaries, there is a fairly large number of definitions of political correctness. The approaches to its analysis are different. We have analyzed the definitions of the terms "politically correct", "political correctness" and we can note that many dictionaries consider this phenomenon as a behavioral and linguistic one. Here are the definitions of these terms from the most authoritative English-language dictionaries.

Webster's New World College Dictionary defines Politically Correct - obeying or following what is considered traditional liberal opinion on matters of sex, race, etc.: commonly used derogatorily to denote dogmatism, overly resentment towards minorities (WNWCD 2000: 1114).

The authors of the Random House Webster's Dictionary believe that "politically correct signifies a commitment to typically progressive general acceptance on issues related to race, gender, sexual orientation, or ecology" (RHWD 1993: 510).

The Oxford Dictionary of New Words emphasizes the link between political correctness and rejection of discrimination: Political correctness is submission to liberal or radical beliefs about social issues, characterized by propaganda of accepted ideas and a rejection of language and behavior that is considered discriminatory or offensive (ODNW 1997: 239).

As a result of the analysis of the definitions of the term "political correctness", we found an emphasis in such definitions of the priority of liberal values in society, which must be obeyed; the term previously had a negative meaning, as indicated by the fact that by the beginning of the 90s the term "political correctness" had become pejorative, while "politically incorrect" and "political incorrectness" began to be considered a positive quality; the authors note the progressiveness of political

correctness, on the one hand, and the influence and importance of public opinion, on the other; it is also indicated that political correctness can turn into fascism if it goes beyond the reasonable; the main themes highlighted by the authors of the vocabulary for political correction are racism and sexism.

E. V. Shlyakhtina examines political correctness from the point of view of language and notes that "political correctness is a concept according to which all words and expressions should be removed from the language that can offend or humiliate a person's dignity by tactlessness or straightforwardness, that is, remove any manifestations of verbal aggression. Linguistic correctness is the basis for the implementation of political correctness in society. It provides the speaker with an optimal speech strategy for behavior in conflict situations. The language changes are intended to correct real or perceived discrimination or to avoid insult. At the same time, political correctness seeks not only to soften the true meaning of what is happening, but to protect the oppressed, including by means of language" (Шляхтина 2009: 29).

The speech strategy of political correctness is aimed at the ability to communicate on "difficult" topics without offending the interlocutor and at the same time keeping the meaning of what was said. This strategy is characterized by the speaker's intention to restrain the open expression of verbal aggression, which can serve as an impetus to various kinds of conflicts. This is due to the special regulation of speech associated with the idea that replacing some linguistic units with others, more correct ones, can change the cultural tradition, and hence the attitude of people to this or that phenomenon (Шляхтина 2009:14).

Thus, political correctness in a language leads to a number of changes in vocabulary, word usage, and even grammar (Базылев 2007: 8).

Political correctness is a consequence of changes in speech norms and concerns not so much the content as the adjustment of the language code. The speech strategy

of political correctness is aimed at the ability to discuss "difficult topics", avoiding conflicts, but keeping the meaning of what was said. This strategy can be characterized by the speaker's intention to restrain the open expression of verbal aggression, which can lead to various conflicts (Шляхтина 2009: 14).

2.2. Analysis of The Use of Politically Correct Vocabulary in The US Media

The problems of ethnic minorities are often covered in the pages of the American press. A number of publications are devoted to the "affirmative action" program (granting preferential rights to discriminated segments of the population), in particular, the article "Berkeley's New Colors" (Berkeley's New Colors. 9/17/00).

The first paragraph serves as an introductory part, allowing you to familiarize yourself with the main topic of the article. ("It's a portrait of diversity in every way but one: skin color. A disproportionate number of the students walking around Sprout are Asian-American"). The author draws attention to the striking predominance of students of the Asian type.

It goes on to highlight the issue of California's rejection of the Affirmative Action Program, which offered significant enrollment benefits for minorities, resulting in a decline in African American, Hispanic and Native American students. At the same time, the number of Asian students who are not minorities is approaching 50 percent. This situation, according to some teachers and students, violates one of the fundamental principles of American educational doctrine - the principle of "cultural diversity". Throughout the entire text of the article, there is a comparison of two groups of students.

On the one hand, these are Asian Americans, which make up the largest segment of university students, on the other, African Americans, Native Americans, and Hispanics, united in the group of "underrepresented minorities").

The following are the views of the advocates of the "affirmative action" program and their opponents, the former speak of the underrepresentation of national minorities at the university, the latter point to the increased incidence of discrimination against Asian students.

In the final part of the text, a discussion is presented about the ever-decreasing number of students - representatives of national minorities, who, in the author's opinion, have always been the "backbone of the university's political mood" ("have long been the backbone of Berkeley's political mood ..."), and is done the conclusion that the cancellation of the affirmative action program is more negative than positive. Analysis of the article shows that politically correct vocabulary is primarily used in relation to representatives of various nationalities: Asian-American (7 uses), African-American (4 uses), Native American (2 uses). Let's consider each case in more detail. Asian American. The American Heritage Dictionary defines this noun as follows: Asian American n. A US citizen or resident of Asian descent (AHD: 49).

It is believed that the word Asian is devoid of the negative connotation inherent in the meaning of its predecessor, the word Oriental, which was used in English until the middle of the 20th century. For example: "The ways in which Americans thought about these "Orientals" hinged a lot on moral differences and on issues of gender, sexuality and family". (The real reasons 29/11/2016).

Oriental is now used primarily as an adjective, denoting art and culture of the East: "Liu and Sun and their customers can all do their grocery shopping across North Washington Street at Kam Sam Supermarket or nearby at the newly remodeled Maxim Gourmet Oriental Market on Hungerford Drive" (A New Chinatown 10/22/2003).

The second component of the expression Asian American is intended to emphasize the belonging of this category of people - many of whom are not yet US citizens, to the American nation.

The word African American also appears frequently in the text (4 uses). Let us turn to the definitions given in some dictionaries. The Macmillan English Dictionary defines African-American as both a noun and an adjective:

African American n. Someone from the US who belongs to a race of people that has dark skin and whose family originally came from Africa (MED: 24).

African American adj.

1. Someone who is African-American is from the US, but their family originally came from Africa;
2. Relating to the language and culture of African-Americans (MED: 24).

Along with the term African-American, the article also uses the word black (3 usages), controversial from the point of view of political correctness, perceived as negative in certain contexts, but in general, quite neutral: "Police said Lee is considered armed and dangerous. He is black, 6 feet 1, with short hair, a light-to-medium complexion and a muscular build." (Suspect in Louisiana 05/28/2003).

Consider the definition of black in the Merriam-Webster Dictionary: black

1. often capitalized: of or relating to any of various population groups having dark pigmentation of the skin <black Americans>.
2. of or relating to the Afro-American people or their culture <black literature><a black coliege><black pride><black studies>.
3. typical or representative of the most readily attended parts of black culture <tried to play blacker jazz>(MWD).

The terms African-American and black are used interchangeably, although the former is preferred as being more correct. In addition to African-American and black, the expression "students of color" is used, which is the politically correct equivalent of the previously widespread phrase colored (students, people etc.): "In 1906, the National Association of Colored Graduate Nurses was created to address the specific

needs of the black nurse and to address timely issues such as racial segregation" (Exploring Race in Nursing 05/31/2019).

In the phrase students of color, the noun is in preposition, emphasizing the primacy of the personality, and not its belonging to any racial group.

The ethnonym Native American (2 uses) also refers to politically correct, in most cases replacing the previously used term Indian. Let's turn to the dictionary definitions. The American Heritage Dictionary defines it as follows:

Native American n. A member of any of the peoples indigenous to the Western Hemisphere before European contact. Native American adj. (AHD: 555).

The word Indian today is more often used in the phrase American Indian "American Indian", or in the names of representatives of specific Indian tribes: Pueblo Indian (Indian of the Pueblo tribe), Cherokee Indian (Indian of the Cherokee tribe): "But when an unreasonable blizzard swept across Coconino County this weekend, the Hopi Indians here knew why it happened: Lori Piestewa was coming home" (Hopi Soldier's 05/07/2003).

