LINGUISTIC AND TRANSLATION ASPECTS OF POLITICAL CORRECTNESS IN MEDIA TEXTS

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Due to globalisation and forming of international and intercultural relations, the role of political correctness as a guarantor of successful communication between different social groups is growing. Wide use of this lexical layer in media texts, direct influence of politically correct units on social relations through mass media and the insufficient number of studies related to the translation of French politically correct terminology in media discourse determine the relevance of the study. The relevance of the study is due to the factors that there is no single approach to the analysis of political correctness in the scientific literature, and there is no single definition of "political correctness" in spite of the fact that it is firmly established in many languages. Moreover, although political correctness as a tool of communicative strategy of behavior is aimed at avoiding social aggravation and achieving a conflict-free atmosphere in society, provokes a lot of heated debates, which fact does not meet its main purpose and only emphasizes the contradictions.

The article is aimed at establishing the means of transmitting the semantic content of politically correct lexical items that function in media texts in the process of their translation. The aim involves solving the following tasks: to systematize theoretical approaches to defining the concept of "political correctness"; establish the structure of the language of political correctness; to determine socio-discursive markers

of political correctness in the French media text and on their basis to develop a classification of politically correct units in French mass media; to identify the most optimal means of reproducing the semantic content of French politically correct units in their translation into English .The object of research is social discursive markers of political correctness in the media text. The subject of the research is the means of translating politically correct units in media texts.

After the analysis of the media texts, main methods of translating politically correct units were concluded. The translation of French politically correct units is carried out with the help of various translation transformations, the application of which can be complex. Calquing and transcoding are the most common means of reproducing politically correct lexical units in media texts. The frequency of use of these transformations is higher due to the large number of internationalisms that facilitate communication between different cultures.

Key words: media text, political correctness, ideology, social-cultural aspect, translation transformation.

Стаття спрямована на пошук та аналіз засобів передачі семантичного змісту політкоректних лексичних одиниць, які функціонують у медіатекстах у процесі їх перекладу українською мовою. Об'єктом дослідження є соціальні дискурсивні маркери політкоректності в медіатексті. Предметом дослідження є засоби перекладу політкоректних одиниць у медіатекстах українською мовою. Актуальність дослідження обумовлена тим, що в науковій літературі немає єдиного підходу до аналізу політкоректності, а також немає єдиного визначення поняття «політична коректність», незважаючи на те, що воно міцно закріпилося в багатьох мовах. Більше того, хоча політкоректність як інструмент комунікативної стратегії поведінки спрямована на уникнення соціального загострення та досягнення безконфліктної атмосфери в суспільстві, викликає багато гострих дискусій, що не відповідає своїй основній меті і лише підкреслює суперечності. Після аналізу медіатекстів були зроблені висновки про основні методи перекладу політкоректних одиниць.

Ключові слова: медіатекст, політкоректність, ідеологія, соціально-культурний аспект, перекладацька трансформація.

Introduction. In current tension in the international arena and the escalation of interethnic, military, gender, and other social conflicts, it is essential to establish successful and effective communication between people of different cultures and social groups. Therefore, the phenomenon of political correctness has become an integral part of French language linguistics. A particular area of application of this phenomenon is the mass media because they constantly cover social issues and are one of the critical factors influencing human consciousness and public opinion (Council of Europe, 1950). Adherence to the principles of political correctness in translation can guarantee successful communication and mutual understanding between different social groups in intercultural communication.

The topic is urgent due to growing interest in researching politically   correct lexis that is valuable and influential in French, arising from increasing globalization and the international integration process. Mass media are increasingly participating in reflecting new life realms and contemporary metamorphosis of literature norms. These results in the necessity to research politically correct lexis in media texts which fix the brand-new linguistic tendencies and prove using politically correct lexical units. Several factors cause the relevance of the study. Firstly, there is no single approach to analyzing political correctness in the scientific literature, and there is no single definition of "political correctness", even though it is firmly established in many languages. Secondly, although political correctness as a tool of the communicative strategy of behavior is aimed at avoiding social aggravation and achieving a conflict-free atmosphere in society, it provokes a lot of heated debates, which does not meet its primary purpose only emphasizes the contradictions. Thirdly, the amount of research related to the translation of politically correct units in the media discourse into Ukrainian is currently insufficient to draw definitive conclusions. Finally, the processes of globalization and informatization of society and the role of translation in them necessitate a thorough study of the processes and means of translation in this area.

