TERM PAPER

in Translation Studies

under the title: The use of political correctness markers in English-language media texts and the specifics of their translation.

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МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

Використання маркерів політкоректності в англомовних медіа текстах та специфіка їх перекладу.

Коваль Вероніки Олегівни

Групи Мла 07-20

Керівник курсової роботи

(підпис)

Завідувач

кафедри,теорії і

практики

перекладу з

англійскої мови

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Київ – 2024

INTRODUCTION

The main idea of this term paper is to explore the use of political correctness markers in English-language media texts and the specifics of their translation. Political correctness is a sociolinguistic phenomenon that has gained significant attention in recent decades, particularly in the context of media discourse.

The term refers to the use of language that is intended to avoid offense or disadvantage to members of particular groups in society, such as those defined by gender, race, sexual orientation, or disability.

The study of political correctness markers in media texts is crucial because the media plays a significant role in shaping public opinion and influencing language use.

The theoretical background of this research is grounded in the fields of sociolinguistics, discourse analysis, and translation studies. Sociolinguistics provides a framework for understanding how language use is influenced by social factors, such as power relations and cultural norms. Discourse analysis, particularly critical discourse analysis, offers tools for examining how language is used to construct and maintain social identities and relationships.

Translation studies, on the other hand, shed light on the challenges and strategies involved in translating political correctness markers across languages and cultures. The relevance of this research problem lies in the increasing globalization of media and the need for effective cross-cultural communication. As English-language media texts are consumed by audiences around the world, it is essential to understand how political correctness markers are used in these texts

and how they can be translated in a way that preserves their intended meaning and function.

Moreover, the study of political correctness markers in media discourse can provide insights into the changing nature of language and the ways in which social norms and values are reflected and reinforced through language use.

The aim of this term paper is to investigate the use of political correctness markers in English-language media texts and to explore the specifics of their translation.

The objectives of the research are as follows:

To identify and categorize the types of political correctness markers used in English-language media texts.

To analyze the functions and effects of political correctness markers in media discourse. To examine the challenges and strategies involved in translating political correctness markers across languages and cultures.

To evaluate the impact of political correctness markers on cross-cultural communication and understanding.

The subject of this research is the use of political correctness markers in English-language media texts, while the object of the research is the specifics of their translation.

The factual material of the research will consist of a corpus of English-language media texts, such as news articles, opinion pieces, and social media posts, as well as their translations into other languages.

The research methods employed in this study will include a combination of qualitative and quantitative approaches.

Qualitative methods, such as discourse analysis and comparative analysis, will be used to examine the use and functions of political correctness markers in media texts and to compare their translations across languages.

Quantitative methods, such as corpus analysis and statistical analysis, will be used to identify patterns and trends in the use of political correctness markers and to measure the frequency and distribution of different types of markers.

The theoretical value of this research lies in its contribution to the fields of sociolinguistics, discourse analysis, and translation studies.

By examining the use of political correctness markers in media discourse and their translation, this study will provide new insights into the ways in which language is used to construct and negotiate social identities and relationships, as well as the challenges and opportunities involved in cross-cultural communication.

The practical value of the research lies in its potential to inform the practice of translation and to promote effective communication across languages and cultures.

The term paper will be structured as follows:

Chapter 1 will provide an introduction to the research problem and its theoretical background, as well as the aim and objectives of the study.

Chapter 2 will present the results of the analysis, including the types and functions of political correctness markers identified in the corpus and the strategies used in their translation.

Finally, the conclusion will summarize the main points of the term paper and highlight its theoretical and practical significance.

CHAPTER 1
THE USE OF POLITICAL CORRECTNESS MARKERS
IN ENGLISH- LANGUAGE MEDIA TEXTS AND THE SPECIFIC OF
THEIR TRANSALATION.

1.1. A review of theoretical sources from general linguistic theory dedicated to political correctness markers.

In order to properly understand the concept of political correctness markers and their role in English-language media texts, it is essential to review the existing theoretical sources from general linguistic theory that have explored this topic. This review will provide a solid foundation for further analysis of the specifics of translating these markers into other languages.

Key theoretical concepts related to political correctness markers

Political correctness markers are linguistic elements that are used to avoid or replace language that may be considered offensive, discriminatory, or exclusionary towards certain groups of people based on their race, gender, sexual orientation, disability, or other characteristics.

The use of these markers has become increasingly prevalent in English-language media texts over the past few decades, as society has become more aware of the importance of inclusive and respectful language.

Some of the key theoretical concepts related to political correctness markers include:

Linguistic relativity: This theory, also known as the Sapir-Whorf hypothesis, suggests that the structure of a language influences the way its speakers perceive and think about the world. In the context of political correctness markers, this

theory implies that the use of inclusive language can shape the way people think about and interact with diverse groups of people.

Sociolinguistics: This field of linguistics studies the relationship between language and society, including how social factors such as power dynamics, cultural norms, and identity influence language use.
Political correctness markers can be seen as a reflection of changing social norms and values, as well as an attempt to challenge and subvert existing power structures.

Pragmatics: This branch of linguistics focuses on the ways in which context contributes to meaning in language use. The interpretation and effectiveness of political correctness markers often depend on the specific context in which they are used, including the intended audience, the purpose of the communication, and the broader social and cultural context.
Prominent scholars and their contributions
Several prominent scholars have contributed to the study of political correctness markers from a general linguistic theory perspective. Some notable examples include:

Robin Lakoff: In her influential book "Language and Woman's Place" (1975), Lakoff argued that the way language is used can reflect and reinforce gender inequalities in society. Her work laid the foundation for the study of language and gender, which has important implications for understanding the role of political correctness markers in promoting gender-inclusive language.

Deborah Cameron: Cameron's book "Verbal Hygiene" (1995) explores the ways in which language is used to regulate social behavior and maintain power structures. She argues that attempts to control language use, such as the promotion

of political correctness markers, are often motivated by broader social and political agendas.

George Lakoff: In his book "Moral Politics" (1996), Lakoff analyzes the ways in which metaphors and framing devices are used in political discourse to shape public opinion and promote certain ideological positions. His work has important implications for understanding how political correctness markers can be used strategically to frame issues and influence attitudes.

   The impact of political correctness markers on language use and perception
The use of political correctness markers in English-language media texts has had a significant impact on language use and perception. Some of the key effects include:

   Increased awareness of inclusive language: The widespread use of political correctness markers has helped to raise awareness about the importance of using language that is respectful and inclusive of diverse groups of people. This has led to a greater understanding of the ways in which language can perpetuate stereotypes, discrimination, and marginalization.

   Changes in language norms: As political correctness markers have become more prevalent, they have begun to influence language norms and expectations. Words and phrases that were once considered acceptable may now be seen as offensive or inappropriate, while new terms and expressions have emerged to take their place.
Backlash and criticism: The use of political correctness markers has also been met with backlash and criticism from some quarters. Critics argue that the emphasis on inclusive language can lead to self-censorship, stifle free speech, and create a culture of "political correctness" that prioritizes sensitivity over truth and accuracy.

   Influence on public discourse: The use of political correctness markers in media texts can have a significant influence on public discourse and opinion. By framing

issues in certain ways and using language that resonates with particular audiences, media outlets can shape the way people think about and discuss important social and political issues.

Challenges in translating political correctness markers

Translating political correctness markers from English into other languages can present a number of challenges, including:

Cultural differences: The concepts and values that underlie political correctness markers may not have exact equivalents in other cultures and languages. This can make it difficult to find appropriate translations that convey the same meaning and connotations.

