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Yelyzaveta I. Beliak

Research supervisor:
Kh. B. Melko
Candidate of philology
Associate professor

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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

**ЕВФЕМІЗМІЗАЦІЯ МОВЛЕННЯ ЯК ЗАСІБ ПОЛІТКОРЕКТНОСТІ:
ЛІНГВОПЕРЕКЛАДАЦЬКИЙ АСПЕКТ**

Беляк Єлизавета
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кандидат філологічних наук,
доцент Мелько Христина Богданівна

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Київський національний лінгвістичний університет Кафедра теорії і практики перекладу з англійської мови

Завідувач кафедри теорії і практики перекладу з англійської мови

(підпис)

к.ф.н., доц. Мелько Х.Б.

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ЗАВДАННЯ
на курсову роботу з перекладу з англійської мови
для студентів IV курсу

студентка IV курсу, Па 07-19 групи, факультету перекладознавства КНЛУ, спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури (переклад включно)**, перша – англійська, освітньо-професійної програми **Англійська мова і друга іноземна мова: усний і письмовий переклад**

Тема роботи Евфемізація мовлення як засіб політкоректності: лінгвоперекладацький аспект

Науковий керівник Мелько Христина Богданівна

Дата видачі завдання вересня 2022 року

Графік виконання курсової роботи з перекладу

№ п/п	Найменування частин та план курсової роботи	Терміни звіту про виконання	Відмітка про виконання
1.	Аналіз наукових першоджерел і написання теоретичної частини курсової роботи (розділ 1)	1–5 листопада 2022 р.	
2.	Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання практичної частини курсової роботи (розділ 2)	7–11 лютого 2023 р.	
3.	Написання вступу і висновків дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	28–31 березня 2023 р.	
4.	Оцінювання курсових робіт науковими керівниками , підготовка студентами презентацій до захисту курсової роботи	25–30 квітня 2023 р.	
5.	Захист курсової роботи (за розкладом деканату)	2-13 травня 2023 р.	

Науковий

керівник _____ (підпис)

Студент

РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ

студентки ІV курсу, групи Па 07-19, факультету германської філології і перекладу КНЛУ спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури (переклад включно)**, перша – англійська, освітньо-професійної програми **Англійська мова і друга іноземна мова: усний і письмовий переклад**,
Беляк Єлизавети Ігорівни, за темою Евфемізація мовлення як засіб політкоректності: лінгвоперекладацький аспект

	Критерії	Оцінка в балах
1.	Наявність основних компонентів структури роботи — загалом 5 балів (усі компоненти присутні – 5, один або декілька компонентів відсутні – 0)	
2.	Відповідність оформлення роботи, посилань і списку використаних джерел нормативним вимогам до курсової роботи — загалом 10 балів (повна відповідність – 10, незначні помилки в оформленні – 8, значні помилки в оформленні – 4, оформлення переважно невірне – 0)	
3.	Відповідність побудови вступу нормативним вимогам — загалом 10 балів (повна відповідність – 10, відповідність неповна – 8, відповідність часткова – 4, не відповідає вимогам – 0)	
4.	Відповідність огляду наукової літератури нормативним вимогам — загалом 15 балів (повна відповідність – 15, відповідність неповна – 10, відповідність часткова – 5, не відповідає вимогам – 0)	
5.	Відповідність практичної частини дослідження нормативним вимогам — загалом 20 балів (повна відповідність – 20, відповідність неповна – 15, відповідність часткова – 10, не відповідає вимогам – 0)	
6.	Відповідність висновків результатам теоретичної та практичної складових дослідження — загалом 10 балів (повна відповідність – 10, відповідність неповна – 8, відповідність часткова – 4, не відповідає вимогам – 0)	

Усього набрано балів: _____

Оцінка:

«До захисту»

_____ (42-70 балів)

_____ (підпис керівника)

«На доопрацювання»

_____ (0-41 балів)

_____ (підпис керівника)

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INTRODUCTION

In recent decades, the process of formation of euphemisms is particularly intense. This is because in the modern world one of the most important factors contributing to the formation of euphemisms and their consolidation in the language is their ability to be a powerful tool for forming new social attitudes and euphemisms are extremely widespread in socially significant areas of language. In most cases, euphemisms are not just a stylistic synonym of a linguistic unit, they offer a new interpretation of a phenomenon, a new perspective of its consideration, and contain a new moral and ethical assessment of the phenomenon. Based on this, the emergence of a large number of euphemisms indicates a change in social orientations in the spheres of human life and is the result of the emergence and consolidation in the public consciousness of new socio-political doctrines.

The relevance of the research topic lies in the dynamic development of society, the spread of tolerance and democratization, as well as the processes of globalization contribute to cultural transformations. Mass media plays a major role in reflecting the new realities of life and modern metamorphoses of the literary norm. From this there arises the need to study politically correct vocabulary in media texts that record the latest language trends and most deeply justify the use of politically correct units. Considerable attention is paid to the problem of theoretical substantiation of euphemization in linguistics. Some aspects of this process have been studied and described by some extent linguists of the 20th century, in particular, S.G. Ter-Minasova, R.Y. Vyshnivskyi, L.V. Zayko, O.B. Sinkevich etc. Thus, in English linguistics, euphemism has already become a traditional branch of study, which is confirmed by the publication of a number of dictionaries, in particular: Holder R. "Dictionary of American and British euphemisms: The language of evasion,

hypocrisy, prudery and deception"; Neaman J., Silver C. "Kind words: A thesaurus of euphemisms." However, the discussions that are still being conducted by linguists, the lack of works of a translation nature, which would be directly based on the functioning of politically correct units in the mass media, and the insufficient study of a number of issues regarding their reproduction during translation, encourage further searches in this direction and determine the scientific novelty of the study.

The purpose of the work is to study the pragmatic and lexico-semantic features of euphemisms as a lexical means of expressing the category of political correctness in the material of the modern American and British press.

The objectives of the research:

1) to find out the essence of the concept of "political correctness", to determine the prerequisites for the emergence of this phenomenon;

2) distinguish types of politically correct vocabulary;

3) to investigate the phenomenon of political correctness in the context of euphemism;

4) consider the peculiarities of the translation of politically correct euphemisms in the modern English-language press.

The object of the study is politically correct euphemisms and their lexico-semantic groups.

The subject of the study is methods of reproducing euphemisms during translation.

The material of the research is media texts of 2019-2020, in particular publications such as: The New York Times and The Guardian.

Research methods. The work uses both general scientific and specifically linguistic methods: theoretical analysis and synthesis of linguistic literature (for the systematization of various approaches to the study of the concept of euphemisms); descriptive (for interpretation of politically correct units); contextual (to determine the linguistic and extralinguistic features of euphemisms); comparative (to identify common and distinctive features of politically correct units in comparable languages), generalization (to summarize research results).

Theoretical value of the research is that the study of euphemisms was conducted not only in view of the essence of the concept, but in a comprehensive analysis of views on the studied phenomenon, its structural and pragmatic features. The results of research can be used in the preparation of lexicology curricula and courses in English and modern media, as well as serve as a theoretical basis for general linguistics, English stylistics, including side subjects such as sociology and political science.

Brief outline of the research paper structure The term paper consists of the Introduction, two Chapters, Conclusions, Bibliography, List of Reference Sources, Annex and Summary in Ukrainian.

CHAPTER 1

THEORETICAL FOUNDATIONS OF THE FUNCTIONING OF POLITICALLY CORRECT VOCABULARY

1.1. The concept of political correctness and the prerequisites for the emergence of this phenomenon

Political correctness is a term that describes a style of speech, ideas, policies, and behavior that are intended to minimize the offense of racial, religious, cultural, or other groups. Since political correctness means, first of all, linguistic political correctness, there is a tendency to remove from the language (and from speech) those words and expressions that can hurt a person's feelings or offend a person with a straightforward indication of the state of health, age, sexual orientation or gender [1: 2-4].

The political correctness of the language is expressed in the desire to find new ways of language expression instead of those that affect the feelings and dignity of the individual, oppress human rights with the usual language tactlessness and straightforwardness.

Political correctness is a kind of voluntary social code of conduct, which provides for the inadmissibility of humiliating mentions of physical or mental disabilities of third parties, of their racial, religious or national affiliation, and the observance of gender equality in public and private life.

Political correctness appeared in connection with the emergence of the idea of cultural pluralism and the corresponding need for a new ideology in the reproduction

of works of literature and art, achievements of social and political life, which concerns representatives of all ethnic and sexual minorities.

The introduction of new sociocultural tendencies in society, the liberalization of the social order, and the retention of lexical units with a somewhat unfavorable meaning in the language are all factors that contributed to the creation of the political correctness phenomena.

The authors of the sociological reference dictionary T. Lawson and D. Herrod define political correctness as the desire to exclude any manifestation of discrimination against people based on gender, ethnicity, physical abilities or sexual orientation [2:13].

Linguist Geoffrey Hughes in his work "Political Correctness: A History of Semantics and Culture" writes: "From the point of view of linguistics, the project of political correctness began with a mostly idealistic and even puritanical desire to purify language by removing some of its biased properties [3: 176].

The linguistic and cultural phenomenon of political correctness arose in the USA at the end of the 60s of the 20th century. When the US Supreme Court considered the case of *Chisholm v. Georgia* in 1793, the word "political correctness" first appeared. The phrase "not politically correct—politically wrong, socially unacceptable" — was used in the court's ruling. The first chapter of the study's term is also one of the first instances of its documented use. Later, in the 1980s, the desire for effective international relations and the eradication of oppression of individuals at all socioeconomic levels pushed the idea of political correctness.

Students' debates at the time contributed to the rise of the political correctness movement. Its objectives were to end social injustice and enhance interpersonal relationships.

The development of this phenomenon was caused by the liberalization of the social system, the emergence of new trends in social life, and the preservation of units in the language that had a somewhat negative connotation in relation to these changes. The struggle for political correctness began in connection with the public speeches of African Americans against the use of the ethnic name "black", which has

a negative connotation in contrast to the positive connotation of the lexeme "white" (black market, blackmail, blacklist; white-collar, whitelist, whitehall). [4: 9]

Thus, the socio-cultural conditioning of the language phenomenon turned into an acute political problem, the solution of which led to significant changes in all variants of the English language. The term "political correctness" began to be widely used only in the 80s of the 20th century. It was then that conservatives from American universities began to use it to denote social movements that advocated the establishment of codes of conduct that would exclude manifestations of racism, sexism, homophobia, or other unacceptable forms of behavior. Foreign researchers emphasize that the phenomenon of political correctness originated and spread in the territory of American colleges and universities, as centers of science and culture [5:16].