This goal involves solving the following tasks:
- to find out theoretical approaches to the study of the concept of "media text";
- compare views on the phenomenon of "political correctness";
- to identify the best means of reproducing the semantic content of French politically correct units in their translations into Ukrainian.

The research object is social discursive markers of political correctness in a media text. The subject of the research is the means of translating politically correct units in French media texts into Ukrainian.

The study is based on media texts from the most influential French publications "Le Monde", "Le Figaro", "Libération", "BFM TV", "L'Express", "France 24", "France Info", "DW France", and translated media texts of Ukrainian publications "Ukrainian Pravda", "ZN.UA", "TSN", "Public Television", "Radio Svoboda", "ZAXID.NET", "Ukrinform", "ZIK".

Methods. Achieving the goal and fulfilling the study's objectives are based on the general provisions of systems analysis. In the context of the French media, the definition of the space of socio-discursive markers of political correctness is based on contextual-situational, distributive, and interpretive analysis methods. Linguistic observation and description methods are used to systematize and classify politically correct units in French media texts. The research involves the use of the method of contrastive analysis to establish the peculiarities of reproduction in the language of translation of the neutral connotation presented in the original language. Statistical and quantitative data processing methods were used to calculate the frequency of translation transformations used for this purpose.

The scientific novelty of the study is that it, for the first time, systematizes a layer of the politically correct vocabulary of French media discourse following the socio-discursive markers of political correctness and identifies translation transformations used to reproduce them in Ukrainian.

The practical significance of the work lies in the possibility of using its provisions and conclusions in (particular) courses in translation theory and practice, text linguistics, communicative linguistics, speech culture, and directly for translating texts containing politically correct lexical items in translation practice classes — lexicology and stylistics of the Ukrainian and French languages, as well as in further research.

The relevance of media linguistics as a new systematic approach to the study of the language of the media is since media texts, or media texts, today are one of the most common forms of language. Moreover, the dynamic development of traditional media - press, radio, television, the emergence of new computer information technologies, and the globalization of the global information space affects the process of production and dissemination of words. All these complex and multifaceted processes require scientific understanding and a practical study of the language of the media.

Literature Review. First, it is essential to define the notion of "media text". A. Palienko (2008) considers media text from the standpoint of communicative linguistics as an integral part of media discourse. According to the scientist, the media text is a social action of the addressee, which has a powerful perlocutionary effect aimed at convincing the recipient of the correctness of the author's idea. He claims that the framework of the media text allows combining such diverse and multilevel concepts as newspaper articles, radio programs, television news, Internet advertising, and other media products. The scientist suggests that the media text is a message presented in any form and genre of media. It is a "new communication product", the feature of which is that it can be included in various media structures of verbal and visual and, consequently, multimedia plans, which implies the integrity of its perception, and hence a deeper penetration into its meaning.

According to D. Syzonov (2013), media discourse is a global universal category of modern communicative and informational discourse, which reflects the most current moods and trends of modern society, its communicative and informational, political, economic, and cultural aspects. According to the scientist, media discourse serves as a background that reflects society's continuous dynamic innovation processes, including linguistic - semantic neologisms, lexical neoplasms, phraseology, borrowed words, and periphrases. Media discourse acts as a set of processes and products of speech activity in the field of mass communication in all the richness and complexity of their interaction.

Translation of media texts is one of the types of a particular translation. Features of media translation are studied by specialists in translation, media linguistics, and media communications. Ukrainian researcher of media translation N. Maklyak (2009) emphasizes that one of the reasons for changes in the language of the media is the choice of manipulative strategies, adding evaluative information, using euphemisms, dysphemisms, metaphors in political reviews of military issues, hiding reality, carries inaccurate information.

There is a diversity of views on the term "political correctness". For instance, French researcher Christian Delport (2006) believes that political correctness is a way of thinking that, to recognize the identity of minorities and groups, seeks to remove

from the vocabulary all units that could be contemptuous, abusive, or discriminatory, and stigmatize human origins. The scholar calls political correctness "rethinking vocabulary". Political correctness appeared in connection with the emergence of the idea of cultural pluralism and the need for a new ideology in the reproduction of works of literature and art, achievements of the social and political life of all ethnic and sexual minorities (Zavadska, 2010).