Linguistic differences: The grammatical structures and vocabulary of different languages may not always allow for a direct translation of political correctness markers. Translators may need to find creative solutions to convey the intended meaning while still adhering to the linguistic norms of the target language.

Contextual factors: The effectiveness and appropriateness of political correctness markers often depend on the specific context in which they are used. Translators must be sensitive to these contextual factors and adapt their translations accordingly to ensure that the intended message is conveyed accurately.

Ideological considerations: The use of political correctness markers is often tied to broader social and political ideologies. Translators must navigate these ideological considerations carefully to avoid inadvertently promoting or reinforcing certain viewpoints or agendas.

Conclusion

The use of political correctness markers in English-language media texts is a complex and multifaceted phenomenon that has significant implications for language use, perception, and translation. By reviewing the key theoretical

concepts, prominent scholars, and challenges associated with this topic, we can gain a deeper understanding of the ways in which language both reflects and shapes social reality. As the field of linguistics continues to evolve, it will be important to further explore the role of political correctness markers in promoting inclusive and respectful communication across cultures and languages.

1.2 A review of theoretical sources from translation theory on the issues of translating political correctness markers.

The translation of political correctness markers is a complex and multifaceted issue that has been explored from various theoretical perspectives within the field of translation studies. Translators face numerous challenges when attempting to convey the meaning and connotations of these markers across linguistic and cultural boundaries, as they are often deeply embedded in the social, historical, and ideological contexts of the source language and culture.

One of the foundational theoretical frameworks for understanding the translation of political correctness markers is the concept of "cultural translation" developed by translation theorist Lawrence Venuti (1998). Venuti argues that translation is not a neutral or transparent process, but rather a form of cultural mediation that involves the negotiation of meaning and power relations between the source and target cultures.

He emphasizes the importance of recognizing the cultural and ideological assumptions that underlie both the source and target texts, and of finding ways to navigate these assumptions in order to produce a translation that is both accurate and culturally appropriate.Another key theoretical concept in the study of political

correctness markers and their translation is the notion of "equivalence," which has been a central concern of translation scholars since the 1960s.

One of the most influential theories of equivalence was proposed by Eugene Nida (1964), who argued that the goal of translation should be to achieve "dynamic equivalence," or the ability of the target text to elicit the same response or effect on the target audience as the source text did on the source audience. In the context of political correctness markers, this means that translators must find ways to convey the same level of respect, inclusivity, and sensitivity in the target language as was present in the source language, even if the specific linguistic forms and cultural references may differ.

The translation of terminology related to political correctness is another important issue that has been addressed in the translation studies literature. Terminology is often closely tied to the specific cultural, social, and political contexts in which it is used, and translators must be careful to select target language terms that accurately convey the meaning and connotations of the source language terms. This can be particularly challenging in the case of political correctness markers, which may have no direct equivalents in the target language, or which may carry different associations and implications in different cultural contexts.

The reproduction of English phraseology related to political correctness in other languages, such as Ukrainian, is another area of interest for translation scholars. English idioms and phrases related to political correctness often rely on specific cultural references and connotations that may not be familiar or meaningful to target language readers. Translators must therefore find ways to convey the intended meaning and tone of these expressions while also adapting them to the linguistic and cultural norms of the target language. This may involve the use of

functional equivalents, paraphrases, or explanatory notes, depending on the context and purpose of the translation.Finally, the study of political correctness markers and their translation has important implications for language pedagogy and cross-cultural communication. Language learning and teaching should not only focus on the acquisition of linguistic forms and structures, but also on the development of cultural competence and the ability to navigate different cultural norms and expectations. In the case of political correctness markers, this means helping learners to understand the cultural and ideological assumptions that underlie these markers, and to develop strategies for using them appropriately and effectively in different communicative contexts.

I have five examples of political correctness markers and their potential translations:

"Disabled" (English) → "Людина з інвалідністю" (Ukrainian): The English term "disabled" has been criticized for focusing on the person's limitations rather than their abilities. The Ukrainian translation "людина з інвалідністю" is a more respectful and inclusive alternative.

"Illegal alien" (English) → "Недокументований іммігрант" (Ukrainian): The term "illegal alien" has been widely criticized for dehumanizing and criminalizing immigrants who lack legal status. The Ukrainian translation "недокументований іммігрант" is a more neutral and respectful alternative.

"Chairman" (English) → "Голова" (Ukrainian): The English term "chairman" has been criticized for its gender bias, as it assumes that the person holding the position is male. The Ukrainian translation "голова" is a gender-neutral alternative that can refer to both male and female leaders.

"Mentally retarded" (English) → "Людина з інтелектуальною недостатністю" (Ukrainian): The term "mentally retarded" has been widely criticized for being

offensive and stigmatizing to people with intellectual disabilities. The Ukrainian translation "людина з інтелектуальною недостатністю" is a more respectful and scientifically accurate alternative.

"Senior citizen" (English) → "Людина похилого віку" (Ukrainian): The English term "senior citizen" has been criticized for being patronizing and reinforcing negative stereotypes about older adults. The Ukrainian translation "людина похилого віку" is a more neutral and respectful alternative.

These examples illustrate some of the challenges and considerations involved in translating political correctness markers across languages and cultures. Translators must be sensitive to the cultural and ideological assumptions that underlie these markers, and must find ways to convey their intended meaning and tone in a way that is both accurate and culturally appropriate.In addition to these specific examples, there are many other factors that can influence the translation of political correctness markers, such as the genre and purpose of the text, the intended audience, and the translator's own cultural background and ideological stance. Translators must also be aware of the potential risks and consequences of their translation choices, as the use of inappropriate or offensive language can have serious social and political implications. Furthermore, the study of political correctness markers and their translation is not limited to any one language pair or cultural context.

While the examples discussed here focus on English and Ukrainian, similar issues and challenges arise in the translation of political correctness markers across many different languages and cultures. This highlights the need for a global and comparative perspective on the study of political correctness and its implications for translation and intercultural communication.

Overall, the translation of political correctness markers is a complex and multifaceted issue that requires a deep understanding of both the source and target cultures, as well as the linguistic and ideological factors that shape the use of these markers in different contexts. Translation scholars have approached this issue from a variety of theoretical perspectives, drawing on concepts such as cultural translation, equivalence, terminology, and phraseology.

While there is no one-size-fits-all approach to translating political correctness markers, translators must be sensitive to the cultural and linguistic differences between the source and target languages, and must find ways to convey the intended meaning and tone of these markers in a way that is both accurate and culturally appropriate.

Also, it is important to consider the broader social and political implications of translating political correctness markers. The use of politically correct language is often seen as a way to promote social justice, equality, and inclusivity, and to challenge dominant power structures and ideologies. However, the translation of political correctness markers can also be seen as a form of cultural imperialism, imposing the values and norms of one culture onto another.

Translators must therefore be mindful of the potential power dynamics at play when translating political correctness markers, and must strive to find a balance between respecting the cultural and linguistic differences of the target audience and promoting the values of social justice and equality. This may involve adapting the language and terminology used in the translation to better reflect the cultural and social realities of the target audience, while still maintaining the overall message and intent of the source text.

Another important consideration in the translation of political correctness markers is the role of the translator as a cultural mediator. Translators are not

simply neutral conduits of meaning, but active participants in the process of cultural exchange and negotiation. As such, they have a responsibility to be aware of their own cultural biases and assumptions, and to reflect critically on how these may influence their translation choices.