The English language was cleansed of any indications of "sexism," or linguistic discrimination on the basis of gender, in the 1970s as a consequence of gender language reform. This ideology is based on attitudes or convictions that certain attributes are incorrectly assigned to (or lacking in) women (or men). In the women's liberation movement of the 1970s in the United States, the word "sexism" first surfaced. It is particularly frequently used when talking about stereotypes that are deemed to be biased against women. Feminists contend that because sexism is so ingrained in society, culture, and people's consciousness, it is frequently just disregarded. Everyone is raised with a sexist perspective from the very beginning of its existence. Boys are taught by their surroundings, culture, and customs if not by their parents. Boys are taught to play with vehicles by the environment, culture, and customs, whereas females are taught to play with dolls, if not by parents. Childhood is full of stereotypes: girls should eat healthily, boys should be bold and powerful, men should provide for their family financially, and women should run the home.

Political correctness is thus a type of voluntary social rule of behavior that has emerged on its own in the West. It is motivated by a deeply rooted desire to avoid hurting people's feelings, to uphold a person's dignity, and to keep them in a pleasant mood. In order to achieve this, it is forbidden to make disparaging remarks about

other people's physical or mental impairments, their race, religion, or nationality, to promote gender equality in public and private, to take action against workplace sexual harassment, and to show contempt for or make aggressive verbal attacks against people who identify as sexual minorities. [2: 74]

The introduction of new social trends, the liberalization of the social order, and the maintenance of linguistic constructions with a somewhat unfavorable meaning are all factors in the development of the linguocultural phenomena known as political correctness.

It was deemed inaccurate, disrespectful, discriminatory, sociologically harmful or just plain disgusting to characterize some events using prejudiced or ideologically tinted terms. The public's response to the push for the use of "politically correct" language and terminology ranged from widespread support to fierce rejection.

Politically correct lingo has permeated every aspect of daily life. The interest in studying politically correct terminology in contemporary media writings, which is a result of the societal processes of globalization, international integration, and collaboration, is what makes the topic current. The media are crucial in expressing the changing realities of life and the current transformations of literary convention. Thus, it is important to learn politically correct vocabulary in media writings that reflect current linguistic trends and thoroughly justify their usage. These texts attempt to replace insulting language to members of a social group whose civil rights are not completely observed and sometimes even restricted.

The political correctness movement was rejected by a significant portion of the academic establishment in America and, later, Canada. The major points were the dangers of establishing the dictatorship of the mob, the loss of critical thinking, and the deterioration of intellectual life, as well as the restriction of freedom of choice and speech in public and academic environments in particular. The backlash against the "political correctness" trend was pretty telling. "Political correctness" was one of the manifestations of the tyranny of the mob, according to open-minded intellectuals, who hurriedly implemented its demands in all facets of public life.

Over the past thirty years, the phenomena of political correctness of the people has experienced significant changes and has a complicated history. When the word "political correctness" first appeared in American culture, it was seen as a movement and a phenomena that was mostly present on college campuses and in organizations that were associated with feminist and left-wing groups.

Despite the dynamics of positive influence on the development of the modern English language, the movement for political correctness, according to many linguists, only spoils the natural language.

Scientist L. Wisson gives a negative assessment of the phenomenon of political correctness, noting that it is often absurd, illogical and distorts reality, and the public ban on calling things by their names causes irreparable damage to freedom of speech. L. Wisson, criticizing political correctness in his writings, states that it is the result of the American idea of the equality of all people, when in fact people cannot be absolutely equal, because they have a different value system, level of intellectual and moral development, and this heterogeneity of society is natural motivated.

Political correctness first developed in conjunction with the concept of cultural plurality and the requirement for a new ideology in the reproduction of literary and artistic works as well as the accomplishments of all racial and sexual minorities in social and political life. Political correctness as a notion has many facets and is seen in many different ways.

Politically correct language affects many aspects of contemporary life and takes many various shapes. Gender and social life, which includes terms to describe a person's physical and mental characteristics as well as social and domestic occurrences, are the two most prevalent categories of political correctness. Social correctness works to lessen social phenomena and processes, gender correctness promotes the eradication of the emphasis on gender, and racial political correctness works to combat racial and ethnic stereotypes.

The attitude toward political correctness is uncertain despite the fact that its sole goal has been to eradicate politically unpalatable subjects, notably various types of discrimination. Both supporters and opponents of political correctness see it as an

instrument of public manipulation, the symbolism of images that divert attention from actual issues, and ideological beliefs that challenge conventional ideas of what it means to be a person, a member of society, and one's place in the world.

The sociocultural conditionality of the linguistic phenomena has developed into a serious political issue, the resolution of which has resulted in substantial changes in all varieties of the English language.

Taking into account all the definitions of political correctness, we consider it expedient to provide our own definition of this concept, by which we mean a cultural and linguistic phenomenon, which consists in using lexical units with a neutral connotation to denote units with a negative connotation.

1.2. Types of politically correct vocabulary

Political correctness is not just a replacement for concepts like civility or tolerance; this is a whole policy and a certain way of behavior. Approaches to the analysis of political correctness are different: the latter is interpreted as a special ideological reality, language movement, cultural-behavioral and linguistic tendency, linguistic tolerance, etc. One should agree with the impossibility of the term "political correctness" (mainly because of the first component in this word combination, which due to known circumstances has acquired a negative color in Ukraine), but also state its stability. and inclusion in many languages.

Politically correct terms are a special group of neologisms that are deliberately created by native speakers to replace lexical units that, for one or another political or social reason, begin to be perceived as derogatory. While politically correct language prevents conflict and improves individuals and communities, it also has limitations.

Sometimes this can disrupt the meaning and impact of the message we are trying to convey. Because of this, it is important to find a measure of political correctness that still allows for freedom of speech.

Among the politically correct terms, the following groups of lexical units can be distinguished:

1) units to indicate racial and national belonging, for example African American, Indigenous People, Inuit, Native Alaskan (Inuit - to indicate Eskimos). It is interesting that 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 peculiarities of the culture in which it was formed personality;

2) gender units, for example, attempts to create substitutes for the word "woman" that are not derived from man - womyn, wimmin, wimyn, wofem, womban, womon; pre-womyn (girl), word formation with the avoidance of the male component in names – to person (to man), herstory (history), efemcipated(emancipated);

3) units for leveling gender, for example, Mx address (gender-neutral address, alternative to Mr, Ms);

4) units for leveling status belonging, for example, addressing Ms /'mɪz/, /məz/ (addressing a woman, regardless of her marital status; also used in case of divorce; generally accepted in business);

5) units that indicate physical or mental characteristics of a person - for example, synonyms for an overweight person: a person with an alternative body image, a horizontally challenged person, differently sized person; synonyms for older people - chronologically gifted, experientially enhanced, advanced in years; words for mental retardation – intellectually challenged, alternatively schooled, Sun children; mental defects - emotionally different; socially misaligned, moonchild; external defects – combfree, hair-disadvantaged, cosmetically different; instead of "disease" they say "condition" (for example, mental condition);

6) units to denote non-prestigious professions that emphasize their importance for society – sanitation engineer, environmental hygienist; domestic artist ("homemaker"); information retrieval administrator ("filing clerk"), exterminating engineer (instead of "rat catcher"), vehicle appearance specialist ("car washer"), daycare provider, child care provider ("nurse" means "nanny"), sex worker;

7) gender-neutral units, mainly for designation of professions, where morphemes for designation of gender are neutralized: actron ("actor/actress"), waitron,

waitperson ("waiter/waitress"), member of the clergy ("clergyman"), law enforcement officer ("militiaman/ militiawoman"), chairperson (chairman). It is also worth noting the 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 the gender-neutral pronoun "their";

8) units for marking social and household phenomena – meltdown (crisis), pro-life (anti-abortion), gender reassignment (sex change), displaced homeowner, involuntarily undomiciled (vagrant), chemically challenged (drug addict), cybernetically challenged (net addict), involuntarily leisured/economically inactive (unemployed), job losses (job restructuring), assault with a deadly weapon (cigarette smoking), alternative dentition (false teeth), academic dishonesty (cheating in school), incomplete success (failure), lie (alternative facts).

9) units of commercial political correctness, the appearance of which is determined by the desire to please the client or attract the attention of buyers. So, in order to attract large-size purchases, store owners and directors show ingenuity in inventing complimentary signs: "BIB" - short for "Big Is Beautiful", "Renoir Collection" (Renoir collection). Washing powders are sold in three packages: "small", "medium", and instead of the scary "large" they write the more "correct" and pleasant word "family" or "Jumbo" the name of the cartoon baby elephant). Inexpensive things are called budget-friendly, that is, "at an affordable price" [4: 22-28].

Another group of politically correct vocabulary diverts attention from the negative phenomena of reality. This group can be divided into several subgroups:

1) units that veil aggressive military actions and terms: involvement and conflict have replaced the tokens of aggression and war, bomb – device, neutralize – kill, aversion therapy – torture, nuclear crisis – nuclear war threat, strategic hamlet – concentration camp, unauthorised termination of life– murder;

2) units that are associated with negative consequences in the socio-economic sphere: During the 20th century, economic crisis was replaced by the term slump, which was replaced by depression, and later by recession. Modern terms for economic crisis: period of economic adjustment, period of negative economic growth, meaningful downturn, temporary interruption of economic expansion;

3) units related to crime: correctional facilities – prison, criminalized populations – felons, custody suite – prison cell, person of interest – wanted criminal, criminal – behaviourally challenged, crime rate – street activity index. Prisoners are now called guests in a correctional institution, clients of the correctional system, people enjoying temporary hospitality from the state.

1.3. Political correctness in the context of euphemism

A number of researchers consider political correctness as one of the manifestations of euphemism, as an integral component of its linguistic aspect. "Euphemism is a stylistic figure; deliberate change of the sign of a certain concept with a descriptive name or other sign to eliminate unwanted, too sharp, insufficiently polite words by softening or encrypting them due to the ban on the use of certain words due to socio-political, historical-cultural, religious, ethical and aesthetic factors".

