

PHLOLOGY

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The phenomenon of political correctness and its representation in the lexical structure of American media publications

The concept of political correctness is considered as a socio-cultural and linguistic phenomenon. The subject of the study is lexical units that implement the principles of political correctness in American media publications. It is emphasized that in the modern world the role of using politically correct vocabulary is increasing, as well as the need to study the features of politically correct vocabulary at all language levels.

Key words: political correctness, language, society, politically correct ideology, euphemisms.

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