TOLERANCE AND POLITICAL CORRECTNESS: ANALITYCAL REVIEW OF THE CURRENT ATATE OF THE PROBLEM (LINGUISTIC ASPECT)

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This article deals with tolerance and political correctness are considered as linguocultural phenomena and social regulators. It sets the ratio of the content of these concepts. The article concludes on reasons for use of politically correct vocabulary in English. In the end the author describes the current state of the problem.

Key words: tolerance, political correctness, political tolerance .

WHAT IS TOLERANCE AND POLITICAL CORRECTNESS?

Globalization, multiculturalization and democratization appear almost in every sphere of today's social life. At the same time there is an increasing interest in own culture, self-determination and ethnic self-identification. In these conditions tolerance appears like a power for protection of disadvantaged interests of diverse minorities.

The terms "tolerance" and "political correctness" are too often being identified as almost the same. But actually in its essence they are very different. In turn, tolerance is based on the ability to find agreement with people of other opinions, beliefs, nationalities, social strata and political views. A tolerant person cannot proceed from "good to bad" assessments, for him the opposition "his / her own" is acceptable. Tolerance in the linguistic aspect acts as a characteristic of the communicative act and determines the type of individual speech behavior, which in turn is defined as a set of normative and non-normative speech acts consciously performed by an individual or group of individuals.

There is also the concept of political correctness, which can be defined as a certain system of values and norms that regulate the interaction between individuals and their groups in the political space in the process of joint living. Political correctness is also defined as "conforming to the belief that language and practices which could offend political sensibilities should be eliminated". It typically entails the avoidance of expression that could be interpreted as offensive to socially disadvantaged groups of people.

It is remarkable, that political correctness appeared at the same time that human rights concept did. Political correctness is an indispensable condi-

tion for the first and the second generation of human rights (personal, political, social and cultural rights).

Modern world is on the way to be as political correct as possible. Traditionally there are some spheres where political correctness is necessary. If to speak about English, there are five groups: *1) non-racial language; 2) age discrimination; 3) discrimination by social status; 4) anti-sexist vocabulary; 5) disability discrimination.*

For example, american linguists also recommend show political tact in relation to people of different age groups. Teenagers are recommended to call *young man / young woman*, *young adults* in order to do not infringe upon their pride. Expression *older person* is considered as more acceptable than *elder, lonely, senior*.

The physical condition of people also did not go unnoticed by political correctness. It is not recommended to mention the physical disabilities of a person, if this information is not of particular importance for the communication process. In cases when it is necessary, it is better to replace offensive formulas with softer and tactful turns. So, in advertising, to describe clothing for overweight people, the following wording is used that does not offend the dignity of obese people: chubette, pretty-plus (about girls); husky, husky-plus (about boys); women's sizes (vs "misses" or "girls"), adult sizes, mature sizes (about women); portly, stout, mature, big, adult sizes (about men); full-figure fashions, hard-to-fit sizes (about customers of different categories). This is especially true at this stage of development of American society, when there are so many overweight people in the country, and this problem has ceased to be only the problem of the individual who has encountered it.

There are many reasons for being political correct. It is believed that Americans are one of the most tolerant nations but at the same time are quite forthright. Among the reasons forcing Americans to use political correspondent rectal vocabulary, linguists distinguish the following:

1. The desire to resolve complex emotional situations, for example, when it comes to death: the loved instead of body, cadaver, corpse.

2. Hiding the truth: the culturally-deprived area instead of slum; air support missions instead of aerial bombardment.

3. Giving social status: sanitary engineer instead of garbageman.

4. The desire to present the situation as a social but more acceptable: a motion discomfort bag instead then vomit sack; pre-owned car instead of used car; recycling center instead of dump.

5. The desire to satisfy the human vanity (with advertising): pretty-plus girls ' size instead of overly large (plump, fat) girls 'size.

6. "Technicalization" of the language by the specialist sheets: receiving waters instead of effluent (of a sewage treatment plant).

2. THE CURRENT STATE OF THE PROBLEM

In situations of intercultural communication euphemia is a form of indirect nomination.

And on the contrary, it veils the meaning and therefore becomes a hindrance on the path to understanding. So, even the British, caught up in the US, have some difficulties with understanding of some euphemisms.

Political correctness has recently become an extremely debated issue in the USA that contributes to the political divide between Americans. The two main sides of the controversial argument support and refute the idea that political correctness, when put above common sense and the safety of citizens, can be detrimental to the nation and counterintuitive to the original motives and goals of the concept. But is political correctness a strong enough force to hold people accountable for the marginalization of such groups?

For example, president Trump believes that by being politically correct, Americans are blind to facts and therefore putting whole nation in danger. "They have put political correctness above common sense, above your safety, and above all else," the President declared after a Muslim gunman killed 49 people at a nightclub in Orlando. "I refuse to be politically correct" (The Guardian). There have been many arguments like this that blame these disastrous events on Americans' lack of truth. Conservatives, like President Trump, believe that the "sugar-coating" of truth in America leads to the unpreparedness and naivety that causes mass killings, terrorist attacks, and other terrible happenings. Platforms of multiple republican politicians include ideas such that America is plagued by "political correctness run amok" (the Times). According to the vast majority of conservatives, political correctness no longer entails what its original motives called for.

The other side of this argument provides a more ethical approach to this topic. By being politically incorrect, people tend to stereotype against minorities and therefore further marginalizing these groups. It is argued that being politically incorrect exposes the "truths" of social groups, but in reality being politically incorrect overexaggerates the truth and that can cause its own issues. By associating all Muslims with terrorists is an extreme overexaggeration and stereotype. In theory, political correctness is meant to prevent the additional marginalization of socially discriminated groups.

While both arguments exercise different appeals and have different ways of attracting interest, they both fail to recognize the importance of the other side. In order to stay true to the values of liberty and equality, but also to the values of safety and property, there needs to be a balance between the two sides of the argument. Political correctness in today's society entails the avoidance of insulting forms of expression that can result in the further marginalization of socially deprived and segregated groups. However, like all

things, there needs to be a balance between multiple extremes. In this case, when these two extreme ideas are taking into the consideration of all people, there is the possibility of a decrease in the social divide and an increase in unity throughout the society.

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