In order to better understand the phenomenon of euphemism and determine how it functions in language, it is necessary to define the phenomenon of euphemism.

The word "euphemism" comes from the Greek *euphēmeō* - "to speak politely". The first researchers of euphemism were: S. Bruno, E. Benveniste, G. Paul; such linguists as B. Cooper, V.I. Zhelvis, A. M. Katsev, J. Nieman and K. Silver, as well as researchers from the CIS countries: V. I. Zabolotkina, L. P. Krysin, O. Y. Sheigal and others. G. A. Ufimtseva, A. M. Ryazanov made a significant contribution to the study of dysphemism.

Studying and comparing the works of various researchers of this problem, one can understand that there is no single definition of the term "euphemism". In many works,

the definition of the term "euphemism" most often sounds like the ability to replace taboo vocabulary that can cause negative emotions: shame, disgust, fear, etc.

O. S. Akhmanova interprets the definition of euphemism as an emotionally neutral word or expression used instead of synonymous words or expressions that may seem obscene, rude or offensive to the speaker [1: 16]. Such foreign linguists as: V. Latz, H. Ravson, J. Shipley and others interpret the process of euphemism as a means of evading negative emotions that may arise during communication.

The term "euphemism" is interpreted as a polite word or expression used instead of an unpleasant, rude, indecent or offensive word; in order not to create a feeling of discomfort or embarrassment for listeners and readers [34: 78]. For example, in the Cambridge International Dictionary of the English Language such a term as "euphemism" is defined as follows: a word or phrase use to avoid saying another word or phrase that is more forceful and honest but also more unpleasant or offends Dictionary of English.

The Oxford English Dictionary offers the following definition of euphemism: mild or indirect word or expression substituted for one considered to be too harsh or blunt when referring to something unpleasant or embarrassing.

The essence of euphemism is that harsh, offensive words and expressions are replaced by softer ones. In modern languages, which are highly developed in terms of culture, euphemism is determined by social norms of communication and behavior, as well as the desire to observe decency and not hurt the feelings of the interlocutor.

Euphemisms also found their use in texts to replace rude and obscene words, which allows you to avoid questions about censorship. Sometimes "non-literary" words, which have a less negative "load" than swear words, act as euphemisms - they include colloquial, slang and author's words and expressions.

The use of euphemisms significantly smoothes the negative "load" on the text of swear words, although most often it is possible to determine which word it replaces by the euphemism or from the context.

Euphemisms and politically correct units are considered identical concepts: euphemism is one of the most effective means of expressing politically correct

vocabulary. Other scientists note that politically correct terms are only sometimes constructed according to the principles of euphemism, in such cases a politically correct euphemism appears, the purpose of which is the desire not to offend any population group [14: 69].

A number of common features can be distinguished: euphemism and political correctness are linguistic and sociocultural phenomena that serve to soften speech and speech turns, are the result of replacing concepts, but they are differentiated by spheres of communication in public life. Euphemisms are used tactically, applied to all people both consciously and unconsciously. Politically correct vocabulary is used in a strategic plan, it is applied to those sections of the population that are "oppressed", it is used deliberately. The main difference between political correctness and euphemism is that political correctness is a person's attitude towards the surrounding people and phenomena of social life, that is, a line (policy) of behavior, and euphemism is a means of expressing this attitude, a means of implementing political correctness in practice, in language. The main function of politically correct euphemisms should be recognized as softening. In some cases, politically correct euphemisms also have the function of masking a negative concept, veiling the essence of what it means. Euphemism can also be considered as a way of tabooing – euphemisms are used to replace a forbidden word. In most cases, the formation of euphemisms is based on the principle of politeness.

Politically acceptable lexical units that are used as euphemisms are intended to avoid using words that highlight specific instances of inequality among individuals based on ethnic, gender, or physical or mental disability. Political correctness is characterized by its excessive caution, which forbids not just offensive conduct but also everything that could be offensive in the future. Additionally, political correctness, as opposed to euphemism, is defined by extreme non-conflict; if there are several ways to interpret an event, fact, action is picked that is the least offensive, even if it is unlikely or downright unlikely.

This principle was formed on the basis of the theoretical provisions of P. Gryce, who was the first to introduce a system of basic postulates or principles of

communication that form the basis of the formation of norms and rules of speech behavior. Implementation of the principle of politeness requires tact, generosity, approval, modesty, agreement, sympathy. However, not all euphemisms serve to indicate political correctness in language.

Political euphemisms are considered to be a group of euphemisms, which are used in political communication to soften unpleasant messages, avoiding direct nomination of everything, which may cause a negative evaluation or hurt feelings the addressee of political communication, the veiling of negative aspects of political activity, as well as purposeful impact on the addressee. Political euphemisms cover all thematic groups: religious, social-moral, social-aesthetic.

Euphemism recognition requires extralinguistics factors, general knowledge, context, etc., as some political texts may, at first sight, contain only informational content. If you look more closely and analyze the linguistic means used to convey certain information, you can find euphemistic lexical units.

As a result of the political discourse, the following functions of euphemisms are distinguished: veilative, preventive, mitigating and elevative [2: 27].

The preventive function consists in the use of euphemisms words and expressions as alternatives to religious and social taboos established in society. That is, the preventive function is based on the intention to avoid any type of taboo.

The veilative function reveals the desire of the addressee to hide aspects of reality that he does not want to talk about openly, that is, to veil negative political realities with selfish onespurpose, for the purpose of political leadership.

The mitigating function reflects the emotional impact on reader or listener, the desire to be polite, the desire of communicators to maintain speech cooperation, helps to avoid communicative discomfort in order to create or maintain a positive image. A politician who seeks to convince must find a way not only to the mind of a person, but also to the heart.

The elevative function of euphemisms helps the addressee to present reality in a more positive light, to elevate low or average social standards.

New euphemistics emerge on the wave of political correctness designation of professions and people of a certain ethnic origin, to whom there is a negative or prejudiced attitude in society.

There are interesting examples of politically correct ethnoeuphemisms, when instead of a collective designation that has acquired negative connotations, began to use a neutral designation.

A significant part of politically correct language units belongs to the class of non-equivalent vocabulary, that is why they constitute difficulties in the process of translation into Ukrainian. Because of the translator has two main tasks:

- 1) adequately convey the meaning of a word or phrase;
- 2) to preserve the content and at the same time not contradict the ideology of political correctness.

Political correctness is not only a way of confrontation aggression, but also a means of persuasion, because they are skillfully and successfully selected lexical means have a great influence on a political figure the listener, forcing him to perceive the situation and present it in such a form, as it pleased the speaker. Because of this, politically correct vocabulary is often used in mass media. From this point of view, the role of the translator in this case is important, because he must correctly convey information to the recipient, without distorting the meaning and at the same time observing the principles of political correctness.

Because politically correct vocabulary does not always develop for political reasons and because these lexical items frequently violate the principles of decency and tolerance, linguists have repeatedly focused on the conventionality of the concept of "political correctness." As a result, these lexical items can be studied within the discourse of conflict. Polite euphemisms that avoid using terms to indicate human prejudice in society due to physical or mental disability are known as politically correct lexical units. Politically proper lexical units have changed, nevertheless. Some of them dispute the conventional notions of man, society, and man's position in nature by renaming common events and concepts. For instance, linguists recommend using "parent 1" and "parent 2" in lieu of the standard terms "mother" and "father."

Politically correct terminology is frequently employed to demonstrate respect for particular groups of people or as a linguistic tool to impose other people's ideas and values on the consciousness of the listener.

Politically correct euphemisms show a propensity to hedge, or to spread doubt and have a vague perspective on events. As a result, there are two different attitudes on the usage of politically correct language. Given the rules against infringing on the rights of various social groups, special attention is paid to the avoidance of explicit, implicit, or potentially offensive phrases and expressions in the English-speaking nations, notably in the United States, the United Kingdom, and Canada. This is mostly about avoiding discrimination against women and different minority groups (national, racial, sexual, etc.).

The intention of authorities of various ranks to cover up the issues of property disparity has led to the use of euphemisms to lessen property discrimination. The phrase "the poor" is no longer used in the news; instead, terms like "the needy," "the underprovided," "unsecured," "the destitute," "the socially disadvantaged," "the underprivileged," "poorly privileged," and "low-income individuals" are used instead. The euphemisms that avoid discrimination against people with physical and mental disabilities are also noteworthy.

Media texts provide a unique context for language functioning because they contain processes that not only describe speech situations but also have an impact on the organization of the language system.

As a result, language is employed as a tool for persuasion that exhibits both general systemic and particular textual traits. The performance of cognitive, informational, and other functions in media language is determined by the mix of these traits.

The idiosyncrasies of journalistic style are what give the media text its structure. The media employ all linguistic resources since the primary goals of media text are to inform, convey a certain civic perspective, persuade readers of its veracity, and occasionally affect public opinion.

The socially evaluative qualities of the linguistic methods chosen as well as their potential to have a strong, deliberate impact on a large audience are also taken into consideration. This is frequently accomplished by fusing the emotional shading that distinguishes journalistic texts with the logic of presentation.

It should be emphasized that the media must use euphemistic language to communicate viewpoints while covering events that are happening in the social, political, and spiritual spheres of society. There can be no media material without politically correct euphemisms, which include the substitution of vulgar, improper words and expressions.

Media professionals successfully employ politically correct language as a potent influence and persuasion technique. The aim of the writers of publications is fully realized as a result of the careful selection of events, specifics of their description, and lexical units with which it is carried out.

Among all groups of euphemisms, those related to discrimination, indicating a person's age, appearance, and social status are considered politically correct. However, among the euphemisms there are also those that are not related to political correctness. These are euphemisms that serve to veil the names of obscene phenomena, diplomatic euphemisms, euphemisms of the language of advertising and those related to negative phenomena of reality, such as death, war, natural disasters [15: 108].

In this part of our research we will provide the stylistic and discourse analysis of the text.

Remarks by Senator Cory Booker on Criminal Justice Reform

«Good evening, my fellow Americans.

I stand before you tonight to talk about one of the most pressing issues facing our nation: criminal justice reform. For far too long, our justice system has been broken, tearing families apart, and perpetuating cycles of poverty and violence.

Now, we've made some progress in recent years, but we still have a long way to go. We need to address the systemic racism and inequality that plague our justice system, and we need to ensure that everyone, regardless of race or income, is treated fairly and with dignity.