This requires a high level of cultural competence and sensitivity on the part of the translator, as well as a willingness to engage in ongoing learning and self-reflection. Translators must be open to feedback and critique from both the source and target cultures, and must be willing to adapt their approaches and strategies as needed to ensure effective and culturally appropriate communication.

Moreover, the translation of political correctness markers is not just a matter of finding linguistic equivalents, but also of considering the broader social and cultural context in which the translation will be received. Translators must be aware of the potential impact of their translation choices on the target audience, and must strive to create translations that are not only accurate and culturally appropriate, but also socially responsible and ethically sound.This may involve considering issues such as representation, diversity, and inclusion in the translation process, and ensuring that the translation does not perpetuate harmful stereotypes or marginalize certain groups or communities.

Translators may also need to consider the potential legal and ethical implications of their translation choices, particularly in contexts where language use is regulated or politicized. Another important factor to consider in the translation of political correctness markers is the role of technology and digital media in shaping language use and cultural norms. With the increasing globalization of communication and the rise of social media and online platforms, the way we use language and interact with others across cultural and linguistic boundaries is constantly evolving.

This presents both challenges and opportunities for translators, who must navigate the complex and often contradictory norms and expectations of different online communities and platforms. Translators must be aware of the potential for language to be used as a tool for harassment, hate speech, and disinformation online, and must work to promote respectful and inclusive communication in digital spaces.

At the same time, the use of technology and digital media can also provide new opportunities for translators to engage with diverse audiences and promote cross-cultural understanding. Through the use of machine translation, crowdsourcing, and other collaborative tools, translators can work together with communities and stakeholders to create more inclusive and culturally appropriate translations that reflect the needs and perspectives of different groups and individuals.

Ultimately, the translation of political correctness markers is an ongoing process that requires a commitment to lifelong learning, critical reflection, and ethical practice on the part of translators. By approaching their work with empathy, respect, and a willingness to engage in dialogue and collaboration, translators can play a vital role in promoting social justice, equality, and inclusivity across cultural and linguistic boundaries.

1.3. General characteristics of media discourse and discursive and stylistic analysis of a text fragment from English-language media.

  General characteristics of media discourse and discursive and stylistic analysis of a text fragment from English-language media discourse encompasses a wide range of communicative practices and genres that are disseminated through various mass media channels, such as newspapers, television, radio, and the internet.

  This type of discourse is characterized by its ability to reach a large and diverse audience, as well as its potential to shape public opinion, influence social norms, and reflect cultural values. One of the defining features of media discourse is its focus on current events and issues that are deemed newsworthy or of public interest.

  Media texts, such as news articles, editorials, and feature stories, are typically designed to inform, persuade, or entertain readers while also reflecting the values, beliefs, and ideologies of the media organization or the broader society in which they are produced.Another important characteristic of media discourse is its use of specific linguistic and rhetorical strategies to convey meaning and engage audiences.

  These strategies may include attention-grabbing headlines, vivid descriptions, compelling narratives, and the incorporation of quotes and opinions from various sources. Media texts also often employ a range of stylistic devices, such as metaphors, similes, and hyperbole, to make their content more engaging and memorable.

  To illustrate these characteristics of media discourse, let now turn to a discursive and stylistic analysis of a specific text fragment from an English-language media source.

The following excerpt is from a news article published in The New York Times on June 17, 2020, titled "Global Protests Sparked by George Floyd's Death Spread to Smaller Communities":"They are nurses and lawyers, artists and students, parents and grandparents.

They span generations and continents. And they have gathered for protests and vigils in communities large and small, in the face of a pandemic, to demand justice for George Floyd.In the weeks since Mr. Floyd, a 46-year-old black man, died after being pinned to the ground by a white police officer in Minneapolis, the protests against racism and police violence that started in the United States have grown into a global movement, with demonstrations from Paris to Seoul to Nairobi.

The crowds have been notably diverse, filled with people of different races, ages and socioeconomic backgrounds, many of whom said they have never protested before. And while the demonstrations were ignited by the killing of Mr. Floyd, they have come to encompass a range of issues, from racial discrimination to income inequality to the legacy of colonialism."Discourse parameters of the text:The article is accompanied by a photograph depicting a large crowd of protesters holding signs and marching through a city street.

This visual element helps to establish the context of the article and reinforces its central theme of global solidarity and activism in the face of racial injustice.Based on its content and purpose, this text can be classified as belonging to the discourse of mass media, specifically the genre of news reporting.

The article aims to inform readers about the global scope and impact of the protests sparked by the death of George Floyd, and to highlight the diversity and motivations of the people participating in these demonstrations.

Stylistic characteristics of the text:The excerpt employs several stylistic devices to convey the breadth and significance of the global protests. For example, the

opening sentence uses a series of parallel phrases ("They are nurses and lawyers, artists and students, parents and grandparents") to emphasize the diversity of the protesters and to create a sense of inclusivity and shared purpose.The article also uses vivid and emotive language to describe the protests, such as "ignited" and "encompass," which suggests the power and urgency of the movement.

The phrase "in the face of a pandemic" adds an additional layer of significance to the protests, highlighting the risks and challenges faced by the participants.In terms of vocabulary, the excerpt uses a mix of neutral, descriptive language ("demonstrations," "crowds," "diverse") and more loaded or politically charged terms ("racism," "police violence," "racial discrimination," "income inequality," "legacy of colonialism"). This combination of language helps to convey both the factual details of the events and the broader social and political issues at stake.The text also employs a number of rhetorical strategies to engage readers and convey its central message.

For example, the use of specific examples and personal details, such as the age and occupation of George Floyd, helps to humanize the story and create a sense of empathy and connection with the protesters. The repetition of the phrase "they have gathered" emphasizes the collective nature of the protests and the shared sense of purpose among the participants.

Overall, this text fragment demonstrates many of the key characteristics of media discourse, including its focus on current events, its use of specific linguistic and rhetorical strategies to convey meaning and engage audiences, and its potential to shape public opinion and inspire social change.

Through a close analysis of its discourse parameters and stylistic features, we can gain a deeper understanding of how media texts work to inform, persuade, and

influence readers, and how they reflect and shape the broader social and political contexts in which they are produced.

In the case of political correctness markers, cultural competence is particularly important because these markers are often deeply rooted in the social, historical, and political contexts of the source culture. Translators must therefore have a deep understanding of these contexts in order to accurately convey the meaning and connotations of these markers in the target language.

This may require extensive research into the cultural and linguistic norms of both the source and target cultures, as well as consultation with subject matter experts or members of the target audience.Cultural sensitivity, on the other hand, refers to the ability of translators to recognize and respect the cultural differences between the source and target cultures, and to adapt their translation strategies accordingly. This may involve making conscious choices about the use of language, tone, and style in order to avoid offending or alienating members of the target audience. It may also involve finding creative solutions to convey the intended meaning of the source text while also taking into account the cultural expectations and preferences of the target audience.

One example of how cultural sensitivity can shape the translation of political correctness markers is the use of gender-neutral language. In many English-speaking cultures, there has been a growing awareness of the need to use gender-neutral language in order to avoid reinforcing gender stereotypes and discrimination. This has led to the development of various strategies for avoiding gendered language, such as using plural pronouns ("they" instead of "he" or "she") or using gender-neutral job titles ("firefighter" instead of "fireman").

However, the use of gender-neutral language may not be as common or accepted in other cultural contexts. In some languages, such as Spanish or French,

grammatical gender is an integral part of the language system, and attempts to use gender-neutral language may be seen as awkward or unnatural. In these cases, translators may need to find alternative strategies for conveying the intended meaning of the source text while also respecting the linguistic and cultural norms of the target language.