The term Hispanic is mentioned three times in the text of the article, while no substitutions for its more correct analogue Latino are taking place, which allows us to conclude that it is relatively neutral. Let us give as an example a few more uses of the words Hispanic and Latino in the texts of the American press: "Hispanics have edged past blacks as the nation's largest minority group, new figures released today by the Census Bureau showed" (Hispanics Now Largest 01/22/2003).

"In the chart below, we look at how Latinos voted overall for Trump and Biden, how Latino support changed for the Democratic and Republican candidates" (How U.S. Latinos Voted 11/05/2020).

It should be noted that the ethnonym Latino is considered to a greater extent than Hispanic, emphasizing the cultural and national community of Latin Americans

living in the United States and, therefore, is more preferable from the point of view of political correctness.

Hispanic and Latino are defined in The American Heritage Dictionary as follows:

Hispanic n.

1. A Spanish-speaking person.
2. A U.S. citizen or resident of Latin-American or Spanish descent (AHD: 397).

Hispanic adj.

1. Of or relating to Spain or Spanish-speaking Latin America.
2. Of or relating to a Spanish-speaking people or culture (AHD: 397).

Latino n.

1. A Latin American.
2. A person of Hispanic, especially Latin-American, descent, often one living in the United States (AHD: 472).

In English-speaking countries, in particular in the United States, the United Kingdom and Canada, due to the requirements against the infringement of the rights of different social groups, special attention is paid in speech to avoid explicitly, implicitly or potentially offensive words and expressions. This primarily concerns the avoidance of prejudice in speech against women and various minority groups (national, racial, sexual, etc.). The translator must pay attention to this when choosing the appropriate words and follow the rules of adaptation of sentences when translating in accordance with political correctness.

2.3. Types of Politically Correct Vocabulary

Politically correct terms are a special group of neologisms that are deliberately created by native speakers to replace lexical items that for one reason or another political or social reasons are beginning to be perceived as degrading. Among the politically correct terms we can distinguish the following groups of lexical units:

1. units to denote racial and national affiliation, for example: African American (African American - to denote Americans of African descent), Africans, Afros or Sunpeople, mybrothah, mysistah (to denote members of the Negroid race (Дмітрієва 2013: 3)), jigga (representative of the black population - instead of the taboo word "nigger" in the rap song jigga – a lexical hybrid from the pseudonym of the famous rapper Jay Z and the word "nigger"), the future President (address to little African Americans), Indigenous People (primitive population – to denote American Indians), Inuit, Native Alaskan (Inuit – to denote 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 culture in which it was formed personality (Зайко2016: 4);

2. units to denote the gender of gender, for example, attempts to create substitutes for the word "woman", which 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 –toperson (toman), herstory (history), efemcipated (emancipated (Зайко2016: 4));

3. units for leveling gender, for example, treatment Mx (gender neutral treatment - a title used before a man or woman's name as a gender-neutral alternative to Mr, Ms);

4. units for leveling status, for example, treatment Ms / ˈmɪz /, / məz / (treatment of a woman, regardless of her marital status; also used in case of divorce; common in business: I appreciate your help, Ms. Chen (Сінькевич 2013:312));

5. units that denote the physical or mental qualities of man - for example, synonyms for overweight: 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; , intellectually challenged (instead of "stupid") (Developmentally Disabled 08/3/2017), 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) ('It's too sexually 3/19/2013), selectively perceptive, mental explorers (insane people), moonchild, reality challenged (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) (44); instead of "desease" (malady, illness) they say "condition" (condition; for example, mental condition – mental state) (Зайко2016:5);

6. units for non-prestigious professions that emphasize their importance to society - 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-sweaper"), 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 »), nursing- home care assistant (instead of "nurse" - meaning "nurse or caregiver"), childminder, daycare provider, childcare provider (instead of "nurse" - meaning "nanny"), hair stylist (instead of "hairdresser"), domestic engineer, domestic artist (housewife), utensil sanitizer (dish washer), parking enforcement adjudicator (meter maid) (Лютянська 2014: 509);

7. gender-neutral units, mainly to denote professions, where morphemes to denote the genus are neutralized: 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"), homemaker (instead of "housewife"), 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 or 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 note attempts to create gender-neutral pronouns at the lexical level: ze, zie, xe

(instead of "he / she"), hir, zir, xyr (instead of "his / her"), hirself, zirself, xemself (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"); the tendency to lexically replace the pronouns "his / her" with a gender-neutral pronoun "their" (Зайко2016:5);

8. units for animals and plants - animal companion (pet), botanical companion, floral companion (plant, bouquet), Canine-American (American dog, by analogy with African American), oxygen exchange units (trees), Amphibian American (frog) (Лютянська 2014: 509);

9. units for social and domestic phenomena - microteaching sessions (lessons), meltdown (crisis), home invasion (burglary), dysfunctional family (broken home), pro-life (anti-abortion), gender reassignment (sex change), homeless person , displaced homeowner, involuntarily undomiciled, underhoused, philosophy major (bum), nonspecifically destationed individual (vagrant), negative saver (spendthrift), chemically challenged (drug addict), chemically inconvenienced (stoned), cybernetically challenged (net addict), involuntarily leisured , economically inactive (unemployed), unaffiliated applicant for private-sector funding (panhandler), assault with a deadly weapon (cigarette smoking), nondiscretionary fragrance (body odor), alternative dentation (false teeth), ethnically homogenous area / EHA (ghetto) , Economic oppression zone / EOZ (slum), academic dishonesty (cheating in school), youth group (gang), culturally responsive transportation option (pimp-mobile), environmentally safe, east-west, multicultural dining tools (forkchops, a combination fork-and-knife and a pair of chopsticks), negative cash flow (loss, bankruptcy) , non-traditional success, incomplete success, deficient achievement (failure), least best (worst (Зайко 2016: 6));

10. 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 show ingenuity in inventing complimentary signs: "BIB" - abbreviated from "Big Is Beautiful" (Large size is great), "Renoir Collection" (Renoir collection). Washing powders are sold in three packages: "small", "medium", and instead of "large" they write more "correct" and pleasant word "family" or "Jumbo". by the name of a cartoon baby elephant). Inexpensive things are called budget-friendly, i.e. "at an affordable price."

There is also a group of lexical units, which can only be called politically correct, because they reflect a system of values that denies the traditional system (Зайко2016: 6). Among such stable lexical units, there is, for example, Dead White Male Canon (usually abbreviated –The Canon) - canonical scientific, philosophical, literary and artistic works (created almost exclusively by white men), which are traditionally considered outstanding and which became the basis of Western patriarchal civilization and, accordingly, the basis of the education system aimed at maintaining perceptions of inferiority other cultures (Capitalistic Patriarchal Hegemonic Discourse); Dead White Male Canon – DWEMs (Dead White European Males) are the most famous representatives of Western European patriarchal civilization, which are traditionally considered outstanding, Eurocentrism – Eurocentrism, i.e. the belief that Western European culture is the most developed and should dominate the world. This category also includes:

1. units denoting family relations, emphasizing the oppressed position of women in marriage – unpaidsexworker (wife) –derived from sexworker– (prostitute), unwagedlabour (housework). The oppressed position of women is emphasized in the social sphere, which is reflected in lexical units such as Differential Framing, face-ism (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 woman (Зайко2016: 6);

2. lexical units that denote a person's relationship with the world around him and emphasize his barbaric attitude towards other species. For example, 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, books), stolen products - from stolen nonhuman animal products (eggs, milk, honey, wool). The idea that representatives of other species are only a resource for humans is opposed by biocentrism (biocentrism), which emphasizes the equality of all species in nature (Зайко 2016: 6);

3. group of words denoting different types of discrimination: age-ageism, health-diseasism, overweight-fatism, appearance-lookism, female-misogyny, the idea of the dominant position of man among other species-non- human animal speciesism (Зайко 2016: 6).