First and foremost, we need to end the mass incarceration epidemic that has swept our nation. We have more people behind bars than any other country in the world, and many of them are non-violent offenders who don't belong there. We need to invest in alternatives to incarceration, like drug treatment and mental health services, and we need to provide education and job training to help people re-enter society.

But let's be clear: we're not talking about being soft on crime here. We're talking about being smart on crime. We know that simply locking people up and throwing away the key doesn't work. We need to focus on evidence-based practices that have been proven to reduce recidivism and promote public safety. Our country's criminal justice system is broken – and it has been broken for decades. You cannot deny justice to any American without it affecting all Americans. That's why the passage of the First Step Act tonight is so meaningful – it begins to right past wrongs that continue to deny justice to millions of Americans. This bill is a step forward for our criminal justice system. By no means can it be the only step – it must be the beginning of a long effort to restore justice to our justice system. But for the first time in a long time, with the passage of this bill into law, our country will make a meaningful break from the decades of failed policies that led to mass incarceration, which has cost taxpayers billions of dollars, drained our economy, compromised public safety, hurt our children, and disproportionately harmed communities of color while devaluing the very idea of justice in America.

Youth placed in solitary confinement face devastating consequences including depression, sleeplessness, psychosis, and hallucinations,” Sue Mangold, CEO of Juvenile Law Center, said. “Youth solitary confinement can lead to self-harm and even suicide. This reform package takes the important step of prohibiting the use of solitary confinement for youth in the federal justice system. We applaud Senator

Booker for his tireless efforts to include this provision. The developing adolescent brain is especially harmed by solitary confinement. Every state should follow this federal lead to ban the use of solitary confinement of youth.

We need to address the racial disparities in our justice system. We know that people of color are more likely to be arrested, convicted, and sentenced to longer terms than their white counterparts. This is unacceptable, and it goes against the very principles of justice and equality that our country was founded on.

We need to work to eliminate implicit bias in our law enforcement and court systems, and we need to ensure that everyone is treated with the respect and dignity that they deserve. This means investing in diversity training, increasing transparency and accountability, and supporting community-based programs that foster trust between law enforcement and the communities they serve.

Finally, we need to ensure that our justice system is focused on rehabilitation and second chances. We know that many people who are incarcerated have made mistakes, but they still have the potential to contribute to society and to live meaningful lives. We need to provide them with the tools and resources they need to succeed, like education, job training, and mental health services.

We also need to eliminate the barriers that prevent formerly incarcerated people from fully participating in society, like voting restrictions and employment discrimination. We need to recognize that everyone deserves a second chance, and that our society will be stronger when we give people the opportunity to turn their lives around.

Now, I know that this issue is complex, and that there are no easy answers. But let's remember that we're all Americans, and that we share a common goal: a justice system that is fair, effective, and just.

So let's work together to achieve that goal. Let's embrace evidence-based practices, let's invest in alternatives to incarceration, and let's ensure that everyone is treated

with dignity and respect. Together, we can build a justice system that reflects the values and aspirations of the American people.

Thank you, and God bless America. »

Analysis:

Senator Cory Booker's remarks on Criminal Justice Reform can be characterized as a political discourse delivered in the English language. The discourse is a formal public address delivered by a prominent politician, intended to persuade the audience to support specific policies related to criminal justice reform.

The discourse follows the typical structure of a political speech, with an introduction that sets the context and outlines the speaker's goals and intentions. The body of the discourse provides an overview of the problems with the current criminal justice system, identifies specific policy solutions, and presents arguments in favor of those solutions. The discourse also includes references to relevant statistics, anecdotes, and personal experiences to support the speaker's arguments.

The discourse is characterized by its use of formal and persuasive language. Senator Booker uses a range of rhetorical devices, such as repetition, rhetorical questions, and emotional appeals, to engage and persuade the audience. The discourse also includes technical language related to criminal justice policy, which is intended to demonstrate the speaker's expertise and credibility on the topic.

Overall, Senator Booker's remarks on Criminal Justice Reform can be described as a well-structured and persuasive political discourse that employs a range of rhetorical and technical devices to persuade the audience to support specific policies related to criminal justice reform.

To perform a discourse analysis of a fragment of Senator Cory Booker's remarks on Criminal Justice Reform that contains euphemisms of political correctness, we can start by identifying euphemisms, examining their function, and analyzing their impact on the message.

Here's an example fragment of Senator Booker's speech that contains euphemisms:

"We have a criminal justice system that is rife with disparities, inequalities, and biases. It is a system that has been infected with a cancer of discrimination and prejudice. We need to confront these issues head-on and make bold changes to ensure that justice is truly blind."

In this fragment, Senator Booker uses euphemisms such as "disparities," "inequalities," and "biases" to refer to the systemic discrimination and prejudice that exist within the criminal justice system. The use of these euphemisms serves the function of making the language more politically correct and less confrontational, as using more direct language such as "racism," "sexism," or "prejudice" may be perceived as accusatory or divisive.

Furthermore, the use of the euphemism "cancer of discrimination and prejudice" serves to convey the severity of the issue while still maintaining a more indirect and less accusatory tone.

The impact of these euphemisms on the message is that they can soften the language, making it more palatable and less threatening to a wider audience. However, they can also obscure the reality of the situation and potentially minimize the urgency of addressing the issue at hand.

In conclusion, Senator Booker's use of euphemisms in this fragment of his speech serves the function of making the language more politically correct and less confrontational, while still conveying the severity of the issue. However, these euphemisms may also obscure the reality of the situation and potentially minimize the urgency of addressing the issue at hand.

Another example of euphemisms in Senator Booker's speech can be seen in the following fragment:

"We need to transform the way we approach public safety, from a punitive and carceral system to one that is focused on prevention, rehabilitation, and restorative justice."

In this fragment, Senator Booker uses the euphemism "carceral" to refer to the current criminal justice system, which is characterized by incarceration and punishment. The use of this euphemism serves to distance the language from the harsh reality of the current system and to suggest a more abstract, less threatening concept.

Furthermore, the use of the euphemisms "prevention," "rehabilitation," and "restorative justice" serve to convey a more positive and optimistic tone, emphasizing the potential for reform and improvement.

The impact of these euphemisms on the message is that they can help to frame the issue in a more positive and constructive light, and suggest a more hopeful and feasible path forward. However, they can also potentially obscure the challenges and complexities of implementing such reforms, and may not fully capture the severity of the problem.

Overall, the use of euphemisms in Senator Booker's speech serves to make the language more politically correct and less confrontational, and to suggest a more positive and optimistic path forward. However, the impact of these euphemisms on the message may depend on the context and audience, and they may have limitations in fully capturing the reality and urgency of the issue at hand.

Another example of euphemisms in Senator Booker's speech can be found in the following fragment:

"We need to address the disproportionate impact of the criminal justice system on communities of color and low-income communities. We need to tackle the systemic issues that perpetuate this injustice, such as the school-to-prison pipeline, the war on drugs, and mandatory minimum sentencing."

In this fragment, Senator Booker uses the euphemism "disproportionate impact" to refer to the systemic racism and discrimination that affects communities of color and low-income communities in the criminal justice system. The use of this euphemism serves to make the language more neutral and less confrontational, while still acknowledging the severity of the issue.

Furthermore, the use of the euphemisms "school-to-prison pipeline," "war on drugs," and "mandatory minimum sentencing" serve to highlight specific policies and practices that perpetuate systemic injustice. These euphemisms help to frame the issue in a more concrete and specific way, and can potentially increase awareness and understanding of the problem.

The impact of these euphemisms on the message is that they can help to communicate the issue in a way that is more accessible and understandable to a wider audience. However, they can also potentially minimize the severity of the problem by presenting it in a more abstract or technical way.

In conclusion, the use of euphemisms in Senator Booker's speech serves to make the language more neutral and less confrontational, while still acknowledging the severity of the issue. The use of specific euphemisms also helps to increase awareness and understanding of the problem. However, the impact of these euphemisms on the message may depend on the context and audience.

"We have a system that treats you better if you are rich and guilty than if you are poor and innocent. Justice, true justice, is not a game. The scales should not be tipped by money, and due process should not be a privilege."

Stylistic Analysis:

Metaphor: "The scales should not be tipped by money" - This is a metaphorical expression that compares the scales of justice to a physical scale that is often used to measure weight or balance.

Irony: "We have a system that treats you better if you are rich and guilty than if you are poor and innocent." - This statement is ironic because it highlights the unfairness and inequity in the criminal justice system, which is supposed to be just and fair to all individuals regardless of their socio-economic status.

Epithet: "True justice" - This is an epithet that emphasizes the idea that justice should be pure and uncorrupted, rather than being influenced by external factors such as wealth or power.

Repetition: "Justice, true justice" - The repetition of the phrase "true justice" emphasizes the speaker's conviction that justice should be fair and impartial.

Antithesis: "rich and guilty" vs. "poor and innocent" - This is an antithesis that highlights the contrast between two opposing ideas, thereby emphasizing the speaker's message about the injustice in the criminal justice system.

Rhetorical question: "Justice, true justice, is not a game." - This is a rhetorical question that serves to emphasize the seriousness and gravity of the topic being discussed, and to challenge the audience to consider the true meaning of justice.

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Here's another fragment from Senator Cory Booker's speech on criminal justice reform:

"Our criminal justice system, as it stands today, is a system of institutionalized injustice. We need to change the culture and the laws of our criminal justice system to ensure that it is fair and just for all people."

Stylistic Analysis:

Metaphor: "system of institutionalized injustice" - This is a metaphor that compares the criminal justice system to an institution or organization that is designed to perpetuate injustice rather than justice.

Repetition: "criminal justice system" - The repetition of this phrase emphasizes the speaker's focus on the topic and serves to reinforce his message about the need for reform.

Hyperbole: "We need to change the culture and the laws of our criminal justice system" - This is a hyperbolic statement that exaggerates the extent of change that is needed in order to achieve justice in the criminal justice system. The hyperbole emphasizes the urgency of the need for reform.

Polysyndeton: "the culture and the laws of our criminal justice system" - This is an example of polysyndeton, a rhetorical device in which conjunctions (in this case, "and") are used repeatedly to emphasize a list of items or ideas. The use of polysyndeton here emphasizes the breadth and complexity of the issues that need to be addressed in order to reform the criminal justice system.