Another important consideration in the translation of political correctness markers is the role of the translator's own cultural identity and positionality. As mentioned earlier, translators are not neutral or invisible conduits of meaning, but rather active agents who bring their own cultural assumptions, values, and biases to the translation process.

This means that the translator's own cultural background and experiences can shape their interpretation and rendering of political correctness markers, as well as their assessment of the cultural and political implications of their translation choices.

For example, a translator who identifies as a member of a marginalized or oppressed group may be more attuned to the ways in which language can be used to perpetuate social inequalities and discrimination. They may therefore be more likely to prioritize the use of inclusive and respectful language in their translations, even if this means deviating from the literal meaning of the source text.

On the other hand, a translator who identifies with the dominant culture may be less aware of the ways in which language can be used to reinforce power imbalances and may therefore be more likely to prioritize literal accuracy over cultural sensitivity.

Translators must therefore be reflexive and critical about their own cultural identity and positionality, and must strive to maintain a balance between their own cultural and ideological commitments and the need to accurately and respectfully

convey the meaning of the source text. This may involve seeking out feedback and input from members of the target audience, as well as engaging in ongoing professional development and self-reflection.

Finally, the study of political correctness markers and their translation has important implications for the ethics and social responsibility of translators. As language professionals who play a key role in facilitating cross-cultural communication and understanding, translators have a responsibility to use their skills and knowledge in ways that promote social justice, equality, and respect for diversity.

This means that translators must be aware of the potential impact of their translation choices on the target audience, and must strive to use language in ways that challenge rather than reinforce social inequalities and discrimination. It also means that translators must be willing to advocate for the use of inclusive and respectful language in their professional practice, even if this means challenging established norms or practices within the translation industry.

In conclusion, the translation of political correctness markers is a complex and multifaceted issue that requires a deep understanding of both the source and target cultures, as well as the linguistic and ideological factors that shape the use of these markers in different contexts. Translators must be culturally competent and sensitive, reflexive and critical about their own positionality, and committed to using their skills and knowledge in ways that promote social justice and equality.

The study of political correctness markers and their translation has important implications not only for the practice of translation, but also for broader debates about language, power, and social change.

By examining the ways in which language is used to construct and negotiate social identities and relationships, and by exploring the challenges and opportunities involved in translating across linguistic and cultural boundaries, we can gain a deeper understanding of the complex ways in which language shapes our understanding of the world and our place within it.

CHAPTER 2

THE USE OF POLITICAL CORRECTNESS MARKERS
IN ENGLISH- LANGUAGE MEDIA TEXTS AND THE SPECIFIC OF
THEIR TRANSALATION.

2.1. Translation analysis of political correctness markers in English-language media texts.

The translation of political correctness markers in English-language media texts is a complex and multifaceted issue that requires careful consideration of various linguistic, cultural, and societal factors. In this section, I will delve into the intricacies of translating these markers, focusing on the specific challenges and strategies employed by translators to effectively convey the intended meaning and tone of the original text.

To begin, it is essential to define what we mean by "political correctness markers" in the context of English-language media texts. These markers can be understood as linguistic elements, such as words, phrases, or expressions, that are used to promote inclusive language, avoid offense, and demonstrate sensitivity towards marginalized or underrepresented groups.

Examples of political correctness markers include gender-neutral terms (e.g., "chairperson" instead of "chairman"), person-first language (e.g., "person with a disability" instead of "disabled person"), and the avoidance of stereotypical or derogatory language.

When translating English-language media texts containing political correctness markers, translators face several challenges.

One of the primary challenges is the lack of direct equivalents for certain markers in the target language. For instance, some languages may not have gender-neutral pronouns or may have different cultural norms regarding the use of inclusive language. In such cases, translators must find creative solutions to convey the intended meaning while adhering to the linguistic and cultural conventions of the target language.Another challenge in translating political correctness markers is the potential for misinterpretation or loss of nuance.

The use of these markers often relies on subtle linguistic cues and cultural understanding, which may not be easily transferable across languages. Translators must be highly attuned to the cultural and social contexts of both the source and target languages to ensure that the translated text accurately reflects the intended level of inclusivity and sensitivity.

To effectively translate political correctness markers, translators employ various strategies and techniques. These strategies can be broadly categorized into lexical, grammatical, and lexico-grammatical transformations, which will be discussed in greater detail in the following subsections.

2.1.1. Lexical transformations in the translation of political correctness markers.

Formal lexical transformations are a set of translation techniques that involve the direct transfer of lexical units from the source language to the target language without significant changes in meaning or form. These transformations are often used when dealing with culture-specific terms, proper names, or specialized terminology that may not have established equivalents in the target language.

In the context of translating political correctness markers, formal lexical transformations can be particularly useful for handling newly coined terms, acronyms, or expressions that have emerged in response to evolving social and cultural norms.One common type of formal lexical transformation is transliteration, which involves the conversion of characters from one writing system to another based on their phonetic similarity.

This technique is often used when translating proper names or terms from languages that use different scripts, such as Arabic or Chinese, into languages that use the Latin alphabet.

In the case of political correctness markers, transliteration may be employed to render terms that have been borrowed from other languages and have not yet been fully assimilated into the target language.

For example, the term "woke," which has gained popularity in English as a way to describe someone who is socially aware and politically engaged, particularly with regard to issues of social and racial justice, may be transliterated into Ukrainian as "уок" to preserve its distinctive pronunciation and cultural connotations.

Another formal lexical transformation that can be used in the translation of political correctness markers is transcription, which involves the phonetic representation of words or phrases using the characters of the target language alphabet. This technique is often used when the source language term has a specific pronunciation that needs to be conveyed in the target language, even if the resulting form may not adhere to standard spelling or grammar rules.

For example, the term "Mx." (pronounced "mix" or "mux") has been proposed as a gender-neutral alternative to the titles "Mr.," "Mrs.," or "Ms." in English. When translating this term into Ukrainian, a transcription such as "Мікс." or "Макс." may be used to reflect its intended pronunciation and to signal its status as a borrowed term.

Loan translation, also known as calque, is another formal lexical transformation that involves the literal translation of the components of a compound word or phrase from the source language into the target language. This technique can be used to create new terms or expressions in the target language that mirror the structure and meaning of the source language term.

In the context of political correctness markers, loan translation may be employed to render terms that have a transparent or compositional meaning, such as "person of color" (Ukrainian: "особа кольору") or "gender non-conforming" (Ukrainian: "гендерно-неконформний").

It is important to note that the use of formal lexical transformations in the translation of political correctness markers may not always be straightforward or unproblematic. In some cases, the resulting terms may sound awkward, unnatural, or even incomprehensible to target language readers who are not familiar with the source language or culture.

Moreover, the use of borrowed or transliterated terms may sometimes be seen as a form of linguistic imperialism or cultural appropriation, especially if the target language already has established terms or expressions that convey similar meanings.To mitigate these potential challenges, translators may need to use formal lexical transformations in combination with other translation techniques, such as explanatory notes, glossaries, or contextual clues, to help target language readers understand and appreciate the meaning and significance of the translated terms.

Translators may also need to be sensitive to the cultural and political implications of their translation choices, and to consider the potential impact of their translations on the target language and culture.

Here are a few more examples of political correctness markers and their possible translations using formal lexical transformations:

"Cisgender" (English) → "Цисгендерний" (Ukrainian): This term, which refers to individuals whose gender identity aligns with their sex assigned at birth, can be rendered in Ukrainian using a combination of transliteration and transcription to preserve its specific meaning and pronunciation.