Thus, politically correct vocabulary has a fairly broad impact on modern human life and manifests itself in completely different forms. The most common types of political correctness are gender and social, which include units to denote the physical and mental qualities of man, as well as social and domestic phenomena. Racial political correctness is directed against racial and ethnic prejudices, gender - advocates the removal of the emphasis on gender support for women's rights, social - serves to mitigate social phenomena and processes. In general, politically correct words are perceived with a positive connotation, but some tokens mostly resemble "reminiscent", because they sound very unnatural and lack of meaning. Among them, a special place is occupied by stylistic hybrids that combine the features of several paths: Canine-American (politically correct euphemism + cognitive metaphor, because the animal is endowed with such an unusual feature as nationality), 4th-

dimentionallyextended (which we can adapt to translate one foot in the other world; combines signs of euphemism and hyperbole), womyn, wimmin, wimyn, wofem, womban, womon; pre-womyn (graphene + 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. And most importantly - the active development of the concept of political correctness: the archaization of linguistic phenomena and the emergence of new ones (for example, site engineer instead of caretaker). 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.

In this regard, many scientists associate the concept of political correctness with euphemization processes (Панин 2004: 20). Nevertheless, it is important to remember that in the newspaper-journalistic style, the main role of euphemistic vocabulary is not so much softening as of masking reality and manipulating the mass audience. The ability of euphemisms to manipulate the recipient is determined by the fact that euphemisms hide the direct essence of the phenomenon by creating a neutral or positive connotation, and the recipient usually does not have time to isolate euphemisms from the context and comprehend them due to the abundance of information that is common in our society or is not able to identify a taboo denotation. Returning to the investigated concept of "political correctness", it is worth saying that this word itself is not a euphemism, but everything that stands behind this term is such. The euphemization mechanism is at the core of political correctness. It helps to comprehend the essence of language culture and the communication strategies used in it. Political correctness is more of a strategy, while euphemisms are just tactical tricks, with the help of which the balance of interaction between individuals, groups, and communities is either observed or upset.

In the article "Ways of linguistic representation of the category of political correctness in English" L.V. Chunakhova (Чунахова 2019: 452) associates political correctness with certain linguistic categories and phenomena. Euphemism words are used in all spheres of life to change the semantic or emotional load of the text. In the personal realm, they replace descriptions:

1. Physiological processes: throne room instead of toilet;
2. Parts of the human body: gate of life instead of female breeding organs;
3. Sex relations: to have contact with smb instead of to have sex with smb;
4. Gender relations: Ms instead of Miss / Mrs;
5. Sexual minorities: homosexual instead of gay, sexual preference instead of sexual orientation;
6. Mental and physical disabilities: differently abled, physically challenged and mentally challenged, person / people with special needs and person / people with learning difficulties, having hearing difficulties instead of deaf, immobilized patients instead of paralyzed patients "paralyzed patients". That may not be the term of choice these days - "differently abled" or "physically challenged" may be de rigueur - but as I touched my bloody face, embedded chips of concrete in the wounds, "handicapped" sure seemed to fit (new life 07/13/2014);

Today, there is a new concept of ageism, which means age discrimination. Supporters of political correctness believe that it is impossible to distribute roles in society based on a person's age; this can also hurt a person's dignity. Analyzing newspaper articles, now more and more often you can find such phrases as: senior, the seniors, advanced age, the elderly instead of old people. By the way, such lexemes as chronologically gifted, longer-living, seasoned, experientially enhanced and golden age are not widely used in the vocabulary of modern English.

In the social sphere, the euphemism is very popular, it is used for a more euphonious formulation or in order to hide the truth:

7. Military actions and conflict. The word "war" always carries negative connotations associated with bloodshed, disease, suffering and death. Therefore, softening phrases are also proposed for him in order to smooth out the negative reaction of people. The words conflict and involvement have replaced aggression and war in the Western press. Instead of the word bomb, device is now used, instead of the word bombing, they now write air strike or air support: For the West, the issue of softening such vocabulary is very relevant.

8. Economic processes: period of economic adjustment "period of economic adaptation" instead of economic crisis: "We are in a prolonged period of economic adjustment in the UK, we are adjusting to life outside the EU and it will not be as economically rosy as life inside the EU", he told the BBC's Today program (Idris Elba takes 03/15/2017).

9. Moral issues: to abuse sexually instead of to rape; wrong-doing instead of crime;

10. Religious relations: Muslim (in Arabic "one who devotes himself to God") instead of Moslem (in Arabic "one who is evil and unjust");

11. Signing social groups: fugitive instead of refugee, low-income group / non-profit group instead of the unemployed

12. Designations of ethnic groups: Israeli instead of Jew, ethnic cleansing instead of genocide: "He says it penalizes accusing Poles as a nation but not "someone who says that somewhere, in some village, some place, a Jewish family or one Jewish person was murdered""(Holocaust bill 02/03/2018)

However, political correctness leaves its mark not only on the lexical composition of the language, but also on syntax, morphology, and word formation.

Let's consider the changes at these levels of the language system and give specific examples.

13. At the word-formation level, the category of political correctness is represented by the suffixes –ism (ageism), –ron (waitron); prefixes: -under, -un, -non, (unwaged). Phrases are widely used: noun + noun (botanical companion); adjective + noun (environmental hygienist); adverb + passive participle (mentally challenged); adjective + adjective (African-American): "Trump is correct that African-American unemployment hit a record low in December; what he neglects to mention is that the downward trend began well before he took office" (Trump taunted Jay Z 01/28/2018)

14. In spelling, women are increasingly spelled womyn or wimmin to avoid association with the sexist suffix -man.

15. Analyzing newspaper and magazine articles, one can identify innovations in English that have appeared due to the struggle for equality of feminists. This primarily affected the word "humanity". Now you can often find in articles: human, human being and humankind, humanity: And elevated by love for all human beings.

16. Sometimes we can find the substitution of the morpheme "man" for the morpheme "person" unmarked by gender: businessman –businesswoman - businessperson, congressman - congresswoman –congressperson, spokesman - spokeswoman - spokesperson, etc.

17. In politically correct vocabulary, the concept of gender is erased when it comes to people in general. It helps to show community and integrity, to unite all people: "Every young person in America, regardless of where they come from, what they look like, have a chance to succeed."

18. Words with the suffixes "-ess", "-ette" are also corrected to avoid indicating a person's gender. In this case, the suffixes are removed, and instead of them

synonyms are used that have a different morpheme: stuardess - flight attendant, headmistress –headteacher, poetess – poet, actress – actor, heiress –heir, cameraman – camera operator, etc. At the syntactic level, political correctness can be represented as:

19. Replacing the pronoun he (his) in sentences with the combination he / she, she / he, s / he: "Often, more value is placed on the age of the commentator than on the opinion he or she may hold".

20. Replacement of personal pronouns from the singular to the plural pronouns: they or we. It is worth noting that constructions with they (or we) are used by politicians or other public figures in order to show the unity and importance of recipients, thereby emphasizing the fact that they are an integral part of solving problems: "If someone's at the door, we ask them what they want" (Non-binary pronouns 10/11/2016).

21. The use of impersonal constructions with the number one or indefinitely personal sentences (They say that ..., etc.), in which the gender of the noun is not indicated: "They waved signs that read, "The Ambassador was Libya's friend" and "Libya is sorry." They chanted "No to militias." They marched, unarmed, to the terrorist compound. Then they burned it to the ground."

Words that are often used as components for the formation of politically correct vocabulary are especially difficult in translation, for example: challenged, inconvenienced, impaired. These units have no dictionary correspondences. Being components of a sufficiently large number of utterances, these words in each of them can be translated in different ways. There are the following options for translating challenged as a politically correct component: experiencing difficulties, underdeveloped; overcoming difficulties due to, having different capabilities, with problems in, with disabilities. Sometimes the translation changes depending on the context: visually challenged - a) overcoming difficulties due to appearance, b) blind.