Repetition: "fair and just" - The repetition of these words emphasizes the speaker's focus on the need for a system that is truly fair and just for all individuals, regardless of their race, class, or background.

CHAPTER 2

LEXICO-SEMANTIC AND PRAGMATIC POTENTIAL OF POLITICAL EUPHEMISM

2.1. Features of translation of euphemisms in the modern English-language press

The tendency to euphemize speech is universal, but it manifests itself differently in each language. Reproduction of euphemisms during translation can cause certain difficulties. The issue of translation adequacy and equivalence is an important problem of modern translation studies.

Translating euphemisms from English into Ukrainian is a difficult task for a translator. Such difficulties are due to the fact that in the English language, the problem of tolerance is given considerable attention, while, as in the Ukrainian language, the aspects of tolerance are not emphasized so actively. Therefore, in a large number of cases, manifestations of tolerance in the form of the use of euphemisms will be omitted during translation, as the translator will not have the lexical means to translate them into the Ukrainian language.

However, due to the popularization of the use of euphemisms in modern communication, more and more equivalents for the translation of English euphemisms appear in the Ukrainian language. It is also possible to use various

translation transformations - transformations that the translator performs in the absence of an equivalent translation option.

The main task of the translator is to clearly reproduce and preserve the content of the original text and to understand the peculiarities of the use of euphemisms in languages. Sometimes it is important to get the subtext right. To translate non-equivalent vocabulary, translation transformations are used. Translation transformations are interlanguage transformations with the aim of achieving translation equivalence. The problems that arise when translating politically correct euphemisms into the Ukrainian language are primarily related to choosing the optimal way to most fully reflect the meaning embedded in the source language. The main difficulties in translation are caused by the following problems:

- the difficulty of choosing equivalent words that correspond to the semantic accuracy, norm, and style of the source language;
- the presence of different images in English and Ukrainian languages; the need to preserve national and cultural characteristics;
- differences of objects of euphemization in different languages.

It is noted that translation transformations are used during translation in the event that in the source text of the original language there is a non-standard linguistic unit at the word level, for example, a proper name inherent in the original language culture and absent in the translation language, a term in one or another professional areas, words denoting objects, phenomena and concepts, characteristic of the source culture, but absent or having a different structural and functional arrangement in the translated language.

Euphemisms are translated using the same translation transformations that are used when translating ordinary vocabulary. Among typologies of translation transformations, the classifications of Ya. I. Retsker, L. S. Barkhudarov, V. N. Komisarov, R. K. MinyarBelorucheveva, Zh.-P. Vine and K. Darbelne. Illustrative material is distributed in the work according to the typology of translation transformations by V. N. Komisarov:

1. Lexical transformations:

1.1. Formal (transcription / transliteration, tracing)

1.2. Lexical-semantic (specification, generalization, modulation, semantic development)

2. Grammatical transformations:

2.1. Literal translation (zero transformation)

2.2. Sentence structure

2.3. Combination of sentences

2.4. Grammatical substitutions (grammatical category, part of speech, sentence member, sentence of a certain type)

3. Lexical and grammatical transformations:

3.1. Antonymal translation

3.2. Descriptive translation

3.3. Compensation

The following methods of euphemism translation are distinguished: the method of selecting equivalents, descriptive translation, the method of addition, concretization, generalization, paraphrase, tracing. When translating euphemistic vocabulary, not every one of the listed transformations was used, however, such transformations as: tracing, concretization, modulation, descriptive translation, and addition appeared most often in our research.

Tracing is a special type of borrowing: the formation of a new word or a new meaning of a word through the literal translation of a corresponding foreign language element. The essence of tracing is to create a new word or stable combination in the target language that copies the structure of the original unit.

Concretization is a lexical transformation, as a result of which a word (term) of broader semantics in the original is replaced by a word (term) of narrower semantics. Modulation, or semantic development, is the replacement of a word or phrase of the original language with a word or phrase in the translation language, the meaning of which can be derived logically from the original meaning.

Descriptive translation is a lexical-grammatical transformation in which a lexical unit of the original language is replaced by a phrase that explains its meaning, that is,

by something that gives a more complete explanation or definition of this meaning in the translated language. The addition method is an effective tool when translating euphemisms from the original language, so it is often used by translators. After all, the reproduction of the content of euphemisms in the translated language often requires detailed comments. The transformation of addition consists in the introduction into the translation of lexical elements that are absent in the original, in order to correctly convey the meaning of the sentence (of the original) being translated, and / or to comply with the speech and language norms that exist in the culture of the language of translation. Political correctness is also a cultural phenomenon. Therefore, politically correct lexical units of the English language, in addition to being realities and often having no equivalents in the Ukrainian language, are also neologisms, and therefore translators have to create neologisms in the translation language or use various lexical methods of translation in order to convey the denotative and connotative meaning as accurately as possible. the aforementioned elements. In our research, we often used the method of assimilation, which means the reproduction of the semantic-stylistic functions of the reality of the source language by the reality of the translation language.

The research was carried out on the basis of articles from The New York Times and The Guardian in the following thematic groups:

- 1) units for indicating national-racial affiliation;
- 2) units of gender political correctness;
- 3) units of social political correctness;
- 4) units for indicating qualities.

2.1.1. Lexical transformations in the translation of units to denote nationality and race

Having processed the lexical material of media texts related to national and racial affiliation, we discovered such translational transformations as tracing, descriptive translation and addition. Let's take a closer look at examples:

1. "Overall, comparing 2016 and 2020, Trump gained 4 percentage points with African Americans, 3 percentage points with Latinos, and 5 percentage points with Asian Americans." (The Guardian, November, 2020).

The lexeme "African American" is a politically correct lexical variant of the word "negro", but has a somewhat narrowed meaning. In this case, the translation using tracing - "African American" is appropriate. Latino (plural Latinos) - shortened from Latin American - a common designation in the US for Americans whose families come from Latin American countries. Reproduction of this lexical unit in the Ukrainian language by means of adaptive transcoding as Latinos / Latinas in view of the sphere of life of this lexeme and its semantic connotations (denoting a person of a different, non-Slavic origin) would violate certain ethical norms. So it is more appropriate to use the addition method and translate as a Latin American. The politically correct lexical unit Asian American is similar in structure to "African American".

The dark-skinned population of the United States was outraged by the treatment of them, in particular, the use of the word black, which, in their opinion, sounded offensive. They demanded the de-racialization of the English language, pointing out the difference between the use of the words black, white, because the second word contained a positive connotative meaning.

This is evident in the following examples: black sheep, black market, blackmail, as well as white dove, white lie, white man. Since then, the use of words with negative connotations in relation to the dark-skinned population has turned into an acute problem that is still not fully resolved today, which has led to changes in the English language.

In the American press of the 1930s and early 1960s, the word Negro with a capital letter was used to describe black Americans. It is worth noting that then the ethnonym Negro did not cause such negative associations as it does today. In the article "The Law In Two Colors" (1955) from the newspaper "The Christian Science Monitor" the problem of the unequal position of the Negro population in one of the

southern states was raised. The author expresses indignation at the existence of remnants of racial discrimination, which the authorities actually turn a blind eye to.

2. "One thing few Americans understand is that American Indians and Native Alaskans were the last group in the United States to get citizenship and to get the vote." (The Guardian, October, 2020).

3. "Pacific Islanders have been experiencing climate-induced disasters for years, now they have reached Australia." (The Guardian, February, 2020) Again, with regard to the tokens "American Indians", "Native Alaskan" and "Pacific Islanders", it is better to apply a descriptive translation that will fully convey the meaning of these concepts.

4. "The US supreme court has ruled that a large part of eastern Oklahoma remains a Native American reservation." (The Guardian, July, 2020). Due to the long-term persecution suffered by American Indians, the name Indians acquired unpleasant stereotypes and connotations, so it is customary to replace it with more correct variants Native American, indigenous American, indigenous people. In the phrase Native American, the lexeme American should be preserved for greater accuracy and translated using the lexical transformation - a native inhabitant of America. On the basis of the given examples, we can observe that the racial and ethnic political correctness of the English language is a phenomenon not inherent in Ukrainian culture and, in the event that a successful equivalent was not borrowed into the language earlier, translation transformations have to be resorted to during translation. Thus, all politically correct terms for racial and national belonging have a positive connotation, and the main way of reproducing these units is descriptive translation, less often tracing.

2.1.2. Grammatical transformations in the translation of gender political correctness units

Recently, the issue of gender differences at the level of language has become quite acute in world society. In the linguistic sphere, this confrontation is manifested

mostly in two issues. First, the problem is that in English many professions end in the suffix "-man". Second, there is an ongoing debate about which pronoun to use in cases where the gender of the subject is unknown. When it comes to the translation of such expressions, first of all it is necessary to pay attention to its main feature - the presence of a grammatical gender in the Ukrainian language. Let's illustrate this with the following example. "Being a postal worker during lockdown has shown me who really values our work." (The Guardian, August, 2020).

So, in this case, the phrase postal worker is a politically correct expression that replaces the usual postman in a similar situation. As mentioned above, in the Ukrainian language all words have a grammatical gender. Therefore, it is impossible to translate this phrase while preserving its gender neutrality. Therefore, the method of simile is used during translation. We see a similar picture in the following example: "A spokesperson for a social media group advocating for LGBT awareness in the military told the Guardian they were pleased to see a traditionally conservative institution accept and —give blessings| to same-sex marriage." (The Guardian, October, 2020).

In the 1970s, at the request of feminist communities and with the active participation of their representatives, a gender language reform took place. It was aimed at ridding the English language of signs of verbal discrimination based on gender. At the same time, the concept of "sexism" emerged, discrimination of a group of people due to their gender.

Traditional arguments that feminists believe lead to sexism include references to women's limited ability to learn, references to the so-called feminine logic, and mental instability that place women on a lower rung in society. These arguments spread in society through mass media. But despite the fact that the phenomenon of political correctness was supposed to improve the language, rid it of offensive phrases and words, a large number of artificial nominatives arose, which, according to many linguists, only spoil the language.

The most common types of discrimination in Ukrainian society include sexual, racial and sexual minority discrimination. According to the recommendations of the

School of Journalism and Public Relations, when covering gender issues, it is necessary to follow an approach based on the principle of equality, which is based on the following principles:

- maintaining a balance in the descriptions of women and men. If the message is about a woman, then it is necessary to describe her, as well as a man. For example, if a journalist does not describe a man's appearance in a story, it would be incorrect to do so in relation to a woman;
- balanced use of vocabulary when describing appearance;
- the use of neutral words that do not reflect the superiority of a certain gender over another; – avoiding words or expressions containing gender bias.

