

PHILOLOGY

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The pragmatic potential of generic forms and modern ideas of political correctness

The article analyzes the elements of the categorical opposition "male – female" (feminatives) in order to identify semantic shifts in different types of context on the material of modern media discourse as the most linguocreative environment of the functioning of the modern Russian language. As a source of illustrative material, examples of the use of feminatives from such Internet resources as Russian-language news Telegram channels and websites were selected by continuous sampling. On the representative material, it is convincingly proved that the usual forms of generic correlates of names – designations of women by profession or occupation have a deep negative pragmatics, which prevents the stabilization of the normative use of such units. The conclusion is made that mainstream dependence on the political shift towards the so-called political correctness is poorly realized in the conditions of rejection by the consciousness of native speakers of the Russian language of alien redundant dogmas about class and social artificially introduced equality.

Key words: feminine, grammatical gender, pragmatics, political correctness, theory of linguistic relativity.

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