Researchers studying the linguistic aspects of political correctness have repeatedly attempted to classify politically correct words and phrases in the English language (Вильданова 2008, Кипрская 2005, Панин 2004). The lexicological classification is presented in the monograph by L. P. Lobanova. The author divides the politically correct language into the following groups:

- racial political correctness: Afro-Americans instead of negroes;
- ethnic political correctness: Native Americans instead of Indians;
- cultural political correctness: Asian American instead of Oriental;
- civil political correctness: newcomers instead of foreigners;
- social political correctness: substandard housing instead of slums;
- professional political correctness: environmental hygienist instead of janitor;
- institutional political correctness: correctional facilities instead of prison;
- ethical political correctness: instead of prisoners, the phrase clients of correctional system or guests is used; moral political correctness: servicing the target instead of killing the enemy;
- physical political correctness: horizontally challenged instead of fat people;
- mental political correctness: children with learning difficulties instead of retarded children;
- gender political correctness: mankind is replaced by the politically correct humankind;
- environmental political correctness: deforestation is called vegetation manipulation (Лобанова 2004: 82-96).

The most detailed classification of politically correct words and phrases is presented in the work of V. V. Panin. At the same time, the main lexical means of expressing the category of political correctness in a language is a euphemism. According to V. V. Panin, politically correct euphemisms are divided into two large groups: euphemisms that directly reflect the ideas of political correctness, used to

exclude various types of discrimination, and euphemisms that correlate with ideas of political correctness.

The first group is divided into several subgroups:

1. euphemisms that exclude racial and ethnic discrimination: member of the African diaspora instead of Negro, indigenous person instead of Indian, people in the meaning of tribe;

2. euphemisms created in order to improve the status of women and eliminate manifestations of sexism in the language: domestic partner / companion, flight attendant instead of steward, stewardess;

3. euphemisms created to exclude discrimination based on social status: low-income instead of the poor. This group also includes euphemisms that raise the prestige of certain professions. For example, a garbage collector is called a garbologist or a sanitation engineer;

4. euphemisms that exclude age discrimination: senior citizen instead of old in the meaning;

5. euphemisms against discrimination for health reasons: physically challenged instead of invalid;

6. euphemisms against discrimination in appearance: person of size instead of fat, obese;

7. euphemisms associated with the protection of the environment, wildlife, etc.: organic biomass instead of sewage sludge.

The second group is represented by euphemisms that one way or another correlate with the ideas of political correctness:

1. euphemisms that distract from negative economic factors: slump instead of economic crisis;

2. euphemisms aimed at covering up the inhuman policy of the state, especially aggressive military actions: collateral damage instead of civilians killed accidentally by military action (Панин 2004: 74-79).

The study by E. A. Vashurina offers thematic and structural classifications of politically correct vocabulary. As a result of the analysis of the vast empirical material, the author identifies six thematic groups of politically correct euphemisms:

1. euphemisms associated with groups of people who are discriminated against (racial, cultural, religious, gender, etc.);

2. euphemisms denoting terrible and unpleasant phenomena of reality: death, illness, natural needs, physical disabilities, mental and mental disorders;

3. euphemisms associated with the influence of the state on people's lives: military actions, social vices (drunkenness, drug addiction, prostitution, homelessness, crime, lies), poverty, non-prestigious professions, family, institutions of state supervision, academic failure;

4. euphemisms denoting the appearance and age of a person;

5. euphemisms denoting human influence on flora and fauna;

6. humorous euphemisms (parodies of politically correct ones).

Structurally, politically correct euphemisms are divided into three groups: euphemism-phrases (queen size), euphemism words (pre-womyn - future woman (girl)) and euphemism sentences (Drugs have always played a part in his life) (Вашурина 2011).

Based on the above classifications, as well as taking into account the pragmatic instability of politically correct words and phrases, we consider it appropriate to divide the politically correct language into four groups:

- Nominations mitigating various types of discrimination. For example, using hair disadvantaged instead of bald.

- Nominations that raise the social status of people engaged in low-skilled labor. So, for example, charwoman is usually called daily help.

- Nominations related to wildlife and vegetation. The purpose of creating such nominations is to try to avoid anthropocentrism in relation to animals and plants and to emphasize our biologically equal coexistence on the same planet with representatives of this world (Тер-Минасова2000: 218). For example, replacing pets with animal companions.

- Nominations aimed at covering up environmental, economic and military negative consequences. For example, instead of the word war, the phrase peacemaking operation is often used. It is customary to call refugees with the politically correct term displaced people.

It should be noted that some researchers have argued that it was wrong to consider words and phrases after the group days as politically correct. Of course, these nominations have little in common with the ideas of political correctness, since its primary task is to combat various kinds of discrimination. Nevertheless, we believe that these terms, as well as many similar ones, arose precisely in connection with the trend of development of political correctness. Analysis of contemporary works on sociology and cultural studies shows that in the present the original nature of political correctness has changed. Today, the ideas of political correctness are manifested not only in the field of protecting socially disadvantaged minorities, but also spread to other semantic areas, in which the corresponding corrections of the language are made. Arguing with considerations of political correctness, it is possible to achieve renaming of many concepts and phenomena of reality. To do this, it is only necessary to convincingly substantiate with a view of whether another phenomenon is not permissible from the point of view of political correctness and, therefore, requires a politically correct renaming. Such lexical units as peace making operation, collateral damage, conflict, peacekeepers owe their appearance to this. The creation and use of

such politically correct units is motivated by the desire to portray the hostilities and the consequences associated with them as not directed against people, and to demonstrate a supposedly tolerant attitude towards the injured party.

2.4. Euphemisms of The Political Correctness: Diversity and Classification

Politically correct lexical items arose as euphemisms that aimed to avoid the use of words that emphasize certain cases of inequality between people, such as racial, gender inequality, physical or mental disabilities. However, the main distinguishing feature of political correctness has been its extreme caution - not just offensive acts are condemned, but everything that can potentially be offensive. Also, political correctness, in contrast to euphemism, is characterized by extreme non-conflict - if there is a choice between several interpretations of the event, fact, action is chosen the least offensive, even if it is less likely or even outright contrived.

As it has been noted by the researcher V. B. Velikoroda, euphemisms are units of secondary nomination with a relatively positive connotation, used 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 an unpleasant fact or avoid discrimination) and the desire to obscure negative aspects of reality within a certain professional, social or age group (Великорода 2013:.51).

According to the sphere of distribution, euphemisms are divided into the following functional-pragmatic categories: commonly used euphemisms, argot euphemisms and euphemisms of "political incorrectness" (Вишнівський 2014: 95). This group includes words and phrases that mitigate various types of discrimination. In the field of euphemisms to mitigate 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" (by analogy with "adolescence") has appeared in the language of recent decades - it is a period of life from 40 to 65 years. The period of life from 65 years and further became known as "thirdage". Instead of the word "old" such euphemisms as "senior", "mature" and "seasoned" (Глушок 2010: 15) have become popular.

The reason for the emergence of euphemisms to mitigate property discrimination was the desire of officials of various ranks to smooth over the problems of property inequality. According to the observations of linguist G.D. Tomakhin (Томахин 1982), the compound "the poor" in the press is replaced by "the needy", "the ill-provided" - "unsecured", later the term "the deprived" - "deprived" "," The socially deprived "-" socially disadvantaged ", or" the underprivileged "-" less privileged ", later -" the disadvantaged "-" who found themselves in less favorable circumstances "and, finally -" low-income people.

No less noteworthy are the euphemisms that exclude discrimination on the basis of physical and mental disabilities: the word "cripple" - "cripple", replaces the euphemisms "differently abled", "physically different" or "handicapable"; "Fat" - "thick" is replaced by "big-boned", "differently sized"; instead of "bald" - "bald", the euphemism "hair-disadvantaged", "comb-free", "follically disadvantaged" is used, instead of "deaf" - "deaf" - "aurally inconvenienced", "hearing impaired", "unmusical" (HHS Today 12/6/2017), instead of "blind" - "blind" - "unseeing". Mentally retarded people are called "learning disabled", "special", "mentally challenged people", "developmentally disabled" (Вишнівський 2014: 95).

Euphemisms that mitigate racial and ethnic discrimination emphasize the identity of racial and national groups and their equal status. The word "black" is replaced by the euphemism "member of the African community", "Indian" - the word "indigenous person" - "local". The second level of euphemistic vocabulary is based on the principle of reducing fear of such phenomena such as disease and death. For

example, "insane asylum" was replaced by the word "mental hospital", the death of a patient in a hospital is conveyed by the euphemisms "terminal episode", "therapeutic misadventure" or "negative patient care outcome".

