ЛЕКСИЧЕСКИЕ СРЕДСТВА ВЫРАЖЕНИЯ ИДЕОЛОГИИ
ПОЛИТКОРРЕКТНОСТИ В АНГЛИЙСКОМ ЯЗЫКЕ

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ABSTRACT

**Title of the Qualification Graduation Paper:** Lexical Means of Expressing Political Correctness Ideology in English

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Political correctness (PC) is an influential movement that started in the 1980s. It started with a few voices but grew in popularity until it became an unwritten law in society. This paper is intended as an investigation of the use of politically correct language Modern English. Critics suggest that the recent and growing use of euphemisms to avoid offensive terminology smacks of calculation and compromise, robs us of more direct and colorful words, and rarely has a lasting effect because new words and phrases quickly take on old meanings. The aim ascribed to this paper is to analyse the phenomenon of a politically correct language from a morphological perspective. It is argued that productive morphological processes, such as suffixation, compounding and prefixation as well as creative ones, for example blending, alienation, analogical extension, etc. are amply relied on to tackle the phenomenon of a negative semantic change, being an underlying reason for generating politically correct terms. It appears that morphological creativity is more prevalent in the PC language than morphological productivity due to its greater attention-grabbing potential.