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EUPHEMISMS AS A MEANS OF EXPRESSING POLITICAL CORRECTNESS

The article is devoted to the consideration of such a linguistic category as political correctness, which has become widespread in English-speaking countries and influenced the modern English language. It also considers euphemisms, used for political correctness in mass media texts, their general types and examples of usage in the most popular newspapers and magazines.

Keywords: *political correctness, euphemism, intercultural communication, politically correct euphemisms, language unit.*

Over the last decades, such a social phenomenon as intercultural communication has been attracting more and more attention. It becomes the research object in various concepts: sociological, political, philosophical, psychological, linguistic, cultural, etc. This can be explained by the global transformation taking place in the modern world. The phenomenon of intercultural communication penetrates deeply into all areas of society. Moreover, a structurally new type of communication processes is developing, including the category of political correctness. Therefore, **the aim** of this article is to consider this linguistic category and prove that it has a great influence on the modern English language.

Political correctness is more a sociocultural phenomenon, based on the social factors specific to the end of the 20th century. The cultural behavioral and linguistic tendency, called «political correctness» (PC), began with English-speaking Africans who were outraged by the negative connotations of the metaphorical taboo word «*negro*». Here are famous examples of the changes, to which political correctness tendency subjected the «racist» words and phrases: *Negro (негр) – coloured (кольоровий) – black (чорний) – African American (африканський американець) – Afro-American (афроамериканець); Red Indians (червоношкірі індіанці) – Native Americans (корінні жителі)* [2, p. 53].

As the famous professor S. G. Ter-Minasova says in her work, dedicated to the language and intercultural communication problems: «The political correctness of the language is expressed in the desire to find new ways of language expression instead of those that hurt the individuals' feelings and dignity, infringe upon their human rights with their usual linguistic tactlessness and/or directness regarding race and gender, age, health, social status, appearance, etc [3, p. 215]».

Political correctness requires removing all those language units that can be regarded as rude, familiar, and intentionally offensive and to find neutral and positive euphemisms for them. Euphemism is an indirect, mild expression used instead of harsh or degrading one. It aims to mild and to conceal the unpleasant associations with some words. Euphemisms are one of the means of implementing political correctness on the lexical level, and they are included in its verbal component.

Recently, a debate has arisen in the United States about the impact of political correctness on society and language. The central themes of these disputes were the problems of multiculturalism and speech codes. There's a special pattern here. It is safe to say that a person who has been calling a disabled person **a person with disabilities** since childhood will treat such people in a slightly different way than the one who says cripple. The word group «political correctness» itself is not a euphemism but everything that stands for this concept is like that [6, p. 187].

The phenomenon of political correctness in the language, is called «linguistic makeup», i. e. it is used to smooth out an unpleasant impression and disguise undesirably harsh, derogatory words or expressions [1, p. 21]. For example: *invalid* (інвалід) – *handicapped* (з фізичними чи розумовими обмеженнями) – *disabled* (недієздатний) – *differently-abled* (з іншими можливостями) – *physically challenged* (людина, яка долає труднощі через світ фізичний стан з обмеженими можливостями); *poor* (бідні) – *disadvantaged* (позбавлені можливостей) – *economically disadvantaged* (економічно незахищені); *poorness* (бідність) – *low income* (з низькими доходами).

Most euphemisms can be conditionally classified into the following subject groups:

- 1) Euphemisms, mitigating various types of discrimination:
 - Age discrimination. Instead of *old*, we use such euphemisms as *senior*, *mature*, *advanced in years*. Such expressions as *blue hair*, *blue rinse* (hint of dyed ashen hair), *no (spring) chicken* (not so young).
 - Discrimination against people with physical or mental disabilities. The word *cripple* is replaced by *physically different*; *fat* is *big-boned*, *differently sized*. *Mentally handicapped* people are called *learning disable*, *special*, *mentally challenged people*.
 - Wealth discrimination. The word *poor* is replaced by *economically exploited*, *low-income*, *differently advantaged*.
 - Racial and ethnic discrimination. Instead of the word *negro*, it's better to use *person of color*, *member of African diaspora*, *indigenous person*, etc.
- 2) «Sexist» morphemes that indicate a person's gender, such as a part of a word like – *man*. Words with such morphemes are replaced with new ones that define a person without regard to gender: *chairman* – *chairperson* (голова); *stewardess* – *flight attendant*, *spokesman* – *spokesperson* (делегат), *foreman* – *supervisor* (керівник).
- 3) Euphemisms that reduce the superstitious fear of any phenomena (disease, death, etc.). For example, *moonchild*, a person born in the year of the Cancer has replaced the word cancer, which causes associations with disease. The *insane asylum* (лікарня для душевнохворих) was replaced by the word *mental hospital*.
- 4) There's also a trend aimed to improve the image of different professions, for example, *hairdresser* – *hairstylist* or *beautician*; *undertakers* – *morticians* or *funeral directors*; *garbage collector* – *sanitation engineer*.