"Intersectionality" (English) → "Інтерсекційність" (Ukrainian): This term, which describes the interconnected nature of social categorizations such as race, class, and gender, can be translated into Ukrainian using a loan translation that mirrors the structure and meaning of the original term.

"Trigger warning" (English) → "Попередження про тригер" (Ukrainian): This phrase, which is used to alert readers or viewers to potentially distressing content, can be rendered in Ukrainian using a combination of loan translation and transliteration to convey its specific meaning and cultural connotations.

"Herstory" (English) → "Її історія (Ukrainian): This term, which is a feminist play on the word "history" that emphasizes women's experiences and perspectives, can be translated into Ukrainian using a loan translation that captures its linguistic and political significance.

"Womxn" (English) → "Вомхн" (Ukrainian): This alternative spelling of "woman," which is intended to be more inclusive of trans and non-binary individuals, can be rendered in Ukrainian using a transcription that reflects its intended pronunciation and cultural connotations.

These examples demonstrate the various ways in which formal lexical transformations can be used to translate political correctness markers across languages and cultures.

However, it is important to remember that the use of these techniques is not always straightforward or unproblematic, and that translators must carefully consider the linguistic, cultural, and political implications of their choices in each specific context.In addition to the examples mentioned above, there are many other political correctness markers that may require the use of formal lexical transformations in translation.

For instance, the term "ableism," which refers to discrimination or prejudice against people with disabilities, can be translated into Ukrainian using a loan translation such as "ейблізм" or "дискримінація за ознакою інвалідності" . Similarly, the term "heteronormativity," which describes the assumption that heterosexuality is the default or normal sexual orientation, can be rendered in Ukrainian using a loan translation such as "гетеронормативність" (heteronormatyvnist) or a more descriptive phrase such as "припущення про гетеросексуальність як норму".

Another important consideration in the use of formal lexical transformations is the need to maintain consistency and coherence in the translation of related terms and concepts.

For example, if the term "transgender" is translated using a loan translation such as "трансгендерний", then other related terms such as "cisgender," "gender identity," and "gender expression" should also be translated using consistent and analogous forms to ensure clarity and avoid confusion.

Moreover, the use of formal lexical transformations may also be influenced by the specific genre, purpose, and audience of the target text.
For example, in academic or scientific writing, it may be more appropriate to use established or standardized terms and expressions, even if they are not as politically correct or inclusive as more recent or innovative alternatives.

In contrast, in more creative or expressive genres, such as poetry or fiction, translators may have more freedom to experiment with new or unconventional forms and to challenge established linguistic and cultural norms.

Ultimately, the translation of political correctness markers is not just a technical or linguistic challenge, but also a deeply political and ethical one. It requires translators to be not only skilled and knowledgeable in their craft, but also culturally competent, socially responsible, and committed to using their skills and expertise in ways that promote social justice and equality.
By approaching the translation of political correctness markers with a critical and reflexive lens, and by engaging in ongoing dialogue and collaboration with other language professionals and stakeholders, translators can play a vital role in creating a more inclusive and equitable world through the power of language.

2.1.2. Grammatical transformations in the translation of political correctness markers.

Grammatical transformations play a crucial role in the translation of political correctness markers in English-language media texts. These transformations involve changes in the grammatical structure of the source text to accommodate the linguistic and cultural norms of the target language while preserving the intended meaning and tone of the original text.

One of the primary grammatical transformations employed in the translation of political correctness markers is the adaptation of gender-neutral language. English, as a language, has a relatively limited set of gender-neutral pronouns and grammatical structures compared to some other languages.

Translators must navigate these differences and find suitable grammatical equivalents in the target language to maintain the inclusivity and neutrality of the original text.For example, in English, the singular pronoun "they" is often used as a gender-neutral alternative to "he" or "she" when referring to an individual whose gender is unknown or irrelevant.

However, not all languages have an equivalent gender-neutral pronoun. In such cases, translators may need to employ alternative grammatical structures, such as using the plural form of pronouns or rephrasing the sentence to avoid the need for a gendered pronoun altogether.

Another grammatical transformation that may be necessary when translating political correctness markers is the adjustment of word order and sentence structure. The grammatical rules and conventions of the target language may require a different arrangement of words or clauses to convey the same meaning as the source text.

Translators must be well-versed in the grammatical intricacies of both languages to ensure that the translated text maintains its coherence and readability while accurately conveying the intended message.In addition to these specific grammatical transformations, translators must also consider the overall grammatical consistency and cohesion of the translated text.

The use of political correctness markers often involves subtle linguistic cues and nuances that may affect the grammatical structure of the surrounding text. Translators must ensure that any grammatical changes made to accommodate these markers do not disrupt the flow or clarity of the overall text.

To illustrate the challenges and strategies involved in grammatical transformations when translating political correctness markers, let us consider a few concrete examples.

One common example of a grammatical transformation is the handling of gendered occupational titles. In English, it is increasingly common to use gender-neutral terms such as "police officer" instead of "policeman" or "policewoman," or "firefighter" instead of "fireman."

However, in languages with grammatical gender, such as Spanish or French, occupational titles are often inherently gendered. In these cases, translators must find ways to convey the gender neutrality of the original text while working within the constraints of the target language's grammatical system.For instance, in Spanish, the masculine form of occupational titles is often used as the default, even when referring to a mixed group or an individual of unknown gender.

To convey gender neutrality, translators may opt to use a periphrastic construction, such as "la persona que trabaja como bombero" (the person who works as a firefighter) instead of the gendered term "el bombero" (the firefighter).

This grammatical transformation maintains the inclusivity of the original text while adhering to the grammatical rules of the target language.

Another example of grammatical transformations in the translation of political correctness markers is the handling of collective nouns. In English, collective nouns such as "team," "group," or "committee" can be followed by either singular or plural verb forms, depending on whether the emphasis is on the collective unit or the individual members. However, in some languages, collective nouns have a fixed grammatical number, which may not allow for this flexibility.

Translators must navigate these differences and choose the most appropriate grammatical structure to convey the intended meaning and tone of the original text. For example, in English, one might say, "The committee is discussing the proposal" (emphasizing the collective unit) or "The committee are discussing the proposal" (emphasizing the individual members). In a language where collective nouns are always treated as singular, such as French, the translator would need to choose between "Le comité discute de la proposition" (singular verb) or "Les membres du comité discutent de la proposition" (plural verb with an explicit reference to the individual members).

The choice of grammatical structure can subtly influence the perception of the collective noun and its relationship to the political correctness marker in question.In addition to these specific examples, translators must also be mindful of the broader grammatical context in which political correctness markers appear.

The use of inclusive language or neutral terminology can affect the grammatical agreement of adjectives, pronouns, and other elements in the surrounding text. Translators must ensure that any grammatical transformations made to accommodate political correctness markers maintain the overall grammatical integrity and coherence of the translated text.

For instance, if a gender-neutral pronoun is used in the source text, the translator must ensure that any adjectives or participles associated with that pronoun are also rendered in a gender-neutral form in the target language, if possible.

This may require the use of alternative grammatical structures or the rephrasing of the sentence to avoid potential grammatical inconsistencies.

  Also if speak of grammatical transformations in the translation of political correctness markers, let us delve into some additional examples and considerations.Another area where grammatical transformations come into play is the translation of pronouns and possessive determiners.

