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## ЯЗЫКОВЫЕ СРЕДСТВА ПОЛИТКОРРЕКТНОСТИ В АНГЛИЙСКОМ ЯЗЫКЕ

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*Аннотация.* Рассматриваются вопрос языковых средств политкорректности в английском языке и актуальное для современного социума понятие «политкорректность». Особое внимание уделяется лингвистическим дискуссиям об объеме этого понятия. Общеизвестно, что политкорректность – это термин, используемый для обозначения языка, политики или мер, направленных на недопущение оскорблений или ущемления прав представителей определенных социальных групп. Это предполагает тщательный выбор слов в устной и письменной речи, а также действий с целью избегания выражений или поступков, которые могут задеть этнические, расовые, культурные, сексуальные меньшинства, лиц с ограниченными возможностями и другие уязвимые группы, подверженные стигматизации. Целью данной статьи было внедрение инновационных подходов к преподаванию политической корректности на уроках английского языка, и в результате крайне важно научить студентов говорить политкорректно.

*Ключевые слова:* политкорректность; избежать; преступление; выбор слов; связи; действия; условия.

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## АНГЛИС ТИЛИНИН САЯСИЙ КОРРЕКТТҮҮЛҮК ТИЛДИК КАРАЖАТТАРЫ

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*Аннотация.* Макалада англис тилиндеги саясий корректтүүлүктүн тилдик каражаттары жана азыркы коом үчүн актуалдуу болгон «саясий корректтүүлүк» түшүнүгү каралат. Бул түшүнүктүн көлөмү боюнча лингвистикалык талкууларга өзгөчө көңүл бурулган. Саясий корректтүүлүк - белгилүү бир социалдык топтордун өкүлдөрүнүн укуктарын чектөөгө же аларды мазактоого жол бербөөгө багытталган тилди, саясатты же чараларды белгилөө үчүн колдонулган термин экени жалпыга маалым. Бул этникалык, расалык, маданий, сексуалдык азчылыктардын, мүмкүнчүлүгү чектелген адамдардын жана стигматизацияга дуушар болгон башка аялуу топтордун сезимдерине тийип кете турган сөздөрдөн же иш-аракеттерден качуу үчүн оозеки жана жазуу жүзүндөгү кепте сөздөрдү кылдаттык менен тандоону сунуштайт. Бул макаланын максаты - англис тили сабактарында саясий корректтүүлүктү окутуунун инновациялык ыкмаларын жайылтуу болуп саналат. Натыйжада студенттерди саясий жактан корректтүү сүйлөөгө үйрөтүү өтө маанилүү.

*Түйүндүү сөздөр:* саясий корректтүүлүк; качуу; кылмыш; сөз тандоо; байланыштар; аракеттер; шарттар.

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## LINGUISTIC MEANS OF POLITICAL CORRECTNESS IN ENGLISH

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*Abstract.* This article deals with political correctness and provides the topical for modern society notion – the notion of political correctness. Special attention is paid to discussions concerning the volume of the notion in the linguistic aspect. It's common knowledge that political correctness is a term used to describe language, policies, or measures that are intended to avoid offence or disadvantage to members of particular groups in society. Careful choice of words in spoken and written communications and actions, intended to avoid giving offence to ethnic, racial cultural, or sexually oriented groups, disabled persons, and other designated groups that may be stigmatized. The purpose of this article is to introduce innovative approaches to teaching political correctness in English classes, and as a result, it is extremely important to teach students to speak politically correctly.

*Keywords:* political correctness; avoid; offence; choice of words; communications; actions; terms.

In recent decades, the world around us has been filled with ongoing discussions, often resulting in the nature of discourse in the mass media, education, in the workplace, in everyday communication and in real social actions, including protests, about what various kinds of subcultural groups can and should claim and minorities (in the broadest sense of the word), which is determined by the global transformation taking place in the modern world [1], on the one hand, and it seems especially relevant to develop this topic on the material of the Kyrgyz language, in which political correctness does not yet play such a noticeable role as in English, with another.