For a complete and objective analysis of politically correct vocabulary, it is necessary to assess the level of usage of such lexical units in context. The most revealing in this regard, in our opinion, are newspaper and magazine articles. The materials of our research became such online newspapers and magazines, as Newsweek, The Gazette, The New York Times and Open Democracy. Thus, we found out such examples of euphemisms, denoting people with any disabilities:

Unfortunately, former workers with disabilities face bureaucratic barriers to getting these benefits [7].

These accommodations that allow proud disabled people to flourish, and fully participate in the privileges and obligations of citizenship, benefit us all [8].

The last example shows us the word *disable* is quite acceptable, although some consider it not correct in relation to people with physical disabilities. The expression *workers with disabilities* is a little milder as compared to *the disabled*.

We can also notice the replacement of the word with a phrase, as in the example:

*As the risk of fire is not evenly spread throughout society, it is left to the state to ensure that **groups disadvantaged by physical limitations and disabilities** or socio-economic factors are protected [4].* (Open Democracy)

The expression **groups disadvantaged by physical limitations** of course, has a euphemistic connotation and is paraphrased into a rather straightforward **the disabled**.

The trend of political correctness is found in words denoting elderly people:

*A downside for **senior citizens** whose circumstances caused them to file for bankruptcy not mentioned in the article is the loss of dignity they experience [9].*

*Firms run by **senior citizens** are still a rarity, in Japan and worldwide [11].*

*Assisted suicide may ease suffering, they say, but it threatens our most vulnerable citizens – **the elderly and the disabled**, who already struggle to justify their lives [10].*

In the first two examples, the term **senior** is used, which emphasizes respect for elderly people by the state and society. The word **elderly** in the recent past was a euphemism, but it has lost its euphemistic ability and, according to The Official Politically Correct Dictionary and Handbook, is classified as incorrect.

Thus, despite the fact that political correctness isn't used everywhere in mass media yet, it can be assumed that under their influence English is undergoing and will continue to undergo significant changes. The large thematic diversity of politically correct euphemisms indicates their increasing social importance, their ability to reflect changes in the interpretation of a certain social phenomenon and give it a new moral and thematic assessment.

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FREE INDIRECT DISCOURSE IN THE FEMALE WRITING

The article establishes specifics of the free indirect discourse by means of analyzing narrative techniques in the works by Jane Austen such as «Pride and Prejudice» and «Emma», and in the novel «To the Lighthouse» by Virginia Woolf. It studies the ways of conveying thoughts and words of the characters and the narrator's role in it.

Key words: *free indirect discourse, literature, novel, narrative style.*

The advantage of narrative fiction over other genres, according to Dorrit Cohn in *Transparent Minds*, is that it can utter the hidden thoughts, unspoken feelings, expose the private mind other than the speaker's. A narrative style which we are going to analyse in this article and which is used for the representation of spoken words or thoughts is called *free indirect discourse* (FID). The device allows «the reader to have the otherwise (i.e., in real life) unobtainable experience of another's talk to herself, within herself» [6, p. 125]. The significance of female writing cannot be underestimated and Henry James was quite explicit in pointing out the benefits of their legacy: «Women are delicate and patient observers; they hold their noses close, as it were, to the texture of life. They feel and perceive the real with a kind of personal tact, and their observations are recorded in a thousand delightful volumes» [10, p. 298]. The **purpose** of the article lies in establishing specifics of the free indirect discourse by means of analyzing narrative techniques in the works by Jane Austen, such as «Pride and Prejudice» and «Emma», and in the novel «To the Lighthouse» by Virginia Woolf.

To convey the thoughts, different points of view can be used. The followers of the communication theory understood that in the fiction we must have a narrator and an audience. Two points of view which were treated by them as a kind of «telling» were commonly distinguished – «first person narration» and «third person narration» [2, p. 69]. However, considering «third person narration» «in which the narrator appears only through the medium of his story and of the consciousness of his characters» [8, p. 6], the question was raised: «Who speaks?» According to Henry James and Percy Lubbock, the notion of point of view, or of third person point of view, is defined as an opposite of telling. «We can be told what a character does or thinks in a novel, or we can be 'shown' it. And to show or represent a character's thoughts, the natural mode is represented speech and thought. In this view, the narrator does not intervene at all to interpret the consciousness represented» [2, p. 69].

Free indirect speech was first analysed by Charles Bally in 1912. The attention of the public had already been drawn to the peculiar 'mixture' of indirect and direct speeches that was described as a device of rendering the opinions of the author by means of fictional characters [8, p. 8]. Charles Bally was the first to recognise it as a significant form and gave the name to this form «Le style indirect libre» (literally *free indirect style*). Bally defines three