

PHILOLOGY

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Peculiarities of politically correct words functioning in modern media discourse

The main characteristics of the media discourse, as the implementation of information policy in the modern media space are considered. Particular attention is paid to the functioning of politically correct lexical units in the media discourse. The phenomenon of political correctness in language is an integral layer at the present stage, and language study without taking into account this phenomenon does not seem complete and sufficient in the modern paradigm of philological knowledge. Five main lexical groups have been identified, including language units that describe and soften such forms of discrimination as: ethnic discrimination, gender inequality, age discrimination, discrimination of the prestige of certain professions and discrimination of physical and mental disabilities. The phenomenon of politically correct language is not only linguistic, but also intercultural, where it is important to take into account the linguistic and cultural component of media texts.

Key words: discourse, media discourse, political correctness, lexical units, lexical groups, function.

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