  In English, the use of gender-neutral pronouns such as "they/them/their" as singular forms has become increasingly common to avoid assuming or specifying gender. However, many languages have a more complex system of pronouns and possessive determiners that are inherently gendered. Translators must find ways to convey the gender neutrality of the original text while working within the constraints of the target language's pronominal system.

  For example, in languages like Spanish or Italian, pronouns and possessive determiners are typically gendered and must agree with the grammatical gender of the noun they refer to. In such cases, translators may need to employ alternative strategies, such as using the person's name or title instead of a pronoun, or rephrasing the sentence to avoid the need for a gendered pronoun altogether.

  This can be particularly challenging when translating direct quotes or reported speech, where the use of gender-neutral pronouns may be a deliberate choice by the speaker to convey inclusivity or avoid assumptions.

  Another consideration in the grammatical transformation of political correctness markers is the handling of grammatical voice.

In English, the active voice is often preferred over the passive voice, as it is seen as more direct and engaging. However, in some cases, the passive voice may be used strategically to avoid specifying the gender of the subject or to shift focus away from the actor. Translators must be attuned to these nuances and consider how the choice of grammatical voice may impact the perception of political correctness in the target language.For instance, a sentence like "The report was submitted by the committee chair" uses the passive voice to avoid specifying the gender of the chair. In languages where the passive voice is less common or may sound awkward, translators may need to find alternative ways to maintain the gender neutrality of the statement.

This could involve using a gender-neutral term for the chair's title or rephrasing the sentence in the active voice with a gender-neutral subject, such as "The committee chair submitted the report."In addition to these specific grammatical considerations, translators must also be mindful of the broader cultural context in which political correctness markers are used.

The understanding and acceptance of inclusive language and neutral terminology can vary significantly across cultures and societies. Translators must navigate these cultural differences and consider how the use of certain grammatical transformations may be perceived by the target audience.

For example, in some cultures, the use of gender-neutral language may be seen as a necessary step towards greater inclusivity and equality, while in others, it may be viewed as an unnecessary or even controversial departure from traditional language norms. Translators must be sensitive to these cultural nuances and adapt their grammatical transformations accordingly to ensure that the translated text is both linguistically accurate and culturally appropriate.

Ultimately, the successful translation of political correctness markers through grammatical transformations requires a delicate balance of linguistic expertise, cultural sensitivity, and creative problem-solving. Translators must be willing to adapt their approaches and strategies to suit the specific needs and expectations of each translation project, while always striving to maintain the integrity and intent of the original text.As language and society continue to evolve, the challenges and opportunities associated with the translation of political correctness markers will undoubtedly continue to grow and change. Translators must remain vigilant and proactive in their efforts to stay abreast of emerging trends, best practices, and cultural shifts related to inclusive language and political correctness. By doing so, they can ensure that their translations not only accurately convey the meaning and tone of the original text but also contribute to the broader goals of promoting social justice, equality, and inclusivity through language.In conclusion, the study of grammatical transformations in the translation of political correctness markers is a vital and ongoing area of research in the field of translation studies. As we have seen, this research has important implications not only for the practice of translation but also for our understanding of the complex interplay between language, culture, and society.

2.1.3. Lexico-Grammatical Transformations in the Translation of Political Correctness Markers

Lexico-grammatical transformations are a crucial aspect of translating political correctness markers in English-language media texts. These transformations involve the simultaneous modification of both lexical and grammatical elements to convey the intended meaning and tone of the original text while adapting to the linguistic and cultural norms of the target language.

One of the primary challenges in applying lexico-grammatical transformations to the translation of political correctness markers is the need to maintain a delicate balance between preserving the semantic content of the original text and ensuring the grammatical accuracy and naturalness of the translated text.

This requires a deep understanding of the lexical and grammatical systems of both languages, as well as an awareness of the cultural and social implications of the chosen words and structures.To illustrate the complexity of lexico-grammatical transformations in this context, let us consider the translation of gender-neutral job titles from English to languages with grammatical gender. In English, it is common to use gender-neutral terms such as "chairperson," "firefighter," or "police officer" to avoid specifying the gender of the person holding the position. However, in languages like French or Spanish, nouns are typically gendered, and the use of masculine forms as generic or neutral terms is deeply ingrained in the language system.Translators must navigate this linguistic and cultural challenge by finding ways to convey the gender neutrality of the original term while respecting the grammatical constraints of the target language.

This may involve the use of periphrastic constructions, neologisms, or alternative lexical choices that are not strictly equivalent to the original term but carry a similar semantic and pragmatic value.

For example, in French, the gender-neutral term "chairperson" could be translated as "la personne qui préside" (the person who presides) or "la présidence" (the presidency), depending on the context and the desired level of formality. Similarly, in Spanish, "firefighter" could be rendered as "el personal de bomberos" (the firefighting personnel) or "el cuerpo de bomberos" (the firefighting corps), using a collective noun to avoid specifying gender.These lexico-grammatical transformations require a careful consideration of the semantic, pragmatic, and stylistic implications of the chosen words and structures. Translators must ensure that the translated text not only accurately conveys the meaning of the original but also sounds natural and idiomatic in the target language, while respecting the principles of inclusive language and political correctness.

Another important aspect of lexico-grammatical transformations in the translation of political correctness markers is the handling of idiomatic expressions and figurative language. English is rich in idiomatic expressions that often carry gender-specific or culturally-bound connotations, such as "man up," "boys will be boys," or "throw like a girl." When translating these expressions, translators must consider not only the literal meaning of the words but also the underlying assumptions and stereotypes they convey.

In some cases, the most appropriate lexico-grammatical transformation may involve the use of a completely different idiomatic expression in the target language that carries a similar connotative value without the gender-specific or culturally-insensitive implications.

For example, the expression "man up" could be translated into Spanish as "tener agallas" (to have guts) or "ser valiente" (to be brave), focusing on the qualities of courage and resilience rather than the gender of the person.

Also to the challenges posed by gender-neutral language and idiomatic expressions, lexico-grammatical transformations in the translation of political correctness markers also involve the handling of euphemisms and politically charged terms.

Euphemisms are often used in English-language media texts to discuss sensitive or taboo topics, such as disability, mental health, or social inequality, in a more palatable or less offensive manner. However, the choice of euphemisms and their cultural acceptability can vary greatly across languages and societies. Translators must carefully consider the cultural and social implications of the euphemisms used in the original text and find appropriate lexico-grammatical transformations that convey the intended meaning while respecting the cultural norms and sensitivities of the target audience.

This may involve the use of different euphemisms, more direct or explicit language, or explanatory phrases that clarify the context and connotations of the original term.For instance, the English euphemism "differently abled" for people with disabilities may not have a direct equivalent in some languages, and the use of such a term may be seen as condescending or evasive. In such cases, translators may opt for more straightforward terms like "people with disabilities" or "disabled people," depending on the preferred terminology in the target culture and the specific context of the text.

Similarly, the translation of politically charged terms, such as "affirmative action," "pro-choice," or "undocumented immigrants," requires a nuanced

understanding of the political and social debates surrounding these issues in both the source and target cultures.

Translators must find lexico-grammatical transformations that accurately convey the political stance and connotations of the original term while avoiding potential misinterpretations or unintended offenses in the target language. This may involve the use of loan words, calques, or explanatory phrases that provide additional context and clarification for the target audience. For example, the term "affirmative action" could be translated into Spanish as "acción afirmativa" (a direct loan) or "discriminación positiva" (positive discrimination), depending on the familiarity of the target audience with the concept and the desired level of political neutrality in the translation.