The tendency to form new euphemisms, which strengthen the prestige of certain professions, has noticeably increased. For example, a beauty specialist became known as a "beautician". Cemetery workers, traditionally called "undertakers," have been dubbed "morticians" in recent years, and later "funeral directors." The word "garbage collector" is replaced by "sanitation engineer", and the euphemism "environmental hygienist" - is nothing more than the name of the profession of a janitor (Вишнівський 2014: 96).

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

1) euphemisms that obscure aggressive military actions and deadlines. Many of these words appeared in the language in the 1960s during the Vietnam War. The words "involvement" and "conflict" have replaced "aggression" and "war", "destruction of armed resistance" became known as "pacification" - "calm", instead of the word "Bomb" - the word "device" is used, and instead of "bombing" -"limited air strike" or "air support". You can also see the following examples of violent actions: neutralize (kill or assassinate), aggressive defense / preemptive counterattack (US military term for an aggressive offensive attack), aversion therapy (torture / shock treatment), mutually empowering shared experience (war), nuclear crisis (nuclear war threat), painful procedures / interrogation support / enhanced interrogation technique (torture), no longer a factor (dead, wounded or destroyed). The euphemism "strategic hamlet" has replaced "concentration camp". Finally, the slain were called "body-count" or "inoperative combat personnel" (Вишнівський 2014: 96);

2) euphemisms that are associated with negative consequences in the socio-economic sphere. During the twentieth century, "economic crisis" was supplanted by the term "slump", "slump" was replaced by "depression", which caused a new euphemism - "recession". Modern terms for economic crisis include "period of economic adjustment", "period of negative economic growth", "meaningful downturn", "temporary interruption of". economic expansion "-" temporary cessation of economic growth ". To mitigate the negative effect of the words "firing", "laying off" - euphemisms "downsizing", "rightsizing", "redundancy elimination" have emerged. of free enterprising », «open society", "economic humanism»; revolt is called "a spontaneous display of community dissatisfaction with prevailing socioeconomic conditions"; tax payments are introduced under the auspices of "contributions / sacrifices";

3) euphemisms associated with crime. The euphemism "correctional facilities" has changed the word "prison", "correctional officers" or "custodial officers", "security officers" replace the former expression "prison guards", "anomaly" is used instead of "accident", "criminalized segments of the population" - instead of " felons", "custody suite"- instead of "prison cell". Prisoners are now referred to as "guests in a correctional institution", "clients of correctional system", "guests" or "people enjoying temporary hospitality from the state". For the Nazis use a politically correct phrase - "someone who disagrees with the far-left."

Euphemisms for "political incorrectness" are characterized by the use of gender-neutral units instead of tokens with gender-transparent morphemes, initial use of the token "person", "individual", "member", avoidance of the component "black", post-verbal use of adjectives advantaged, challenged, disadvantaged, impaired for euphemism for excess or deficiency of a certain quality: unmarried person (bachelor /

bachelorette), busser (busboy), author (authoress), aviator (aviatrix), poet (poetess), proprietor (proprietress), sculptor (sculptress), suffragist (suffragette) , usher (usherette), bartender (barman), layperson, nonspecialist, nonprofessional (layman), councilperson (councilman), worker (workman), human being, human, person, individual (man), Earth children, human beings, humans, humankind, humanity, people, human race, human species, society (mankind), synthetic, artificial (man-made), wageearner man), average person, ordinary person (man in the street), executor (executrix), testator (testatrix); farrier (blacksmith), outcast (black sheep); person with drinking problems (drunkard), person creative with the facts (liar), person of color (non-white), person of non-color (white); motivationally challenged, motivationally deficient (lazy), happiness challenged (sad), gravitationally challenged (obese), egotistically accelerated (self-centered), hearing impaired (deaf), perceptually challenged (narrow-minded (Сіняговська 2014: 89)), ethically challenged, ethically disoriented (dishonest, criminal), chronologically advantaged (old), horizontally challenged (fat), economically disadvantaged, financially challenged, economically unprepared, economically exploited, people on the low end (poor), mobility impaired, inconvenienced, otherly abled (crippled); garbologist, sanitation engineer (rubbish-collector) (Великорода 2008: 11). The tendency of euphemisms to the loss of their euphemistic potential and their replacement by euphemisms-neologisms is largely inherent in the functional-pragmatic category of euphemisms "political incorrectness" (Великорода 2008: 12):

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

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

3. retarded –special –exceptional (mentally retarded);
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 rightsize, to put into the mobility pool.

These examples show that the euphemisms of "political incorrectness" perform volatile, rhetorical, elective and cooperative functions. The veil function reveals the addressee's desire to hide aspects of reality that he does not want to talk about openly. The volatile function is inherent in all euphemisms without exception; other functions operate along with the veil and can be more or less pronounced (Великорода 2008: 7).

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 him to certain actions: pro-choice / pro-life (for / against abortion) (Police at pro-choice 05/31/2018), to re-engineer, to put into the mobility pool (to fire), to get a carrier change opportunity (to be dismissed), who seemingly has some talent (untalented person), creative with facts (liar) (Великорода 2008: 8).

By elective function, the addressee presents aspects of reality in a more positive light, exaggerates low or medium standards, attaches importance to certain phenomena and distinguishes 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 as elective euphemism units: environmental activist (tree-hugger), embalming surgeon (undertaker), access controller (doorman), sanitation engineer (dustman), podiatrist , chiropodist (corn-cutter).

The cooperative function reflects the desire of communicators to maintain speech cooperation to solve communication problems (inherent in most euphemisms,

but especially pronounced in euphemisms used to avoid discrimination): charm free, differently interesting (boring), childlike (immature), cosmetically different, aesthetically challenged, aesthetically challenged, attractively impaired, average-looking, cosmetically different, facially challenged (ugly), in recovery, in a reduced state of awareness (asleep, drunk, drugged), ethnically disoriented, morally different, differently honest (dishonest), vertically challenged, differentially statured (short), physically handicapped (crippled), developmentally disabled, exceptional, learning disabled, mentally challenged people, people with learning difficulties, cerebrally challenged, intellectually challenged (retarded), uniquely coordinated (clumsy), aurally inconvenienced, visually oriented, hearing impaired, unmusical (deaf), verbally challenged (dumb), visually challenged, photonically non-receptive, optically darker, optically inconvenienced, other visioned, optically challenged, optically inconvenienced (blind), differently hairsute (hairy), temporally metabolically-abled (alive), differential logical (wrong), least best (wrong), dysfunctional earth children, biologically challenged, living impaired, (dead (Великорода 2008: 8)).

A 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, and so on. Euphemisms are mostly used to replace socially or psychologically unacceptable direct nominations, give the concept a positive connotation and greatly facilitate the process of information transfer in certain areas of human activity.

Conclusions to Chapter Two

1. Political correctness means the way to change a word with strong emotive coloring to a more neutral equivalent, exchanging a word being offensive,

unclear, culturally aliened for an addressee for a more comprehendible and pleasant alternative.

2. Political correctness can be performed by almost all linguistic means and changing almost every aspect of an initial word (grammar, morphology, interpretation, synonymy, etc.)

3. Politically correct words have got a lot of classifications based on the fields of use, parts of human's life, lexical functions, etc.

4. The main reasons of appearance of new politically correct words are: cultural exchange, historical movements, tragic or large-scale happenings (wars, elections, etc.)

5. In the vast majority, politically correct words are euphemisms. Owing to their nature, politically correct euphemisms bear certain functions and features (gender neutrality, extreme citation and fields of use, etc.) Also, such euphemisms always highlight the intent of a speaker in the most intensive manner.

CHAPTER THREE. ANALYSIS OF TRANSLATION OF ENGLISH POLITICALLY CORRECT LEXICON

3.1. Features of translation of politically correct vocabulary into Ukrainian

Politically correct vocabulary in many cases refers to the realities of public life, specific to a particular people or country. Due to the relative underdevelopment of the phenomenon of political correctness in the Russian language and, consequently, the difficulties arising in the translation of words and expressions of this group, it seems appropriate to analyze the most common ways of translating them into Russian. Consider the tracing technique. V. N. Komissarov defines it as "a method of translating the lexical unit of the original by replacing its constituent parts - morphemes or words (in the case of stable phrases) with their lexical correspondences in the target language", reducing the essence of the method to "creating a new word or a stable combination in the target language that copies the structure the original lexical unit" (Комиссаров 1990: 174).