However, the opponents of the language of political correctness see it mainly as the embodiment of dictatorship, restrictions on freedom of speech, a threat to human rights, and a tool for misrepresenting the world and distorting the truth. R. Jabbour (2013) strongly condemns the phenomenon of political correctness. According to him, political correctness is the embodiment of the mechanism of social terror. It is not limited to the social isolation of those who oppose the ideology of correct language but also requires them to be responsible for their actions. In this context, the issue of freedom of speech and expression is threatened. The author is of the opinion that any attempt to call a particular manifestation of dissimilarity by their names is now seen as a threat to equality and a manifestation of hatred.

Results. The research on theoretical issues of media text and political correctness, linguistic specifics of political correctness, lexical means of expressing this style of behavior, as well as comparing segments of statements marked by the communicative strategy of political correctness in the French original and its Ukrainian translation allows us to come to the following results:

1). The phenomenon of political correctness affects many spheres of life and, of course, is an essential value of modern culture. They interpret the phenomenon of political correctness as a particular ideology, a cultural and linguistic category, or an element of generally accepted norms of behavior and culture in society. Political correctness is characterized primarily by a tendency to compromise and avoid conflicts, the spread of multiculturalism, the inadmissibility of contempt for the cultural values of different races and peoples, and the desire for their equal coexistence.

2). Priority social topics covered by the French media are the social well-being of citizens; intercultural, interethnic, interreligious, and interethnic relations, as well as relations between social groups and minorities; issues of the economic and military policy of the state. The identified issues of problematic situations that arise in French society allowed us to divide the media vocabulary of political correctness into the following groups: markers to mitigate discrimination; markers of tact in dealing with unpleasant phenomena in life and health; markers to indicate the impact of society on people's lives.

3). Social discursive labeling of political correctness in the language of the French media is manifested at the lexical level by ideologues of political correctness and in the euphemistic replacement of words and expressions that somehow affect human feelings and dignity.

4). Reproduction of French politically correct terminology should be based on the principle of compliance with the main communicative task of these units - the avoidance of conflict situations and possible insults.

5). In terms of correspondence between the original texts and translations in the

analyzed segments, it was found that the most common and effective means of transmitting the semantics of political correctness are calquing, transcoding, and modulation (logical development) (Vishhak, 2017).

Discussion. A significant part of politically correct vocabulary consists of language units that directly form a politically correct picture of the world. When describing this lexical layer, it is advisable to use the linguistic concept of ideology. This concept is widely used to describe political language (i.e., political dialects that serve the needs of different political forces within one culture).

Social discursive markers of political correctness in the French media are represented by lexical units that perform the task of reducing unacceptable language community indiscretion of speech on a topical issue. For French society, such topics are social inequality, the problem of migration, financially disadvantaged groups, crime, and the fight against incurable diseases (Castets, 2010).

Based on this issue and the proposed general classification of politically correct units by E. Vashurina (2007), the following classification of social markers of political correctness in the media is offered:

1) markers to reduce discrimination;

2) markers of tactfulness concerning unpleasant phenomena in human life and health;

3) markers to indicate the impact of society on people's lives.

Now let us focus on the analysis of politically correct units of these groups, as well as the use of ideologues as language units that form the basis of ideas of political correctness, and contrast human moral and cultural values with the phenomena that threaten them.

*1)	Markers to reduce discrimination*

Markers of political correctness, which often expose various discrimination based on racial, cultural, religious, sexual, and other characteristics, were found in the studied media texts (136 analyzed units). Most units of this type in the Ukrainian media environment are translated by calquing (47 units) and transcoding (transcription, transliteration, and adaptive transcoding) (38 units).

Within this group of politically correct markers, the terms la stigmatization (stigmatization), la discrimination (discrimination), le racism (racism), l'anstisemitisme (anti-Semitism), and xenophology serve as ideologies to denote the negative phenomena that political correctness is designed to combat, l'islamophobie (Islamophobia), which are international, and therefore they are translated by transcoding. Ideologies that denote positive phenomena and are reflected by international are also translated by transcoding: la tolérance (tolerance), l'inclusion (inclusiveness), le multiculturalisme (multiculturalism). Thus, with the help of this translation technique, internationalisms are assimilated into the Ukrainian language. Transcoding in some cases is accompanied by a descriptive translation in parentheses: sexism (discrimination on the grounds of sex), lucism (discrimination based on appearance), and ageism (discrimination based on age). It is worth noting that these units were also assimilated into French from English by transcription.