Another important consideration in the lexico-grammatical transformation of political correctness markers is the handling of neologisms and emerging terminology related to social justice and inclusivity. As social movements and political debates evolve, new terms and expressions are constantly being coined to describe complex social phenomena, identities, and experiences, such as "intersectionality," "cisgender," or "microaggression."Translators must stay abreast of these linguistic innovations and find appropriate ways to integrate them into the target language and culture.

This may involve the creation of new words or phrases, the adaptation of existing terminology, or the use of explanatory notes or glossaries that provide additional context and definition for the target audience.For example, the term "intersectionality" may not have a direct equivalent in some languages, and translators may need to use a periphrastic construction, such as "the interconnected nature of social categorizations" or "the intersection of multiple forms of discrimination," to convey the meaning and significance of the concept.

Similarly, the term "cisgender" may require an explanatory phrase, such as "people whose gender identity aligns with their assigned sex at birth," to clarify its meaning and distinguish it from related terms like "transgender" or "non-binary."In all these cases, the success of lexico-grammatical transformations in the translation of political correctness markers depends on the translator's ability to strike a balance between linguistic accuracy, cultural sensitivity, and political awareness. Translators must be willing to engage in ongoing research and dialogue with experts and stakeholders in the relevant fields to ensure that their translations are not only linguistically sound but also socially responsible and culturally appropriate.

In conclusion, lexico-grammatical transformations play a vital role in the translation of political correctness markers in English-language media texts. These transformations involve the complex interplay of lexical and grammatical elements, requiring translators to navigate the linguistic, cultural, and social differences between the source and target languages while maintaining the intended meaning and tone of the original text.

As we have seen, the challenges posed by lexico-grammatical transformations in this context are manifold and multifaceted. Translators must grapple with the translation of gender-neutral language, idiomatic expressions, euphemisms, politically charged terms, and emerging terminology related to social justice and inclusivity. Each of these areas requires a nuanced understanding of the cultural and social norms of both the source and target societies, as well as a keen awareness of the potential implications and interpretations of the chosen words and structures.

To successfully apply lexico-grammatical transformations in the translation of political correctness markers, translators must possess a deep knowledge of the lexical and grammatical systems of both languages, as well as a sensitivity to the cultural and political contexts in which these markers are used.

They must be willing to engage in ongoing research and dialogue with experts and stakeholders in the relevant fields, staying abreast of emerging trends and best practices in inclusive language and social justice terminology.

Moreover, translators must approach lexico-grammatical transformations with a sense of creativity and flexibility, recognizing that there may not always be a one-to-one correspondence between the words and structures of the source and target languages. They must be willing to explore alternative linguistic solutions, such as periphrastic constructions, neologisms, or explanatory phrases, that can convey the intended meaning and tone of the original text while respecting the linguistic and cultural norms of the target audience.

2.2. Analysis results and conclusions

The translation analysis of political correctness markers in English-language media texts, focusing on lexical, grammatical, and lexico-grammatical transformations, has yielded several important insights and conclusions.

Firstly, the study has highlighted the complex and multifaceted nature of translating political correctness markers across languages and cultures. The use of inclusive language and the avoidance of discriminatory or offensive terms are deeply rooted in the social, political, and historical contexts of the source language and culture.

Translators must navigate these contexts carefully, considering not only the linguistic aspects of the text but also the cultural and ideological implications of their choices.

Secondly, the analysis of lexical transformations has shown that translators often face challenges in finding direct equivalents for politically correct terms and expressions in the target language. The connotations and cultural associations of words can vary greatly across languages, and translators must be sensitive to these differences to avoid potential misinterpretations or offensive renderings.

The use of alternative lexical choices, such as euphemisms, neologisms, or explanatory phrases, can be effective strategies for conveying the intended meaning and tone of the original text while respecting the linguistic and cultural norms of the target audience.

Thirdly, the examination of grammatical transformations has revealed the importance of considering the morphological and syntactic differences between languages when translating political correctness markers. Languages with grammatical gender, for example, pose particular challenges for the translation of

gender-neutral terms and expressions. Translators must find creative solutions, such as using gender-neutral collective nouns or rephrasing sentences to avoid gendered pronouns, to maintain the inclusivity and neutrality of the original text.

Fourthly, the analysis of lexico-grammatical transformations has emphasized the need for a holistic approach to translating political correctness markers, considering both the lexical and grammatical aspects of the text simultaneously. Idiomatic expressions, figurative language, and culturally-specific terms often require a deep understanding of the source and target languages and cultures to be effectively translated. Translators must be willing to explore alternative linguistic solutions, such as paraphrasing or using explanatory notes, to convey the intended meaning and tone of the original text while ensuring the coherence and naturalness of the translated text.

Finally, the study has underscored the importance of ongoing research and dialogue in the field of translating political correctness markers. As language and society continue to evolve, new terms and expressions related to social justice and inclusivity emerge, and translators must stay abreast of these developments to ensure the accuracy and appropriateness of their translations.

Collaboration with experts and stakeholders in relevant fields, such as social sciences, political science, and cultural studies, can provide valuable insights and guidance for translators navigating the complex terrain of politically correct language.In conclusion, the translation analysis of political correctness markers in English-language media texts has demonstrated the critical role of lexical, grammatical, and lexico-grammatical transformations in promoting linguistic and cultural inclusivity across languages and societies.

CONCLUSIONS

The use of political correctness markers in English-language media texts has become increasingly prevalent in recent years, reflecting a growing awareness of the importance of inclusive and respectful language in public discourse.

This study has explored the various theoretical perspectives and practical considerations involved in translating these markers into Ukrainian, highlighting the complex linguistic, cultural, and ideological factors that shape this process. The results of this research demonstrate that the translation of political correctness markers is not a straightforward or mechanical process, but rather a nuanced and context-dependent endeavor that requires a deep understanding of both the source and target cultures.

Translators must navigate a range of challenges and considerations, including the lack of direct equivalents for certain terms and phrases, the different cultural associations and connotations attached to particular words and expressions, and the potential risks and consequences of their translation choices.

Drawing on insights from translation theory, including concepts such as cultural translation, equivalence, terminology, and phraseology, this study has identified several key strategies and approaches that translators can use to effectively convey the meaning and tone of political correctness markers in Ukrainian.

These include the use of functional equivalents, paraphrases, and explanatory notes, as well as a sensitivity to the cultural and ideological assumptions that underlie these markers in both the source and target languages.At the same time, this research has also highlighted the broader social and political implications of translating political correctness markers, including the potential for translation to

serve as a form of cultural imperialism or to perpetuate harmful stereotypes and power imbalances.

Translators must therefore approach their work with a critical and reflective mindset, considering the potential impact of their choices on the target audience and striving to promote social justice, equality, and inclusivity through their translations.Looking forward, there are many potential avenues for further research in this area, including the study of political correctness markers in other language pairs and cultural contexts, the role of technology and digital media in shaping language use and translation practices, and the development of more nuanced and culturally-sensitive approaches to translation pedagogy and training.

Ultimately, the translation of political correctness markers is a complex and ongoing process that requires a commitment to lifelong learning, critical reflection, and ethical practice on the part of translators.

By approaching their work with empathy, respect, and a willingness to engage in dialogue and collaboration, translators can play a vital role in promoting cross-cultural understanding and social justice, both within the field of translation studies and beyond.

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ANNEX

1.The company is committed to hiring people with disabilities.

Компанія зобов'язується наймати людей з інвалідністю.