"We initially reflect on why we believe the blacklists created by Beall were flawed." (What Value Do11/2018)

«Ми розуміємо причину тощо, що ми віримо, що чорні списки, створені Beall були упередженими»

There are a number of opinions that, like any borrowing, tracing is, in a sense, evidence of the translator's insufficient knowledge of the means of his own language. For example, according to L. S. Barkhudarov, is "the first sign of poor translation and generally insufficient language proficiency", since "good knowledge of the language presupposes the ability to express idiomatically" (Бархударов, 1975: 120). Nevertheless, in a number of cases tracing helps make the translation stylistically more adequate:

"It was the Golden Age of the U.S. economy, the quarter century between 1948 and 1973" (Opinion: The U.S. 09/01/2017).

«Чверть століття між 1948 та 1973 роками була справжнім Золотим Віком для США.»

Politically correct terms are often traced, combined with the addition of words and syntactic transformations.

- diplomatic cold – дипломатична хвороба,
- economic adjustment – економічне пристосовлення,
- to wash one's hands of an affair – вмивати руки (не мати більше справ з чимось).

It is necessary to note the role of tracing in the enrichment of the vocabulary of the modern Russian language, since "tracing is a" snapshot "from a foreign word by means of another language" » (Бархударов, 1975: 120).

The number of translated words and expressions that have equivalents in Ukrainian is relatively small. To "make up for inevitable semantic or stylistic losses by means of the target language, compensation is used (the use of elements of a different order in the translation text), and "not necessarily in the same place of the text as in the original (Миньяр-Белоручев, 1999), therefore, when compensating, often we have to use the method of rearranging lexical units. So, for example, the expression to put smb. It is advisable to convey under pressure using the techniques of omission of words and compensation - "press", since this expression and the word have a similar connotation. If there is no corresponding nomination in the target language or it is unknown to the translator, the method of explication (descriptive translation) is used. Its essence lies in "conveying the meaning of a word by a common phrase of another language" (Комиссаров 1990: 180). A significant "drawback of descriptive translation is its cumbersomeness and verbosity" (Комиссаров 1990: 185)

- ableism –притиснення осіб з фізичними вадами,

- anatomical – непристойний,

- awkward – вагітна,

- bad citizens – нелегали,

- battle of wits - суперечка,

- be under way – тягнутися,

- become a back number – безнадійно устаріти,

- beer, bum and bacca – найулюбленішірозвагичоловіків (алкоголь, секс та паління)

- break in the clouds – промінь надії,

- comb-free – лисий,

- conflict of interest – зловживання службовим становищем,

- cyclone cellar – прихисток, захист,

- dilution   of   labour   – замінакваліфікованоїробочоїсилинанекваліфіковану,

- easenature – справити натуральні потреби,

- enjoy Her Majesty's pleasure – сидітиутюрмі,

- get into trouble - завагітніти,

- give a good lesson – провчити,

- hard swearing – показанняпідприсягою,

- hearing-impaired – людина, що страждає на часткове загублення слуху,

- highwayrobbery – грабіж посеред білого дня,

- light at the end of the tunnel – вихід з безнадійної ситуації,

- maladjustment – тяжкапсихічнахвороба,

- model – повія,

- passing – похідзжиття,
- political absenteeism – ухиленнявідучастіуголосуванні,
- political advertising – пропагандаполітичнихідей,
- political privilege – правонанеразголошенняприватноїінформації, щонадаєтьсяполітичнимдіячам,
- powder one's face – (прожінку) відвідативбиральню,
- restroom - вбиральня,
- retraining centre – лагерьвійськовополонених,
- turning point – вирішуючиймомент,
- twist smb's tail – прищучити,
- unable to go – той, що страдає від закрепу.

The need for explication when translating politically correct expressions can be illustrated by the following examples:

"'Freud's Last Session' is a Battle of Wits" ('Freud's Last Session' 07/20/2013).

«Остання сессія драми «Фройд» - це палка розмова.»

"However, reports are coming to light that the judge who dismissed her case in April may have had a conflict of interest." (Judge Who Tossed 08/26/2016).

In this case, the conflict of interest paraphrase is notable. Obviously, the author's intention is to present a negative phenomenon in a neutral manner. The translation "conflict of interest" suggests itself, but its incomprehensibility for a wide range of Ukrainian-speaking readers prompts the translator to rely on explication, to use the replacement of parts of speech and the addition of words.

«Однак, висвітлені відгуки свідчать про те, що суддя, котрий відхилив її діло, міг зловживати службовим положенням.»

Many politically correct paraphrases are based on a metaphorical rethinking of phrases used in their direct meaning.

Caiquing the expression to pass the threshold in the heading "Trump passes threshold of votes needed for renomination" (Trump passes threshold 08/24/2020) would also make the translation unintelligible, and therefore the translator had to resort to explication:

«Трамп набирає достатньо голосів для переобрання»

Logical synonymy (semantic development) is another effective way of translating politically correct vocabulary. According to Komissarov's definition, this is "the replacement of a word or phrase of a foreign language with a unit of the target language, the meaning of which is logically derived from the value of the original unit" (Комиссаров 1990: 177). With logical synonymy "the meaning of the units of the target language does not coincide with the values of the original units, but can be deduced from them using certain typological transformations" (Комиссаров 1990: 174). The use of this technique in most cases is due to the microcontext and the differences in the combination of words in the original and translation languages:

- after - зад (частина тіла),
- assignationhouse - публічнийдім,
- available – безробітній,
- baddebt – зависокийборг,
- bad job – безнадійна справа,
- bowel movement – дефекація,
- communicable disease – венерічне захворювання,
- conflicting interests – конфлікт інтересів,
- developing world countries – країни третього світу,
- gentlemen's (room) - чоловіча вбиральня,
- good at it – досвідчений коханець,
- guest – ув'язенений,
- homemaker – господиня у домі,

- self-violence – самогубство,
- speech impaired – німий.

Along with the above, methods of adding and omitting words, changing the syntactic structure of a sentence, replacing a part of speech are also used. The need for their use is dictated by the norms of the target language. The reason is the difference in grammatical structures of the two languages. Expansion is necessary to convey the implicit elements of the meaning of the original, that is, a clearer disclosure of the thoughts of the author who mentions some things in passing, considering that they are already well known to the reader. "In translation, it is advisable to eliminate these omissions by means of explanatory additions and a general, more clear description of the situation (Бреус 2000: 112). For this purpose, elements of the meaning of the original, which are implied, are expressed in the translation using additional lexical units:

- Chinese American – американці китайського походження,
- conflict – військовий конфлікт,
- intimacy – інтимні відносини.

Omission of words is used when excessive repetition or detailing is unusual for the Russian language. This technique is the exact opposite of adding and presupposes a refusal to transfer semantically redundant words in translation, the meanings of which are irrelevant and easily reconstructed from the context. "An example of semantic redundancy is the use in English of the so-called" paired synonyms "- words used in parallel with a similar meaning" (Комиссаров 1990: 204). For example: "a fine and very kind person" istranslated as«найдобріша \ найшляхетнішалюдина». The omission of a word is often used when translating persistent phrases, which include politically correct phrases:

- give a good lesson – провчити,

- let go – звільнити,

- put smb. under pressure –давити на когось.

In most cases, when translating politically correct vocabulary, combinations of various lexical, grammatical and lexical-grammatical translation methods are used.

Let's pay attention to the following examples:

"The process of dealing with bad debts has begun."(China's debt problem 05/03/2019)

«Процедура розрахунку по великих боргах розпочалась»(in this case, along with the descriptive translation, the first component is specified).The problem of adequate interpretation of politically correct vocabulary by a translator as a whole comes down to the need to take into account various types of context and mastery of a wide range of grammatical, lexical and lexical-grammatical translation techniques, through which cognitive information presented in a particular lexical structure, as a reflection of a structurally different linguistic picture, is equal as well as the peculiarities of the national and cultural perception of the world, is transmitted in the most complete way. The choice of these means is due to the specifics of a particular text, which determines the choice of methods for interpreting various expressive means, with the goal of preserving not only information content, but also expression, emotionality, evaluativeness - qualities that reflect the shades of the author's attitude to certain political phenomena and events.