Interest in the phenomenon of political correctness began to attract the attention of scientists several decades ago, but researchers have not reached agreement on the specific time and place of the emergence of political correctness. Various sources indicate that the earliest mention of the term «political correctness» dates back to 1793 in connection with the case *Chisholm v. State of Georgia*, which was decided by the US Supreme Court. In this case, the court decided that citizens could sue the states. In this case, the US Supreme Court recognized that the use of the term «United States» was «not politically correct» and recommended replacing it with «the people of the United States». Thus, the court emphasized that true power in the United States belongs to the American people, and not to individual states or the federal government [2].

Progressive commentators consider that the term "political correctness" was hijacked by United States conservatives around 1980 and redefined as a way to reframe the political scene in the United States. They say that there never was a "Political Correctness movement" in the United States, and that many who use the term are attempting to distract attention from substantive debates over discrimination and unequal treatment based on race, class, and gender. Activists of the feminist movement made the first attempts to diminish differences between men and women in society. They criticized the existing language and culture as "male-dominated and patriarchal". The English language was also considered to be full of male-dominating patterns [2].

Political correctness (also politically correct, P.C. or (PC) is a term used in various countries to describe real or perceived attempts to impose limits on language, terms, and viewpoints in public discussion in order to avoid potentially offensive terminology. While it usually refers to a linguistic phenomenon, it is sometimes extended to cover political ideology or public behaviour. In several English-speaking nations, the term often has a pejorative or ironic meaning – typically connoting an excessive attempt by social or political liberals to alter language and culture [3].

Politically correct language aims to avoid offending or marginalizing groups of people, particularly regarding issues of race, gender, disability, and other social identities. Here are some examples of politically correct terms:

1. *Gender-neutral terms*: fire-fighter instead of “fireman”; Police officer instead of “policeman”; “Server” instead of waiter (waitress)” etc.

2. *Race and ethnicity*: “African American” or “Black” instead of outdated racial terms. “Latinx as a gender-neutral term for Latin American descent individuals “indigenous people” instead of “Native Americans or “Indians”.

3. *Disability*: “Person with a disability” instead of “handicapped” or “disabled person”, “Neurodiverse” for those with conditions like autism or ADHD. “Accessible” instead of handicap – friendly.

4. *Age-related terms*: “Older-adult” instead of “senior citizen” or “old person”. “Youth” instead of “kids” or “children” in certain contexts.

5. *Sexual orientation*: “LGBTQ+ for individuals who identify as lesbian, gay, bisexual, transgender, queer, or other sexual identities”. Same-sex “partnership” instead of “homosexuals”.

6. *Mental health*: “Person with mental illness” instead of “crazy” or “insane”. “Person experiencing homelessness” instead of “homeless person”.

Using politically correct language is a way to show respect and sensitivity toward individuals and communities [4].

The language, culture and mentality of different peoples are closely interconnected. The value system accepted in society is reflected in the language and influences its development. Changes in public life:

cultural, social or political, lead to changes in the perception of the world by its members, which is also reflected in the language system. As S.G. Ter-Minasova rightly notes, «language is a mirror of culture, it reflects the social consciousness of the people, their mentality, national character, way of life, traditions, customs, morality, value system, attitude, vision of the world». A clear example of such a relationship is the changes in the cultural picture of the world in English-speaking countries caused by the spread of the concept of political correctness [5]. Speaking about the reason for the emergence of politically correct language, it is worth mentioning the Sapir-Whorf hypothesis of linguistic relativity, according to which “language is the most important tool for thinking and perceiving reality, ... the thinking of a member of a certain ethnic and cultural community depends on language and only on it”. Therefore, if a person uses words that negatively evaluate a concept, then the speaker subconsciously develops a negative attitude towards the concepts. Supporters of political correctness adhere to this point of view, believing that «by changing language, people can radically change their forms of thinking and behaviour» [6].

Political correctness is an important idea that protects people who are vulnerable to discrimination, but it can be misunderstood [7].

Political correctness is intended to help us use language that helps instead of harms. Whether the discrimination comes from racism, homophobia, sexism or transphobia, the bottom line remains the same. ‘Being PC’ just means you understand that your actions affect people who are vulnerable to discrimination. While things can occasionally get out of hand when people forget what certain concepts such as ‘cultural appropriation’ mean, it’s important that we’re all aware of the effects of our actions and words. What can we do?

