

PHILOLOGY

Evgeny N. Komarov

(Volgograd state socio-pedagogical university, Volgograd, Russian Federation)

Politically correct nominations in modern French and English media

It is analyzed the main areas of use of politically correct nominations in modern French and English media. Political correctness is one of the means of linguistic influence and manipulation of public opinion and aims at creating a whole set of views and opinions that are dictated by the language policy of the state. The use of euphemisms that perform the functions of politically correct nominations is often associated with taboo vocabulary, that is, nominations the use of which is restricted or prohibited under the influence of certain factors. Politically correct expressions and phrases reflect the realities of life of social and ethnic groups and minorities and avoid indicating the gender or status of the object. This is due to the policy of European countries aimed at creating an intercultural and interethnic society with a dominant tolerant attitude in almost all spheres of social life, and, consequently, language policy.

Key words: mass media, politically correct nominations, political correctness, euphemisms, tolerance.

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