As it becomes obvious, the choice of lexical correspondences should take into account the nature of the rethinking, the peculiarities of the speech behavior of the author, who wants to present a negative phenomenon more or less neutral. The metaphorical imagery of a politically correct statement should be conveyed either by euphemism in the target language, or by means of words and expressions that have the same semantics, but at the same time do not point directly to those negative phenomena reflected in the original paraphrases.

3.2. Common Translation Strategies with The Politically Correct Lexicon

In this analysis, the classification of translation strategies suggested by Mona Baker (Baker 1992: 26-42) was taken to classify the cases of using and translating different politically correct words and phrases taken from various English-language mass-media.

That may not be the term of choice these days — "differently abled" or "physically challenged" may be de rigueur — but as I touched my bloody face, feeling embedded chips of concrete in the wounds, "handicapped" sure seemed to fit. (New life 07/13/2014)

Можливо, цей термін не слід обирати у наші дні; "по-іншому спроможний" або "з обмеженими фізичними можливостями" могли бути більш прийнятними, - але коли я торкався свого кривавого обличчя, відчуваючи вкладені в рани кріхти бетону, "інвалід", здавалося, підходив.

1. Differently abled - по-іншому спроможний – term that denotes physical disability, with positive connotation. Translation by paraphrasing using a related word.
2. Physically challenged - з обмеженими фізичними можливостями - term that denotes physical disability, with neutral connotation. Translation by paraphrasing using unrelated words.

We are in a prolonged period of economic adjustment in the UK, we are adjusting to life outside the EU and it will not be as economically rosy as life inside the EU", he told the BBC's Today program. (Idris Elba takes 03/15/2017)

Ми перебуваємо у тривалому періоді економічних перетворень у Великобританії, ми пристосовуємось до життя за межами ЄС, і воно не буде

таким економічно райдужним, як життя всередині ЄС », - сказав він у програмі BBC Today.

3. Economically rosy - економічно райдужний – term that denotes economic situation, with positive connotation. Translation by a more general word.

He says it penalizes accusing Poles as a nation but not "someone who says that somewhere, in some village, some place, a Jewish family or one Jewish person was murdered."
За його словами, це засуджує звинувачення поляків як нації, але не засуджує слова про "того, хто каже, що десь, у якомусь селі, якомусь місці була вбита єврейська сім'я або один єврей".

4. Jewish person – єврей – a term that iindicates a member of a nation, with neutral connotation. Translation with a pass

"Everyone feels anger, but after the anger it's really hurtful because he's looking down on a whole population of people and he's so misinformed because these places have beautiful people," Jay Z said of Trump's alleged "shithole" comment about African and Latin American nations. (TrumptauntedJayZ 01/28/2018)
"Кожен відчуває гнів, але після гніву це справді боляче, тому що він дивиться на цілу популяцію людей, і він настільки дезінформований, тому що в цих місцях є прекрасні люди", - сказав Джей Зі про нібито зневажливий коментар Трампа про африканські та латиноамериканські держави.

5. Shithole – зневажливий – an emotionally colored word, with positive connotation. Translation by a more neutral / less expressive word.

Trump is correct that African-American unemployment hit a record low in December; what he neglects to mention is that the downward trend began well before he took office. (TrumptauntedJayZ 01/28/2018)

Трамп прав, що афроамериканський рівень безробіття досяг рекордно низького рівня в грудні; але про що він нехтує згадувати, так це про те, що тенденція до зниження почалася задовго до його вступу на посаду.

6. African-American – афроамериканський – a term that indicates a nation, a group of people. Calquing translation, i. e. translation using a borrowed word or a borrowed word with an explanation.

7. To hit low – досягти низького рівня - an emotionally colored word, with positive connotation. Translation by a more neutral / less expressive word.

If someone's at the door, we ask them what they want (Non-binary pronouns 10/11/2016).

Якщо хтось біля дверей, ми запитуємо його, що він або вона хоче.

8. They – він\вона – gender-neutral pronoun, with a neutral connotation. Translation by paraphrasing using a related word.

A disproportionate number of the students walking around Sproul are Asian-American. (Berkeley's New Colors. 9/17/00)

Непропорційна кількість студентів, які гуляють навколо Спроула, є американцями азіатського походження.

9. Asian-American – Американець азійського походження - a term that indicates a nation, a group of people. Translation by paraphrasing using a related word.

"But when I got here and saw all the Asians, it was really weird." (Berkeley's New Colors. 9/17/00)

Але коли я приїхав сюди і побачив усіх азіатів, це було насправді дивно.

10. Asians – азіати - a term that indicates a nation, a group of people, negative connotation. Translation by a more general word.

And the result seemed to confirm the doomsayers' predictions: enrollment of African-American, Hispanic and Native American students plunged at Berkeley, while the Asian-American population continued to rise. (Berkeley's New Colors. 9/17/00)

I результат, здавалося, підтвердив передбачення фаталістів: набір афроамериканських, латиноамериканських студентів та студентів з числа корінних американців в Берклі зменшився, тоді як число американських студентів азійського походження продовжувало зростати.

11. Hispanic – латиноамериканський - a term that indicates something that belongs a nation, a group of people, or a culture. Calquing translation, i. e. translation using a borrowed word or a borrowed word with an explanation.

12. Native American student - студент з числа корінних американців. A term that indicates a nation, a group of people. Translation by paraphrasing using a related word.

"There's such a push to succeed," says Marian Liu, a fifth-year student at Cal whose father was a Chinese immigrant." (Berkeley's New Colors. 9/17/00)

13. Chinese immigrant – той, що приїхав з Китаю - a term that indicates a person, with positive connotation. Translation with illustrations.

"When I call, they think there are no black students here," she says. (Berkeley's New Colors. 9/17/00)

Коли я закликаю, вони думають, що тут немає чорношкірих студентів ", - каже вона.

14. Black – чорношкірий - a term that indicates a nation, a group of people. Translation by paraphrasing using a related word.

There already had been a long tradition in the Western world of portraying the "Orient" as unknowable and mysterious. (The real reasons 29/11/2016)

У західному світі вже існувала давня традиція зображувати "Азіатське" як непізнаване і таємниче.

15.Orient – азіатський – a term that indicates everything related to a certain part of the world, including people. Translation is conducted with neutral connotation. Translation by a more general word.

The ways in which Americans thought about these "Orientals" hinged a lot on moral differences and on issues of gender, sexuality and family". (The real reasons 29/11/2016)

Способи, якими американці думали про цих "східних", багато в чому залежали від моральних розбіжностей та питань статі, сексуальності та сім'ї.

16.Orientals – східні - a term that indicates everything related to a certain part of the world, including people. Translation is conducted with negative connotation. Translation by a more general word.

Police said Lee is considered armed and dangerous. He is black, 6 feet 1, with short hair, a light-to-medium complexion and a muscular build. (Suspect in Louisiana 05/28/2003)

Поліція заявила, що Лі вважається озброєним і небезпечним. Він темношкірий, 6 футів, з коротким волоссям, світло-середнім кольором обличчя та мускулистою будовою.

17.Black – темношкірий - a term that indicates a nation, a group of people, with negative connotation that depends on the context. Translation by paraphrasing using a related word.

In 1906, the National Association of Colored Graduate Nurses was created to address the specific needs of the black nurse and to address timely issues such as racial segregation (Exploring Race in Nursing 05/31/2019).

У 1906 р. Було створено Національну асоціацію кольорових медсестер-випускниць для задоволення специфічних потреб чорношкірої медсестри та своєчасного вирішення таких питань, як расова сегрегація.

18. Colored – кольоровий - a term that indicates a nation, a group of people, with negative connotation. Translation by paraphrasing using a related word.

