

The background of the slide is a bright blue sky with soft, white clouds. At the bottom, there is a faint, light-colored silhouette of a city skyline with various skyscrapers. The text is centered in the upper half of the image.

**Political Correctness
and
politically correct language**

*Every human being,
of whatever origin, of whatever station, deserves
respect.*

*We must each respect others even
as we respect ourselves.*

U. Thant

- ✓ Language has an important role in shaping our thoughts, values and actions.
- ✓ Politically correct language favours the development of a way of thinking that negates various forms of discrimination. It may have a positive effect on the respect and acknowledgement of social, cultural, ethnical diversity in the world.



Photo: <http://www.unesco.org/new/en/communication-and-information/access-to-knowledge/linguistic-diversity-and-multilingualism-on-internet>

Examples of political correctness

- Incorrect~
- Mailman
- Midget/Dwarf
- Blind
- Fat
- Crippled
- Correct
- Mailcarrier
- Horizontally challenged
- Visually challenged
- Stout/overweight
- Disabled/Physically challenged

NOT SURE IF MAILMAN



OR MAILWOMAN

✓ **Political correctness (PC)**

the avoidance of forms of expression or action that are perceived to exclude, marginalize, or insult groups of people who are socially disadvantaged or discriminated against [5].

✓ **Politically correct**

demonstrating progressive ideals, esp. by avoiding vocabulary that is considered offensive, discriminatory, or judgmental, esp concerning race and gender PC [6].

- ✓ **Political correctness is connected with the way people communicate in the global society denying dominance of one group (social, cultural, ethnic, etc) over another.**
- ✓ **Being politically correct means “learning about others and respecting the differences that make each of us unique” [3].**

Photo: <http://www.rosettatranslation.com/international-day-for-tolerance/>



Politically Correct English

	Avoid	Use
Ethnicity	Negro or black	African American / Canadian
	Indian	Native American
	Anyone from Central America, South America, or the Carribean	Hispanic
	Oriental / Asiatic	Asian
Age	old /elderly people	senior citizens / seniors
Appearance & health	fat	obese / horizontally gifted
	blind	visually challenged
	the handicapped	people with disabilities
Occupation	garbage-man / bin-man	sanitation engineer
	postman/ mailman	mail carrier
	fireman	fire fighter
	policeman	police officer
	stewardess	flight attendant
	waitress / waiter	server / waitron