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CHANGES IN THE ENGLISH LANGUAGE UNDER THE INFLUENCE OF POLITICAL CORRECTNESS

Political correctness itself is a constant style of tolerant attitude toward contradictory phenomena in a society in order to restrain the growth of destructive insults. It comes out mostly in the language, because such offenses happen to occur most often in oral or written forms speech. With the progress of political correctness in American society, a significant part of the English vocabulary has been changed.

The first dispute that needed the intervention of political correctness was the movement of African Americans in the second half of the twentieth century against the usage of words with a negative connotation [2, c. 215]. They urged to protest against the entire part of the vocabulary that offends somehow any member of the society. A set of words and phrases was created to prevent conflicts.

Resentful by the "racism of English", African Americans wanted to free from any signs of the inequality. Black users of English were not satisfied with the negative meaning of the word "negro". Here are examples of the changes in "racist" words due to the tendency of political correctness: *Negro – coloured – black – African American /Afro – American, dark skinned*.

The policy of correct speaking concerns people with disabilities too. Someone will bluntly ask these people: "What happened to you? What`s the deal with that thing? Oh, you work? Do you feel embarrassed when you are out of public? You are so inspiring, I could never do what you do". Such words as "invalid", "disabled", "insane", "handicapped" are marked as offensive and should be replaced by politically correct ones. It is better to say "a person with disability" rather than "a disabled person". When talking about places with accommodations for such people, one should use the term "accessible" rather than "disabled" or "handicapped" [1, c. 37-38]. For example, in 2005 the World Health Organization (WHO) recommended classifying Cerebral Palsy as an "activity limitation" versus "impairment". Beside Afro-Americans, there was one more part of the society that did not want to accept their position in the society and discrimination in the language. The representatives of the feminist movement of the United States in the 60-70th of the 20th century demanded the equality in rights with men not only in everyday activities, but also in a language.

The dominance of the suffix "man" in most words, which denote profession, did not satisfy women, at the same time depressing their significance. With the appearance of women on the political and economic arena in the middle of the 20th century, there was the need for the regulation of the language in order to maintain the equality between men and women as completely identical representatives of society [3, c. 123]. There are several examples of lexical changes of gender related words: *chairman – chairperson, spokesman – spokesperson, foreman – supervisor, fireman – firefighter, postman – mailcarrier, stewardess – flight attendant*.

To sum up, it is needed to say that the language progresses to meet societal demandsin the society.According to the changes in the society, the use of politically correct language has changed too.At first, it had been seriously apprehended and used