But when an unreasonable blizzard swept across Coconino County this weekend, the Hopi Indians here knew why it happened: Lori Piestewa was coming home. (Hopi Soldier's 05/07/2003)

Але коли в ці вихідні округ Коконіно прокотилася нерозумна хуртовина, індіанці хопі знали, чому це сталося: Лорі Пієстева поверталася додому.

19. Indians – індіанці – a term that indicates a nation, a group of people, with negative connotation that depends on the context. Calquing translation, i. e. translation using a borrowed word or a borrowed word with an explanation.

Hispanics have edged past blacks as the nation's largest minority group, new figures released today by the Census Bureau showed. (Hispanics Now Largest 01/22/2003)

Латиноамериканці перевершили минулих темношкірих як найбільшу національну групу меншин, показали нові дані, опубліковані сьогодні Бюро перепису населення.

20. Edge – перевершити – a word with a positive connotation that is a milder synonym to a word "overcome". Translation by a more general word.

21. Hispanics – латиноамериканці - a term that indicates a nation, a group of people, with negative connotation. Translation by paraphrasing using a related word.

In the chart below, we look at how Latinos voted overall for Trump and Biden, how Latino support changed for the Democratic and Republican candidates. (How U.S. Latinos Voted 11/05/2020)

У діаграмі нижче ми розглядаємо, як латиноамериканці в цілому голосували за Трампа та Байдена, як змінилася підтримка латиноамериканців для демократичних та республіканських кандидатів.

22. Latino – латиноамериканці - a term that indicates a nation, a group of people, with neutral connotation. Translation using a borrowed word or a borrowed word with an explanation.

Beall's efforts occasionally spurred legal threats and led to the eventual demise of those blacklists and the sudden unilateral termination of his blog on 15 January 2017. (What Value 11/2017)

Зусилля Beall час від часу породжували юридичні загрози та призводили до можливого знищення цих чорних списків та раптового одностороннього припинення його блогу 15 січня 2017 року.

23. Blacklists – чорні списки – a word that indicates something unwanted, with a negative connotation. Calquing translation, i. e. translation using a borrowed word or a borrowed word with an explanation.

For example, Moher et al. advised academics to delist "predatory" papers such as those published in Beall-blacklisted OA journals. (What Value 11/2017)

Наприклад, Moher et al. порадив науковцям видалити "хижацькі" статті, такі як ті, що опубліковані в небажаних журналах OA.

24. Blacklisted – небажаний - a word that indicates something unwanted, with a negative connotation. Translation by a more general word.

It was the Golden Age of the U.S. economy, the quarter century between 1948 and 1973, when the U.S. reigned supreme, manufacturing flourished and the American middle class prospered. (The U.S. economy 09/11/2017)

Чверть століття між 1948 і 1973 роками була золотим віком економіки США, , коли США панували, виробництво зростало і американський середній клас процвітав.

25. Golden Age – золотий вік – a term related to the economy and history spheres, equal to "prosperity", with positive connotation. Calquing translation, i. e. translation using a borrowed word or a borrowed word with an explanation.

'Freud's Last Session' is a Battle of Wits. ('Freud's Last Session' 07/20/2013)

Остання сесія «Фройда» - це палка суперечка.

26. Battle of wits - палка суперечка – an idiomatic word combination, with a negative connotation. Translation by a more neutral / less expressive word.

Police seized a number of abortion pills and two mini-robots used to distribute abortion pills at a pro-choice rally outside Laganside Court on Thursday. (Police at pro-choice 05/31/2018)

Поліція вилучила ряд абортивних лік і двох міні-роботів, які використовувались для розповсюдження ліків для переривання вагітності на мітингу прихильників абортів біля суду Лагансайд у четвер.

27. Abortionpills - абортивні ліки – a term related to social sphere, with neutral connotation. Translation by a more general word.

28. Pro-choice - прихильників абортів - a term related to social sphere, with positive connotation. Translation by paraphrasing using a related word.

Additional positive factors are that China's banking system is very liquid, and that the process of dealing with bad debts has begun.(China's debt problem 05/03/2019)

Процедура розрахунку по великих боргах розпочалась.

29. Bad debts - великі борги – a term related to an economic sphere, with negative connotation. Translation by paraphrasing using unrelated words.

A New Jersey mother of an 18-year-old with a developmental disability thought the time away from home would be good.(Developmentally Disabled 08/03/2017)
Мати 18-річної дитини з вадами розвиткуз в Нью-Джерсі вважала, що час, проведений поза домом буде непоганим.

30. Developmental disability - вади розвитку – a term that indicate a severe genetic illness, with a positive connotation. Translation by a more general word.

The brief observation of thirty politically correct terms shows that the majority of them lies under the strategies of translation by a more general word, translation with paraphrasing, and translation with a neutral word. Such strategies as translations with a pass, translation with an illustration, or translation with a cultural substitution are almost absent.

Conclusions to Chapter Three

1. The translation of a politically correct word or phrase depends both on linguistic (word structure, sentence, etc.) and extra linguistic (context, speaker's intent, language dialect, etc.) factors.

2. Due to the specific usage of politically correct lexicon in each country, there are not many cultural equivalents of such words in English and Ukrainian languages. Such strategies as calquing and words substitution usually take place in the translation process. Finding common or neutral equivalents between words is common as well.

3. The differences between cultural context and agenda make a translator apply descriptive ways of translation sometimes. Some words of politically correct lexicon of the English language still require broad explanations for unprepared addressees.

4. The higher level of fusion word formations used to create new politically correct terms in the English language deprives Ukrainian translators of an opportunity to create new words being absolutely equal to their English equivalents.

GENERAL CONCLUSIONS

The paper was aimed to uncover the concepts of political correctness, translation strategies, and the ways these two concepts could interact in the field of English-Ukrainian translation of mass-media texts.

The research has given the adequate and full definition of a translation strategy as a complex action aimed to deliver proper conversion of the sense, speaker's intents, text peculiarities, and lexical meanings between two languages. At the same time, the research has identified the most suitable classification of translation strategies towards the conversion of politically correct lexicon.

As for the politically correct lexicon, this thesis paper has revealed its origins and role in modern language and linguistic studies. It has become clear that words belonging to this group bear a special role of neutralization the negative effects of other commonly used words. Politically correct lexemes make the language more universal, comprehendible, and acceptable by a bigger number of people belonging to different cultures.

Finally, the translation analysis conducted in the paper allowed us to understand how English politically correct words are translated into Ukrainian, the ways of their translation, and possible translation tactics to be applied in the future. In fact, the research shows that the differences in word formation, cultural background, and lexicon do not allow using the majority of common strategies, except substitution, calquing, and explanatory translation.

РЕЗЮМЕ

Дане дослідження аналізує різні англомовні тексти, що належать до медійного дискурсу задля пошуку найбільш прийнятних стратегій перекладу англійської політкоректної лексики на українську мову. Теоретичне підґрунтя роботи складають праці з лінгвістики та перекладознавства таких вчених як: Р. Міньяр-Бєлоручєв, В. Коміссаров, Н. Гарбовський , В. Великорода, Е. Сепір, Д. Гольц-Мантаррі, Г. Крінс, та інші.

Актуальність дослідження зумовлена поширенням феномену політкоректності, його розвитком в Українській культурі, та виникненням нових політкоректних слів в українській та англійській мовах кожен день.

У першому розділі розкрито тему та концепцію перекладацьких стратегій як комплексних дій перекладача. Робота надає теоретичне підґрунтя як з джерел з країн СНД, так і з праць англомовних вчених.

Другий розділ роботи являє собою спробу визначити політкоректність, її місце у сучасній лінгвістиці, вплив на живу мову, розвиток, класифікацію, та сутність політкоректних слів з лінгвістичної точки зору.

Третій розділ являє собою практичну частину роботи, у котрій проводились аналіз та переклад англомовних медійних текстів задля виявлення най сприятливої та найпопулярнішої транслатологічної стратегії для полегшення подальшого перекладу англійських політкоректних слів на українську мову.

У роботі встановлена найбільш сприятлива класифікація перекладацьких стратегій, а також найбільш викувані підходи, стратегії, та тактики перекладу політкоректних лексем.

Ключові слова: політкоректність, перекладацька стратегія, евфемізм, формалізація, конотація, медійний дискурс, газетна стаття.

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