The tendency to use this group by ideologues can be traced to the "Libération" article, which presents a media portrait of former FIFA chief Sepp Blatter in sensational

events that shook the sports world (Métairie, 2021). "The head of this corrupt institution is a sexist and homophobe, and he closes his eyes to racism in football and slave labor on the construction of stadiums in Qatar" (Romaniuk, 2018). This passage demonstrates that the negative phenomena that need to be overcome in terms of political correctness and which usually end in -isme and -phobie, are internationalisms, so they are translated by transcription.

The semantic range of politically correct units to denote the Roma community is extremely rich: les gens du voyage (traveling groups), la communauté du voyage (traveling community), les personnes en situation irrégulière (social group in a precarious situation), les immigrés (immigrants), les roms (Roma), les ressortissants européens (natives of Eastern Europe), citoyens d'ethnie rom (citizens of Roma nationality), a minor vulnerable (unprotected national minority), an insignificant minority (a small minority), a minor désavantagée (bad). It should be noted that in addition to amplification and calquing, which successfully convey the neutral connotation of politically correct units, there have been isolated cases of emphatization (les roms - gypsies, des campements en situation irrégulière - illegal camps). As a result of this emphatization the translation acquires a negative connotation while it was neutral in the original.

Ideologies related to gender discrimination have become more common on the pages of publications. Research has shown that units of this type are most often translated by transcoding (transcription or transliteration, such as sexism, feminism, and modulation (logical development), which involves replacing the vocabulary with contextual, logically related, by the development of the semantics of the original word - égalité hommes-femmes, égalité des sexes (gender equality) (UNESCO, 2017).

The issue of discrimination against women in society is closely intertwined with the issue of discrimination against people with non-traditional orientations. Extremely common methods of translation by ideologues that describe this phenomenon are transcoding (homophobie - homophobia, homophobe - homophobe) and calquing (harcèlement homophobe - homophobic intimidation, société inclusive - inclusive society, mariage pour tous - marriage for all) (Gallion, 2017).

The main terms presented in the media texts on this topic are the abbreviations la PMA and LGBT. The first term LGBT (lesbiennes, gays, bis et trans) is one of the key politically correct ideologues of this type which has become entrenched in many languages and whose translation (LGBT) in this case is another example of transcoding, namely transliteration. Let's consider the second term la PMA (procréation médicalement assistée). We can see that in some cases, the translator left the official equivalent of the term - (ART) Assisted Reproductive Technology. In contrast, in other cases, they replaced it with a narrower term IVF (in vitro fertilization) and thus applied concretization to avoid repetition. The first option is more appropriate in this case because ART is a much broader concept. It is a system of several methods, which includes IVF. In addition, la PMA pour toutes is one of the ideals of an inclusive society and, at the same time, a recognizable ideology with a neutral color, in contrast to the term in vitro fertilization. This concept is no longer deciphered in French texts, as the problem is highly relevant and familiar to most of the French population. Thus, in this case, the application of concretization violated the

primary function of a politically correct unit.

2) *Markers of tactfulness concerning unpleasant phenomena in human life and health*

This thematic group (60 units analyzed) includes politically correct markers that indicate the terrible and unpleasant phenomena of reality related to human physiology, such as death, disease, natural needs, physical disabilities, and mental and mental disorders. According to research, calquing (19 units) and modulation, or logical development (11 units), are most often used for translation.

