Subject matter: Political Correctness in English and Russian Mass Media Texts Translation.

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ABSTRACT

The category of political correctness can be considered as system of the cultural and behavioral norms accepted in society which are directed on overcoming of negative stereotypes in relation to traditionally discriminated groups of people (to ethnic and sexual minorities, disabled people, elderly, to people with non-standard appearance, to people of the low social status) and assume recognition of equality of representatives of these groups.

These norms, in our opinion, are realized through and program introduction “positive actions”:

a) providing privilege for representatives of minority at receipt in educational institutions and employment;

b) following to the speech codes forbidding a verbal insult of representatives of various minority;

c) acceptance of ideas of multiculturalism and refusal of recognition of the West European culture as the exemplary.

As the language category political correctness possesses the corresponding categorical signs: a) an integrated sigh – absence in connotative value of language unit of ideas of discrimination on racial, national, to a sex, a state of health, the age and property statuses; b) a differential sign – ability of language unit to exclude manifestation of above-mentioned types of discrimination.

One of the priorities of political correctness is to release society from the vestiges of racism and nationalism. It is believed that the “politically correct” men must have the lack of racial and ethnic prejudice, try a fall with manifestations of ethnic intolerance and xenophobia.