Since the 70s of the 20th century, linguists have distinguished between the concepts of "sex" and "gender". Sex is the biological characteristics that distinguish between male and female, while gender is a social construct. On this basis, a separate science even arose - gender theory, which mercilessly criticizes gender stereotypes and justifies the need to overcome them. These stereotypes support gender polarization – the assertion that people of different sexes are diametrically opposed.

Of course, there are differences between men and women, as proven by numerous studies in the field of sociology and psychology, but these studies also point to significant common characteristics of both sexes. However, the facts asserting the similarities remain in the shadows, while it is the differences that enter the general discussion, and they are also greatly exaggerated, which gives rise to gender stereotypes. Through the idea of difference, gender inequality, which has long existed in various ethno-cultural communities, is established in public consciousness.

In our opinion, the representation of women in the mass media should correspond modern standards of gender equality, and feminism has the potential to become an integral factor in the fight against gender stereotypes and the opportunity to adequately reflect the role of women in society.

Spokesperson was used in the original language in order to avoid the suffix - man. However, this is irrelevant for the Ukrainian language, since the noun will always have a gender. Therefore, during translation, we select the most accurate equivalent,

which is the reality of a spokesperson or representative. The use of reality indicates the method of assimilation. Consider the following example: "Thankfully I have not been given a furlough letter, but I would be a fool to think I was untouchable or my airline couldn't be affected," said Mitra, another flight attendant. (The Guardian, August, 2020). The gender-neutral unit flight attendant, which is a euphemism for the word stewardess, is replaced by the unit flight attendant, which, although it has a masculine gender, also serves as a euphemism for the gender-tinged word stewardess: In addition to the denotative and connotative meaning, the pragmatic purpose of the message should also be taken into account, i.e. what effect the speaker was trying to achieve on the recipient. And here the differences between the cultures involved in communication play an important role. "To be gay is to get used to blood tests. If you are positive, you do them to monitor your HIV status." (The Guardian, May, 2020). For example, in English-speaking society, the phenomenon of homosexuality is more common, and therefore the word "gay", although it has a certain shade of negative stereotypes associated with it, is still a fairly neutral word and often appears in the press. The original meaning of the lexical unit "gay" was "cheerful, lively" and "bright or spectacular". Starting from the 17th century, the word acquired new connotations and was associated with carnal entertainment: a gay woman – prostitute, a gay man – a womanizer, a gay house – a brothel. It was not until the 1930s that the word acquired its modern meaning and began to be applied to gay men only and is usually used in the plural. For representatives of Ukrainian culture, "gay" sounds offensive, and therefore, although this word is the most accurate translation of the English "gay", it has a completely different effect on the recipient, distorting the primary pragmatic goal. In this regard, it should be taken into account that the word gay as a transcription of the English gay exists in the Ukrainian language, but it is characterized by a shade of contempt. Therefore, in the translation, we consider it necessary to resort to a descriptive translation that meets the requirements of political correctness - "representative of sexual minorities". In the same way, "straight" should be translated as "people with a traditional sexual orientation." "The overall proportion

of the UK population that identifies as heterosexual, or straight, decreased from 95.3% in 2014 to 94.6% in 2018". (The Guardian, May, 2020).

So, during the translation of gender politically correct expressions, a number of different methods can be used, the main ones being the simile and descriptive method.

2.1.3. Translation of units of social political correctness

Political correctness helps avoid social tensions and achieve a conflict-free atmosphere in society, and also facilitates communication between different social groups.

The multi-ethnic composition of the state's population, the strengthening of inter-ethnic and inter-confessional enmity, violations of human rights, manifestations of hatred speak of the need to cultivate tolerance and use politically correct words in the language, which is the key to successful communication.

As mentioned earlier, social political correctness is designed to hide the negative phenomena of socio-economic life. And if the understanding of the negative in Ukrainian and English culture is somewhat similar, the socioeconomic situation differs depending on the problems that most concern society. One of the most difficult problems of Ukrainian society is poverty, but in the USA, for example, a significant percentage of the population lives below the poverty line. That is why the vocabulary used to denote such population groups is somewhat similar in Ukrainian and English, and the translation is mostly done using the method of assimilation while maintaining denotative and connotative equivalence: "The average low-income family in the UK's most deprived areas is likely to be worse off". (The Guardian, October, 2020). "Social investment model stepped up amid rising concern for economically disadvantaged". (The Guardian, April, 2020).

Lexical units are also translated by the method of assimilation to designate countries with a low level of economy. In the Ukrainian language, there are constant realities of a developing country or developing economy to denote the English-

language euphemisms emerging nations and emerging economies. "Rich countries urged to help emerging nations cope with coronavirus 'financial tsunami'". (The Guardian, March, 2020).

Such negative social phenomena as drug addiction, places of deprivation of liberty, etc. are also susceptible to politically correct euphemism. Such euphemistic lexical units are translated with the help of concretization, tracing and logical development, which is reflected in the following cases: "Rising substance abuse and treatment restrictions are pushing an already over-burdened rehab system to breaking point". (The Guardian, April, 2020).

"Still, as of June 10, 30 of 35 California correctional institutions are filled over capacity, according to recent court filings." (The Guardian, August, 2020).

The following examples use the technique of logical development of values, the so-called modulation, which consists in changing one category by another: financial meltdown, financial storms.

"The effects of the economic meltdown are increasingly infiltrating the daily lives of many Lebanese. (The New York Times, July, 2020).

"How to help those weathering financial storms". (The New York Times, April, 2020).

Politically correct euphemisms that distract from the negative phenomena of reality (veil aggressive military actions and terms) are also mainly translated using tracing and transcoding. "All military operations across Libya have stopped in response to international appeals." (The Guardian, April, 2020).

"The Nagorno-Karabakh conflict is a mostly forgotten tragedy, with high human cost and a labyrinth of differing viewpoints". (The Guardian, October, 2020).

From the above, we can conclude that social and political correctness is represented in the language by many areas of use, and depending on the extent to which these areas coincide with the culture of the target language, the main methods of translation of such lexical units are determined, modulation and transcoding.

The main strategies of political correctness are aimed at combating discrimination against various population groups.

The main types of discrimination include:

– racism – the belief that people of some races are inferior to others, and the behavior which is the result of this belief (the belief that people of some races are worse than other people, and the behavior, based on this belief).

– sexism – discrimination on the basis of sex, especially the oppression of women by men (discrimination on the basis of sex, especially the oppression of women by men);

– sizeism – discrimination on the basis of a person's size, especially against people considered to be overweight. Such varieties as heightism (age discrimination), fattism, weightism (weight discrimination) are also associated with this concept;

– lookism – discrimination against a person on the grounds of physical appearance (discrimination of people on the basis of their physical appearance);

– elitism – the belief that society should be governed by a select group of gifted and highly educated individuals (the belief that society should be governed by a select group of gifted and well-educated people);

– classism – the belief that people from certain social or economic classes are superior to others (the belief that people from certain social or economic classes are superior to other people);

– ableism – discrimination against disabled or handicapped people (discrimination against people who suffer from diseases or have limited physical and mental capabilities).

Thus, the main strategies of political correctness include:

1. Avoidance of expressions that can be interpreted as racism - prejudiced attitude towards nationalities;

2. Avoidance of expressions that can be interpreted as a biased attitude towards gender;

3. Avoidance of expressions that may be perceived as offensive to different sexual orientations;

4. Avoidance of expressions that can be interpreted as a prejudiced attitude towards people of different ages;

5. Avoidance of expressions that can be interpreted as narrowing down people of different social statuses;

6. Avoiding expressions that may be perceived as offensive to people with physical or mental disabilities;

7. Avoidance of expressions that may be perceived as offensive to people with disabilities or non-standard appearance;

8. Avoidance of expressions that can be perceived as discrimination against the beliefs of different religions and denominations;

9. Avoiding expressions that can be perceived as discrimination against animals, nature, and the environment.

With the spread of the feminist movement, the struggle to avoid the masculine essence in the English language is growing. Women strive to achieve equality and do men's work. An increasing number of women are involved in areas of activity that were traditionally occupied by men.

As a result, there is a need to create politically correct terms to replace designations that express discrimination based on gender and social status, which would have gender-neutral meanings in the names of professions.

1. firefighter (instead of "fireman"),
2. actron (instead of "actor/actress"),
3. waitron, waiter (instead of "waiter/waitress"),
4. chairperson (instead of "chairman/chairwoman"),
5. police officer (instead of "policeman/policewoman"),
6. flight attendant (instead of "steward/stewardess"),
7. anchor (instead of "anchorman/anchorwoman"),
8. bellhop (instead of "bellman"), c
9. amera operator (instead of "cameraman"),
10. cleaner/housekeeper (instead of "cleaning lady"),
11. member of the clergy (instead of "clergyman"),

12. member of Congress (instead of "congressman"),
13. homemaker (instead of "housewife"),
14. insurance agent (instead of "insurance man/woman"),
15. mail carrier, mail person, postal worker (instead of "mailman/mailwoman"),
16. letter carrier, post person (instead of "postman/postwoman"),
17. law enforcement officer (instead of "militiaman/ militiawoman"),
18. sales representative or salesperson, shop assistant (instead of "salesman/saleswoman"),
19. spokesperson (instead of "spokesman/spokeswoman"),
20. weather reporter, weathercaster, meteorologist (instead of "weatherman/weatherwoman").

It is also worth noting the attempts to create gender-neutral pronouns at the lexical level: ze, zie, xe (instead of "he/she"), hir, zir, xyr (instead of "his/her"), hirsself, zirsself, 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 the gender-neutral pronoun "their".