- Think about how you relate to the people around you.

- Learn how to stand up to racism.

- Learn why cultural appropriation is really not cool.

In linguistics, the strong form of the Sapir-Whorf hypothesis holds that a language’s grammatical categories control its speakers’ possible thoughts. While few support the hypothesis in its strong form,

many linguists accept a more moderate version, namely that the ways in which we see the world may be influenced by the kind of language we use. In its strong form, the hypothesis states that, for example, “sexist language” promotes sexist thought [8].

The situation is complicated by the fact that members of identity groups sometime embrace terms that others seek to change. For example, deaf culture has always considered the label "deaf" as an affirming statement of group membership and not insulting or disparaging in any way. The term now often substituted for the term "deaf", - hearing-impaired, was developed to include people with hearing loss due to aging, accidents, and other causes. While more accurate for those uses, the term "hearing-impaired" is considered highly derogatory by many deaf people.

Critics of political language choice argue that it amounts to censorship and is a danger to free speech. Some argue that limits placed on language and the boundaries of public debate will inevitably lead to limits on conduct. Some conservatives would also view many

"politically correct" terms as linguistic cover for an evasion of personal responsibility, for instance when "juvenile delinquents" become "children at risk".

The following are *examples of language modification*

- The term server is increasingly used for a person of either gender who waits tables;
- «Chairman» was replaced by «chair», «chairperson» (or "president" or some other term). (The term "chair" has its own history within academia.)
- «Fireman» was replaced by «fire fighter».
- «Congressman» was replaced by «member of congress». The former remains in use for male members of congress, however.
- «Policeman» became «policewoman» when referring to females; then the term «police officer» was introduced for both genders.
- Likewise, «Army wife», «Navy wife», etc., are now «Army spouse», etc.
- Airlines no longer use the term stewardess (nor steward for men), partly due to disparaging stereotypes and the condescending nickname stews. Thus they have replaced it with the

gender-neutral term flight attendant. As is the case within nursing, male members of the profession, who are the minority, are typically referred to by their gender (e.g. male flight attendant as opposed to flight attendant for females. Other forms of these "gender modifiers" include "female doctor" or "woman judge". This most often occurs in professional occupations, where the professional "norm" was historically a man.)

- The word sex has largely been replaced with the word gender, though gender classically did not mean male/female, but rather it referred to grammatical masculine/feminine constructs («steward» vs. «stewardess», or «actor» vs. «actress» , for example). The word sex seems to have become an impolite or emotion-charged term, at least in part because it is prevailing verbal shorthand for sexuality and sexual intercourse [9].

Lacking a gender-neutral alternative, many actresses now prefer the term "actor" when defining their profession, thus hoping to render the term gender-neutral through common usage. Naturally, if casting agents followed suit ("Actor Needed"), chaos would ensue as all actresses would be turned away from auditions wherein the part in question called for a male. The idea of using the terms "male actor" for men and "female actor" for women – using two words for an expression when previously one word was perfect – highlights the drawbacks of employing such a term. Many feel that to be forced to qualify a term perceived as gender – neutral with a gender-specific term as "male" or "female" is regressive.

- TIME Magazine's Man of the Year became Person of the Year regardless of which gender wins it (there had been "Women of the Year" in the past).
- Miss and Mrs. have been supplemented by Ms., providing a word that does not indicate marital status. The term was ridiculed by many when it was first introduced in the 1970s. The 1960s–1970s TV show *The Dating Game* needed terms for unmarried contestants; bachelor was obvious, but the feminine "equivalent" was the negatively-charged term "spinster", which was only more slightly polite

than "old maid"; so the show either coined or popularized the term bachelorette, which has since come into common usage.

- The time-honored "I now pronounce you man and wife" at weddings has largely been replaced by "I now pronounce you husband and wife". Some etymologists find this amusing, as "wife" is Old English for "woman", while "husband" is Old English for "householder"; the original expression was meant to define a moment when both members of a couple officially and legally became equally committed to adulthood.