2.The event welcomed individuals from all walks of life.

На заході були присутні люди з різних верств суспільства.

3.The article discussed the challenges faced by the LGBTQ+ community.

У статті обговорювалися проблеми, з якими стикається ЛГБТК+

спільнота.

4.The organization supports equal opportunities for all, regardless of race or

ethnicity.

Організація підтримує рівні можливості для всіх, незалежно від раси чи

етнічної приналежності.

5.The spokesperson used gender-neutral language throughout the speech.

Речник використовував гендерно-нейтральну мову протягом усього

виступу.

6.The school promotes an inclusive environment for students from diverse

backgrounds.

Школа сприяє інклюзивному середовищу для учнів з різних верств

населення.

7.The report highlighted the importance of using person-first language when

discussing mental health.

У звіті наголошувалося на важливості використання мови, орієнтованої на людину, при обговоренні психічного здоров'я.

8.The city council implemented policies to support low-income families.

Міська рада впровадила політику підтримки малозабезпечених сімей.

9.The magazine featured an article about the experiences of the transgender community.

У журналі була опублікована стаття про досвід трансгендерної спільноти.

10.The company's diversity and inclusion initiative aims to create a welcoming workplace for all employees.

Ініціатива компанії щодо різноманітності та інклюзивності спрямована на створення привітного робочого місця для всіх співробітників.

11.The university offers scholarships for students from underrepresented communities.

Університет пропонує стипендії для студентів з недостатньо представлених спільнот.

12.The news report used the term "unhoused individuals" instead of "the homeless."

У новинному репортажі використовувався термін "безхатченки" замість "бездомні".

13.The organization advocates for the rights of indigenous peoples.

Організація виступає за права корінних народів.

14.The conference featured a panel discussion on the challenges faced by the nerodiverse community.

На конференції відбулася панельна дискусія про проблеми, з якими стикається нейрорізноманітна спільнота.

15.The company implemented a policy to ensure equal pay for employees of all genders.

Компанія запровадила політику забезпечення рівної оплати праці для працівників усіх статей.

16.The article discussed the importance of using inclusive language in media coverage.

У статті йшлося про важливість використання інклюзивної мови в медіа-висвітленні.

17.The organization provides support for survivors of domestic violence.

Організація надає підтримку тим, хто пережив домашнє насильство.

18.The school implemented a curriculum that celebrates cultural diversity.

Школа запровадила навчальну програму, яка відзначає культурне розмаїття.

19.The company's job posting encouraged applications from candidates of all ages.

Оголошення про вакансію компанії заохочувало подання заявок від кандидатів будь-якого віку.

20.The news report discussed the impact of climate change on developing nations.

У новинному репортажі обговорювався вплив зміни клімату на країни, що розвиваються.

21.The organization advocates for the rights of sex workers.

Організація виступає за права секс-працівників.

22.The university offers resources for first-generation college students.

Університет пропонує ресурси для студентів у першому поколінні.

23.The article used the term "undocumented immigrants" instead of "illegal aliens."

У статті використовувався термін "нелегальні іммігранти" замість "нелегальні іноземці".

24.The company's diversity training program addresses unconscious bias in the workplace.

Програма навчання різноманітності компанії розглядає несвідомі упередження на робочому місці.

25.The organization supports the rights of individuals with physical disabilities.

Організація підтримує права людей з фізичними вадами.

27.The news report discussed the challenges faced by single-parent households.

У новинному репортажі обговорювалися проблеми, з якими стикаються сім'ї з одним із батьків.

28.The school implemented a policy to prevent bullying based on sexual orientation.

Школа запровадила політику запобігання цькуванню на основі сексуальної орієнтації.

29.The article highlighted the achievements of women in STEM fields.

У статті висвітлювалися досягнення жінок у галузях STEM.

30.The organization provides resources for individuals struggling with substance abuse.

Організація надає ресурси для людей, які борються зі зловживанням психоактивними речовинами.

31.The company's job posting encouraged applications from veterans.

Оголошення про вакансію компанії заохочувало подання заявок від ветеранів.

32.The news report used the term "person with a criminal record" instead of "ex-con."

У новинному репортажі використовувався термін "особа з кримінальним минулим" замість "екс-в'язень".

33.The university offers resources for students with learning disabilities.

Університет пропонує ресурси для студентів з обмеженими можливостями навчання.

34.The article discussed the importance of body positivity and self-acceptance.

У статті йшлося про важливість позитивного ставлення до тіла та самоприйняття.

35.The organization advocates for the rights of refugees and asylum seekers.

Організація виступає за права біженців та шукачів притулку.

36.The school implemented a curriculum that includes diverse historical perspectives.

Школа запровадила навчальну програму, яка включає різноманітні історичні перспективи.

37.The company's employee resource group supports working parents.

Група ресурсів для співробітників компанії підтримує працюючих батьків.

38.The news report discussed the impact of gentrification on low-income communities.

У новинному репортажі обговорювався вплив джентрифікації на малозабезпечені громади.

39.The organization provides support for individuals with mental health conditions.

Організація надає підтримку людям з психічними розладами.

40.The university offers scholarships for students from low-income families.

Університет пропонує стипендії для студентів з малозабезпечених сімей.

41.The article used the term "person with a substance use disorder" instead of "addict."

У статті використовувався термін "людина з розладом вживання психоактивних речовин" замість "наркоман".

42.The company implemented a policy to ensure accessibility for employees with disabilities.

Компанія запровадила політику забезпечення доступності для працівників з інвалідністю.

43.The news report discussed the challenges faced by the elderly population.

У новинному репортажі обговорювалися проблеми, з якими стикається літнє населення.

44.The organization advocates for the rights of individuals in the criminal justice system.

Організація виступає за права осіб у системі кримінального правосуддя.

45.The school implemented a policy to support students who are English language learners.

Школа запровадила політику підтримки учнів, які вивчають англійську мову.

46.The article highlighted the achievements of individuals with physical disabilities in sports.

У статті висвітлювалися досягнення людей з фізичними вадами у спорті.

47.The company's diversity initiative includes training on cultural sensitivity.

Ініціатива компанії щодо різноманітності включає навчання культурній чутливості.

48.The news report used the term "person experiencing homelessness" instead of "vagrant."

У новинному репортажі використовувався термін "людина, яка переживає безпритульність" замість "волоцюга".

49.The organization provides support for individuals affected by hate crimes.

Організація надає підтримку людям, які постраждали від злочинів на ґрунті ненависті.

50.The university offers resources for students who are parents.

Університет пропонує ресурси для студентів, які є батьками.

РЕЗЮМЕ

У роботі розглянуто теоретичні джерела із загальної лінгвістичної теорії, присвячені маркерам політичної коректності в англомовних медіатекстах. Проаналізовано ключові теоретичні концепції, пов'язані з маркерами політичної коректності, такі як лінгвістична відносність, соціолінгвістика та прагматика.

Розглянуто вплив маркерів політичної коректності на використання мови та сприйняття, включаючи підвищення обізнаності про інклюзивну мову, зміни мовних норм, критику та вплив на публічний дискурс.

Окреслено виклики, пов'язані з перекладом маркерів політичної коректності, такі як культурні та лінгвістичні відмінності, контекстуальні фактори та ідеологічні міркування.

Результати дослідження сприяють глибшому розумінню ролі маркерів політичної коректності у просуванні інклюзивної та шанобливої комунікації між культурами та мовами.

Ключові слова: маркери політичної коректності, переклад, англомовні медіатексти, лінгвістична теорія.