Also there is a need to denote non-prestigious professions that emphasize their importance for society:

1. sanitation engineer, garbologist (instead of "garbage collector"),
2. environmental hygienist, custodian, building engineer (instead of "janitor"),
3. sex care provider, sex surrogate (instead of "prostitute"),
4. domestic engineer, domestic artist (instead of "homemaker");
5. street orderly (instead of "road-sweeper"),
6. housekeeper (instead of "servant"),
7. information retrieval administrator (instead of "filing clerk"),
8. personal assistant, administrative assistant (instead of "secretary"),
9. service lawyer (instead of "clerk in the law office"),
10. exterminating engineer, vermin control officer (instead of "rat catcher"),
11. noctician (instead of "night-watchman"),

12. vehicle appearance specialist, auto appearance specialist, automotive appearance specialist (instead of "car washer"),
13. nursing- home care assistant (instead of "nurse" in the sense of "nurse or carer"),
14. childminder, daycare provider, child care provider (instead of "nurse" in the sense of "nanny"),
15. hair stylist (instead of "hairstylist"),
16. domestic engineer , domestic artist (housewife),
17. utensil sanitizer (dish washer),
18. parking enforcement adjudicator (meter maid);

2.1.4. Translation of units to designate physical, mental and mental qualities

The use of the transformative translation method is connected with two factors. First, the absence of an equivalent lexeme in the translation language forces one to resort to replacing the meaning of the source word. Secondly, some grammatical features of the original language are not found in the translated language. Thus, there is a need to transform the syntactic structure. In the given example, we observe the use of grammatical substitution, as a result of which the adverb mentally is translated by the Ukrainian adjective mental. "Parents struggle to get help for mentally ill children during pandemic". (The Guardian, October, 2020).

"That allows the visually impaired to keep track of infection rates and fatalities." (The Guardian, September, 2020).

"To every differently abled person denied equal access". (The Guardian, November, 2020).

Everyone is responsible for a true, fair, stereotype- and prejudice-free portrayal of people with disabilities. Experts agree that the language and words used to describe people with disabilities have a direct impact on how society perceives and treats them.

Using language that emphasizes the person, rather than their disability, helps to combat inaccuracy and helps to improve inclusiveness in society. Understanding

stereotypes about people with disabilities helps to avoid them and create a constructive image in the media, as well as offer a constructive image based on reality. Stereotypes commonly associate people with disabilities with false images of the victim and the superhero. In the image of a victim, a person appears as vulnerable, suffering, incapacitated and helpless, in the image of a superhero - as a model for inspiration, who "despite his disability" performs daily routine tasks or even reaches certain heights, for example, in the field of sports, science, music, etc.

When talking about people with disabilities, you need to remember that we are talking about a person, about a person, and not about their disability.

It is correct to use the units "person with a disability", "person with autism", "person with a concussion", because here the focus is on the individual, and not on his state of health. The terms "people with intellectual disabilities" and "people with mental disabilities", "blind people", "deaf people", "people who have received mutilations", "people with amputations" are also acceptable.

It is necessary to abandon the frequently used terms "person with disabilities", "disabled person", "person with special needs", "special children", "wheelchair", "crippled person", "person suffering from cerebral palsy". In articles about people with disabilities, the mass media mostly use the following neutral terminology: "person with a disability", "person with a disability", "person with hearing impairment", "person with mental impairment", "blind person", "person with visual impairment" . However, journalists still use the term "person with disabilities", "person with special needs", "special children", which may seem tolerant compared to the harsh word "disabled", but are already outdated and become an obstacle to ensuring inclusiveness.

Since English euphemisms for people with special needs are expressed by impersonal forms of the verb, which are not always characteristic of the Ukrainian language, translators use lexical and grammatical transformations, in particular modulation and grammatical substitution.

Euphemisms:

Синоніми на позначення людини з надмірною вагою:

1. large-thanaverage citizen,
2. medium-sized,
3. a person of size,
4. a person of substance,
5. a person with an alternative body image,
6. a horizontally challenged person,
7. differently sized person;

Синоніми на позначення літніх людей:

8. chronologically gifted,
9. experientially enhanced,
10. longer-living,
11. mature,
12. seasoned,
13. advanced in years,
14. 4th-dimensionally extended;

Слова на позначення розумової неповноцінності:

15. cerebrally challenged,
16. intellectually challenged (замість «stupid»),
17. alternatively schooled (замість «illiterate», «uneducated»),
18. knowledge-based nonpossessor (ignorant),
19. Sun children (children with Down syndrome);

психічних вад:

20. emotionally different (замість «crazy», «hysterical»);
21. socially misaligned (psychopath),
22. sexually dysfunctional (perverted),
23. sexually focused (dirty),
24. selectively perceptive,
25. mental explorers (insane people),
26. moonchild, reality challenged (crackpot);

зовнішніх недоліків:

27. comb-free,
28. in follicle regression,
29. hair-disadvantaged,
30. follicularly challenged,
31. follically disadvantaged (замість «bald»), а
32. esthetically challenged,
33. attractively impaired,
34. average-looking,
35. cosmetically different,
36. facially challenged (ugly);
37. замість «desease» (хвороба, захворювання) - «condition» (стан; наприклад, mental condition – психічний стан)

More examples:

1. Advanced readiness seminars – семінари підвищеної готовності
2. Physically challenged – з обмеженими фізичними можливостями
3. Technologically challenged – технологічно обмежений
4. Access controller doorman – контролер вхідних дверей
5. Animal welfare officer – фахівець із захисту тварин
6. Downsizing – скорочення штату
7. Environmental hygienist – гігієніст навколишнього середовища
8. Hair stylist – стиліст зачісок
9. Sanitation personnel – санітарний персонал
10. African American - Афроамериканці
11. Indigenous People – корінні жителі
12. Inuit - Інуїти
13. Native Alaskan – корінний житель Аляски
14. a person with an alternative body image – людина з альтернативним образом тіла
15. a horizontally challenged person – людина з горизонтальними проблемами

16. chronologically gifted – хронологічно обдаровані
17. experientially enhanced – досвідчено обдарований
18. advanced in years – розвинуті в роках
19. Asian American – азійський американець
20. Pacific American – тихоокеанський американець
21. Pacific Islander – житель тихоокеанських островів
22. alternatively schooled – з альтернативною освітою
23. emotionally different – емоційно інший
24. cosmetically different – косметично інші
25. condition (for example, mental condition) – стан (наприклад, психічний)
26. environmental hygienist – гігієніст навколишнього середовища
27. domestic artist – домашній робітник
28. information retrieval administrator – адміністратор інформаційно-пошукового апарату
29. exterminating engineer – інженер зі знищення шкідників
30. vehicle appearance specialist – фахівець з догляду за зовнішнім виглядом транспортних засобів
31. daycare provider – вихователь дитячого садка
32. child care provider – доглядальниця за дітьми
33. law enforcement officer – працівник правоохоронних органів
34. their – їх (в однині)
35. involuntarily undomiciled – вимушений бездомний
36. chemically challenged – хімічно залежний
37. cybernetically challenged – кібернетично залежний
38. budget-friendly – бюджетний
39. at an affordable price – за доступною ціною
40. period of economic adjustment – період економічної перебудови
41. period of negative economic growth – період негативного економічного зростання
42. correctional facilities – виправні заклади

43. guests in a correctional institution – гості у виправній установі
44. people enjoying temporary hospitality from the state - особи, які користуються тимчасовою гостинністю з боку держави.
45. visually impaired – особи з вадами зору
46. Noncertified worker – несертифікований працівник
47. Nontraditional shopper – нетрадиційний покупець
48. Personal assistant – особистий помічник
49. Public passenger vehicle driver – водій пасажирського автотранспорту загального користування
50. Seasonal employee – сезонний працівник

CONCLUSIONS

The work defines the essence of the concept of "political correctness", the prerequisites for the emergence of this phenomenon, considers the types of politically correct vocabulary, investigates the phenomenon of political correctness in the context of euphemism, and establishes methods of translating politically correct euphemisms in the modern English-language press. In the first chapter, the concept of political correctness was defined as a cultural and linguistic phenomenon, which consists in the use of lexical units with a neutral connotation to denote units with a negative connotation. The development of the phenomenon of political correctness is inextricably linked with linguistic euphemism. However, approaches to the analysis of political correctness are different: the concept is interpreted as a special ideological reality, a language movement, a cultural-behavioral and language trend, language tolerance, a tool for manipulating social consciousness, etc. Politically correct vocabulary has a rather wide influence on the modern life of a person and

manifests itself in completely different forms. The most common types of expression of political correctness are:

- 1) units for designation of racial and national belonging;
- 2) units for indicating gender affiliation;
- 3) units for gender leveling;
- 4) units for leveling status affiliation;
- 5) units that denote physical or mental characteristics of a person;
- 6) units for designation of non-prestigious professions;
- 7) gender-neutral units, mainly for designation of professions, where morphemes for designation of gender are neutralized;
- 8) units for marking social and household phenomena;
- 9) units of commercial political correctness.

Having analyzed the relationship between the phenomena of political correctness and euphemism, we came to the conclusion that the phenomena are not identical, as they belong to different categories. Political correctness is an extralinguistic phenomenon, and linguistic political correctness is only one of the manifestations of social political correctness, which consists in avoiding discrimination and creating equal conditions for everyone. While euphemism is a philological term that means a lexical unit that serves to soften unpleasant concepts and phenomena.

The main difference between political correctness and euphemism is that political correctness is a consciously chosen strategy of behavior and attitude towards others, and euphemisms are only means of expressing this attitude in practice, in language. Politically correct vocabulary is of considerable interest for translation studies.

Politically correct lexical units of the English language, in addition to being realities and often having no equivalents in the Ukrainian language, are also neologisms, and therefore translators have to create new equivalents in the target language and apply various lexical and grammatical transformations in order to convey the denotative and connotative meaning as accurately as possible. In the course of the research, it was found that tracing, concretization, modulation, descriptive translation,

addition and assimilation are most often used to translate politically correct lexical items from English into Ukrainian.

Political correctness is a cultural phenomenon, and since its manifestations and meaning differ in the cultures of different countries, even during translation we notice that the euphemistic meaning inherent in the politically correct lexical unit of the original language is not always preserved during translation. Thus, a professional translator needs to know the peculiarities of the cultures of the original language and the language of translation in order to choose the right translation method and adequately reflect not only the denotative, but also the connotative meaning of the lexical unit.