List of disability-related terms with negative connotations:

- A cripple became an invalid, and proceeded through a long sequence of euphemisms, including disabled, handicapped, then disabled again, people with disabilities, differently abled, and physically challenged. In 1991 there was the entry of the term "people with differing abilities".
- Backward, imbecile, moron, and idiot became mentally retarded, which in turn became slow, then mentally handicapped, to mentally disabled, on to mentally challenged, and now developmentally disabled. Modern terms used by health and social care professionals include special needs and learning difficulties, although both of those terms are more general than special needs and learning difficulties, although both of those terms are more general than mentally retarded.
- Many terms that were once considered acceptable, even in the medical profession, are now considered out-of-date and offensive. These include spastic for a person with cerebral palsy and mongolism (sometimes mongolian idiocy) for Down Syndrome. Some argue that an unintended consequence of the euphemisms for "crippled", a term which merely describes a physical condition, is that the euphemisms contain a message that subliminally tells the persons so-labeled that they should feel resigned to their fate. In more recent times.
- In 2003 the United Kingdom's Teacher Training Agency advised trainees to use the term "thought shower" instead of "brainstorm" to avoid offending epileptics. The Daily

Telegraph was unable to find anyone in the epileptic community that objected to the word "brainstorm". However, the situation has been clarified by the British Epilepsy Association on the website Epilepsy Action, making the point that when referring to the experience of people with epilepsy, the term brainstorm may offend, whereas using the term brainstorm to refer to a training-room activity is inoffensive. In the United States over the course of one hundred years, blacks became Negroes, then became blacks again, later-Afro-Americans, then became African-Americans (although the term "black" is still often used). The term "colored" came into and went out of use, while the related term "people of color" came into use later on and in addition to African Americans, refers to any non-white people.

Eskimo, a word viewed as pejorative by some groups of the people it refers to, has been replaced by their own names for themselves, namely Inuit, Yupik, and Aleut. Compare Gypsy, Lapp and Hottentot, which have all been widely replaced by self-designations [10].

- In the USA, Oriental(s), a word that simply means «Eastern(s)», but is sometimes seen as In the USA, Oriental(s), a word that simply means «Eastern(s)», but is sometimes seen as Asian-American, Chinese-American, Korean-American, Japanese-American, etc., or the country of origin such as Japanese, Chinese, Indonesian, etc. Japanese-American itself is being replaced by the recently-coined term AJA (Americans of Japanese Ancestry).
- Indians became Native Americans or Indigenous People in the United States (see Native American name controversy). American Indians and Amerindians are also gaining popularity\* In Australia the word «aborigine» is less heard, although the word is not taboo. Instead a member of Australia's indigenous population might be referred as «an aboriginal person» Merry Christmas is often replaced with Happy Holidays or Season's Greetings. «Christmas» itself is sometimes replaced on company calendars with the generic «Winter Holiday» or «December Holiday» or «Winter Break» or other secular terminology. Gregorian

calendar-related terminology is being altered from Anno Domini (Latin: In the year) People with religious beliefs are often (in the USA) referred to euphemistically as «people of faith», by analogy to "people of color"

- While Macy's names their November parade the Macy's Thanksgiving Parade, the Christmas season parade (formerly Macy's Christmas Parade to 1991) has been genericized to the Macy's Holiday Parade. Since 1998, the Capitol's Christmas Tree was called the Capitol 'holiday Tree', and was renamed on 30 Nov. 2005 to the Capitol Christmas Tree.
- Lambeth Council in London banned «Christmas lights» in December 2005 in favour of "winter lights" and, bizarrely, "Celebrity Lights".
- Foreign students became international students.
- Terrorist became militant insurgent / then terrorist again after .
- People who can't speak a common language clearly / fluently are linguistically challenged.

Thus, the standpoint is as follows: it is significantly important to teach students to speak politically correct, be aware of important cultural issues and become proficient users of tolerant and inclusive terms in particular situations, and the article aimed to implement innovative approaches to teach the political correctness in the English classroom ,and it can lead to reduced overt prejudice and harassment, potentially creating a more inclusive environment.

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