In order to study the markers of political correctness of this group, it is first essential to identify the ideologies that lay its foundation and indicate the central values the native speaker of political correctness seeks to implement. The critical ideology of this group, which generalizes all others, is the term inclusiveness and its derivatives. It should be noted that samples of translations taken from the Ukrainian media texts on ukrinform.ua site (Ukrinform, 2022) show that internationalism, which was not widespread in the national media space a few years ago, is now fully integrated into the Ukrainian language through the media reception of adaptive transcoding. The latter involves the recording through the national alphabet of foreign terms with the adaptation of the form to the target language's phonetic and / or grammatical structure. These are, in particular, the concepts of uninclusive education (inclusive education environment), inclusive schools (inclusive schools), un inclusive environment (inclusive environment), an inclusive society (inclusive society), and inclusive groups (inclusive groups). The concept of inclusiveness primarily refers to adapting the environment to the needs of all people without exception. Examining media texts covering the formation of an inclusive society, a semantic series was identified to denote groups of people in need of such integration, units of which are translated mainly by modulation: personne à mobilité réduite (person with disabilities), personne ayant une déficience intellectuelle with limited mental abilities), persons with a visual impairment (visually impaired), persons with a hearing impairment (people with hearing impairments), persons with hearing impairments (persons with special educational needs).

In addition to integrating people with disabilities, complex and incurable diseases are an acute social problem. The viruses and diseases that have been the focus of the French media for the last 10 years include le HIV et le AIDS (HIV and AIDS), les MST (les maladies sexuellement transmissibles - sexually transmitted diseases), une tumeur maligne, une longue maladie (oncological diseases), le virus A (H1N1) (virus type A (H5N1)). In the studied language media, official abbreviations and scientific terms are often used to denote such diseases, probably to prevent panic in society, because media texts have a significant pragmatic impact on the audience, because, although the media sometimes uses colloquial vocabulary, during the epidemic of type A (H5N1) virus, which raged in 2009, they avoided using the colloquial name "swine flu" (La grippe porcine), and used medical terminology.

Many such ideologues are found in media articles dedicated to World AIDS Day (La Journée mondiale de lutte contre le sida). An analysis of French media texts on selected topics and their translations provided the following examples of markers for people diagnosed with the disease: les personnes seropositives (HIV-infected), les personnes affectées par le sida (AIDS sufferers), les personnes qui ont le VIH (persons

with HIV), les contaminated persons (infected persons), les depistées avec le virus (those diagnosed with HIV), vivant avec le VIH (those living with HIV).

3)   Markers indicate the impact of society on people's lives.

This thematic group (74 units) consists of politically correct units related to the impact of society on people's lives and covers topics such as social vices, poverty, prestigious professions, military action, state oversight institutions, dismissals, and academic failure. The markers of this group make up the largest share of the euphemisms we have analyzed, as these topics are widely covered in the media due to the tense situation in the world community. Calquing (18 units) and modulation (18 units) are most often used for translation.

There are few cases of euphemism for military terminology in the analyzed texts. Mainly it is manifested in the use of such tokens as crise (crisis), événements (events), and conflict (conflict) to denote military action. More striking examples are, in particular, the following lexical units: neutralize la cible (neutralize the target), technique d'interrogatoire renforcée (interrogation using enhanced methods), ressources sur le terrain (ground forces), pacification (pacification), ingérance - intervention.

Most social discursive markers were found in articles on immigration. Covering the situation with people from conflict-affected countries, French liberal publications mainly use the terms les migrants and les immigrés, les personnes issus de l'immigartion (immigrants), les personnes issus d'un milieu migrant (immigrants), les demandeurs d'asile, les requérants d'asile (persons in search of shelter), sans-papiers (population without registration), population en très grande précarité (population in precarious position), rarely les refugiés. In the translations of the media resources, TSN (2022), ZN.UA (2022), and Hromadske (2022), we found migrants, immigrants, and expressively marked units of refugees and even illegals translated by transcoding. The last two options are the result of the use of emphatization.

Conclusion. Thus, the role of a translator of media content is socially essential: it is necessary to adhere to the principles of political correctness and at the same time not distort the content of the statement, pay attention to the use of politically correct units, and be aware of political, cultural and social issues. Adherence to the principles of political correctness in translation can guarantee successful communication and mutual understanding between different social groups in intercultural communication. The translation of politically correct units is carried out with the help of various translation transformations, the application of which can be complex. Calquing and transcoding are the most common means of reproducing politically correct lexical items in media texts. The frequency of use of these transformations is higher due to the large number of internationalisms that facilitate communication between different cultures. The use of modulation is explained by differences in the lexical and grammatical systems of the two languages and the presence of realities that have no direct counterparts in the language of translation. The use of modulation in many cases is entirely appropriate and natural because the media text is intended for a mass audience, and the use of terms in media texts is not strictly regulated.

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