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ANNEX

<p>1. Overall, comparing 2016 and 2020, Trump gained 4 percentage points with African Americans, 3 percentage points with Latinos, and 5 percentage points with Asian Americans.</p>	<p>1. Загалом, порівнюючи 2016 і 2020 роки, Трамп набрав 4 відсоткові пункти з афроамериканцями, 3 відсоткові пункти з латиноамериканцями і 5 відсоткових пунктів з азійськими американцями.</p>
<p>2. One thing few Americans understand is that American Indians and Native Alaskans were the</p>	<p>2. Мало хто з американців розуміє, що американські</p>

<p>last group in the United States to get citizenship and to get the vote.</p>	<p>індіанці та корінні жителі Аляски були останньою групою в Сполучених Штатах, яка отримала громадянство і право голосу.</p>
<p>3. Pacific Islanders have been experiencing climate-induced disasters for years, now they have reached Australia.</p>	<p>3. Жителі тихоокеанських островів роками потерпають від кліматичних катаклізмів, тепер вони дісталися Австралії.</p>
<p>4. The US supreme court has ruled that a large part of eastern Oklahoma remains a Native American reservation.</p>	<p>4. Верховний суд США постановив, що значна частина східної Оклахомизалишається резервацією корінних американців.</p>
<p>5. Being a postal worker during lockdown has shown me who really values our work.</p>	<p>5. Робота поштовим працівником під час локдауну показала мені, хто насправді цінує нашу роботу.</p>
<p>6. A spokesperson for a social media group advocating for LGBT awareness in the military told the Guardian they were pleased to see a traditionally conservative institution accept and —give blessings to same-sex marriage.</p>	<p>6. Представник групи в соціальних мережах, який виступає за підвищення обізнаності про ЛГБТ серед військових, повідомив Guardian, що вони раді бачити, як традиційно консервативна установа приймає і "благословляє" одностатеві шлюби.</p>
<p>7. "Thankfully I have not been given a furlough letter, but I would be a fool to think I was untouchable or my airline couldn't be affected,"said Mitra, another flight attendant.</p>	<p>7. "На щастя, мені не дали листа про звільнення, але я була б дурепою, якби думала, що я недоторканна або що моя авіакомпанія не може постраждати", - сказала Мітра, інша бортпровідниця.</p>
<p>8. To be gay is to get used to blood tests. If you are positive, you do them to monitor your HIV status.</p>	<p>8. Бути представником сексуальних меншин - це звикнути до аналізів крові. Якщо ви позитивні, ви робите їх, щоб контролювати свій ВІЛ-статус.</p>
<p>9. The overall proportion of the UK population that identifies as heterosexual, or straight, decreased from 95.3% in 2014 to 94.6% in 2018.</p>	<p>9. Загальна частка населення Великої Британії, яке ідентифікує себе</p>

	як гетеросексуали або люди з традиційною сексуальною орієнтацією, зменшилася з 95,3% у 2014 році до 94,6% у 2018 році.
10. The average low-income family in the UK's most deprived areas is likely to be worse off.	10. Середньостатистична сім'я з низьким рівнем доходу в найбільш неблагополучних районах Великої Британії, ймовірно, перебуває в гіршому становищі.
11. Social investment model stepped up amid rising concern for economically disadvantaged.	11. Модель соціальних інвестицій активізувалася на тлі зростаючого занепокоєння щодо економічно незахищених верств населення.
12. Rich countries urged to help emerging nations cope with coronavirus 'financial tsunami'.	12. Багаті країни закликали допомогти країнам, що розвиваються, впоратися з "фінансовим цунамі" від коронавірусу.
13. Rising substance abuse and treatment restrictions are pushing an already over-burdened rehab system to breaking point.	13. Зростання зловживання психоактивними речовинами та обмеження на лікування підштовхують і без того перевантажену систему реабілітації до межі.
14. Still, as of June 10, 30 of 35 California correctional institutions are filled over capacity, according to recent court filings.	14. "Тим не менш, станом на 10 червня 30 з 35 виправних установ Каліфорнії були заповнені понад міру, згідно з останніми судовими поданнями.
15. The effects of the economic meltdown are increasingly infiltrating the daily lives of many Lebanese.	15. Наслідки економічної кризи все більше проникають у повсякденне життя багатьох ліванців.
16. How to help those weathering financial storms.	16. Як допомогти тим, хто переживає фінансові бурі.
17. All military operations across Libya have stopped in response to international appeals.	17. "Всі військові операції по всій Лівії припинені у відповідь на міжнародні заклики". (The Guardian, квітень 2020

	року).
18. The Nagorno-Karabakh conflict is a mostly forgotten tragedy, with high human cost and a labyrinth of differing viewpoints.	18. Нагірнокарабаський конфлікт - це здебільшого забута трагедія, з великими людськими жертвами і лабіринтом різних точок зору.
19. Parents struggle to get help for mentally ill children during pandemic.	19. Батьки намагаються отримати допомогу для дітей з психічними захворюваннями під час пандемії.
20. That allows the visually impaired to keep track of infection rates and fatalities.	20. Це дозволяє людям з вадами зору відслідковувати рівень інфікування та смертельні випадки.
21. To every differently abled person denied equal access.	21. Кожній людині з обмеженими можливостями відмовлено в рівномудоступі.
22. How trustworthy is your personal assistant?	22. Наскільки надійним є Ваш особистий асистент?
23. Suddenly, finding my birth mother became a priority.	23. Несподівано пошук моєї біологічної матері став пріоритетним завданням.
24. I was so scared of being rejected it took me another 14 years to pluck up the courage to find my birth mother.	24. Я так боялася бути відкинутою, що мені знадобилося ще 14 років, щоб набратися сміливості і знайти свою біологічну матір.
25. Our job is to provide support and practical information to empower visually-impaired people.	25. Наша робота полягає в тому, щоб надавати підтримку та практичну інформацію для розширення можливостей людей з вадами зору.
26. The detainee, who was in his 30s, was found unresponsive in the police custody suite.	26. Затриманий, якому було близько 30 років, був знайдений без свідомості в поліцейській камері.
27. The town's custody suite has been closed, the control room is empty and neighbours are trying to solve crimes by themselves.	27. Міський ізолятор тимчасового тримання зачинений, диспетчерська порожня, а сусіди намагаються самотійно розкривати злочини.
28. This sort of scenario is not unusual in police	28. Подібний сценарій не є

custody suites.	чимось незвичайним у поліцейських ізоляторах тимчасового тримання.
29. Negative growth of between 0.3 per cent and 0.5 per cent is expected for the final three months.	29. За останні три місяці очікується від'ємне зростання від 0,3 до 0,5 відсотка.
30. Consumer prices increased by 0.3 per cent over the month after three months of negative growth.	30. Споживчі ціни зросли на 0,3 відсотка за місяць після трьох місяців від'ємного зростання.
31. You will experience five-star comfort at affordable prices and visit some of the most spectacular ancient sites in the world.	31. Ви відчуєте п'ятизірковий комфорт за доступними цінами і відвідаєте деякі з найбільш вражаючих стародавніх пам'яток світу.
32. I was raised in an environment where we tried to eat good food at affordable prices.	32. Я виріс в середовищі, де ми намагалися їсти хорошу їжу за доступними цінами.
33. They have a huge range at very affordable prices. The Sun (2013)	33. У них величезний асортимент за дуже доступними цінами.
34. Urgent action is needed to prevent the market going into financial meltdown.	34. Необхідно вжити термінових заходів, щоб запобігти фінансовому краху на ринку.
35. The warnings will suggest that people with conditions such as asthma or heart disease stay at home or carry medication.	35. В попередженнях рекомендують людям з такими захворюваннями, як астма або серцеві захворювання, залишатися вдома або мати при собі ліки.
36. This may help ease pain suffered by people with inflammatory conditions such as rheumatoid arthritis.	36. Це може допомогти полегшити біль, від якого страждають люди із запальними захворюваннями, такими як ревматоїдний артрит.
37. Venture makes products to deal with conditions such as hair loss and dry eyes.	37. Venture виробляє продукти для боротьби з такими захворюваннями, як випадіння волосся та сухість очей.
38. She was diagnosed with a brain condition that stopped her opening her eyes.	38. У неї було діагностовано захворювання мозку, через яке вона не могла розплющити очі.

39. Over the next few months her condition became so bad she could hardly get out of bed.	39. Протягом наступних кількох місяців її стан став настільки поганим, що вона ледве вставала з ліжка.
40. People with heart conditions were yesterday warned to avoid an over-the-counter painkiller tablet used by millions.	40. Людей із серцевими захворюваннями вчора попередили, щоб вони уникали безрецептурних знеболюючих таблеток, якими користуються мільйони.
41. The worst part is always dealing with the problems of downsizing.	41. Найгірше – це завжди мати справу з проблемами скорочення штату.
42. Growing numbers are downsizing to free up money to fund the move.	42. Зростаюча кількість компаній скорочується, щоб звільнити гроші для фінансування переїзду.
43. This is the period when we look to downsizing to reset the balance of resources in the company.	43. Це період, коли ми розглядаємо скорочення, щоб відновити баланс ресурсів в компанії.
44. They like the idea of downsizing to a property with only 5.3 acres.	44. Їм подобається ідея скорочення до власності з площею всього 5,3 акра.
45. It is now preparing to cut another 10% of space by downsizing more shops.	45. Зараз вони готуються скоротити ще 10% площі за рахунок зменшення кількості магазинів.
46. We compare the economics of downsizing with equity release, an alternative way of turning your home into a piggy bank.	46. Ми порівнюємо економіку скорочення штату з випуском акцій, альтернативним способом перетворення вашого будинку в скарбничку.
47. Many of our clients are restructuring and downsizing, so we tend to see less headcount in our restaurants.	47. Багато наших клієнтів проводять реструктуризацію і скорочення штату, тому ми, як правило, бачимо меншу кількість персоналу в наших ресторанах.
48. But he argued that being vertically challenged had its advantages.	48. Але він стверджував, що вертикальна обмеженість має свої переваги.
49. It's hard to see everything, especially if you're	49. Важко бачити все, особливо,

vertically challenged.	якщо ви вертикально обмежені.
50. This is why most barroom brawlers and emperors are vertically challenged.	50. Ось чому більшість дебоширів у барі та імператорів є вертикально обмеженими.

РЕЗЮМЕ

Курсову роботу присвячено особливостям евфемізації як засобу політкоректності. У ході роботи висвітлено основні етапи наукової думки у галузі евфемізації політкоректності, описано особливості вживання та використання евфемізмів в політичному дискурсі, описано функціональні особливості політкоректних евфемізмів і здійснено аналіз фактичного матеріалу дослідження.

Ключові слова: евфемізація, евфемізм, лінгвістика, політкоректність.

