

University of Maribor
Faculty of Education
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Seminar paper

Political Correctness in President George W. Bush's Weekly Radio
Addresses

Graduate Program: English Language and Literature
2005/2006 Winter Semester
Course: Sociolinguistics
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Abstract

The paper discusses the use of politically correct expressions in President George W. Bush's Weekly Radio Addresses. The focus is on the "solutions" with which the author tries to avoid anything that might hurt feelings of anyone in the American society. The analysis of the texts reveals high consistency in the use of gender-neutral expressions, all-inclusiveness at enumerating different groups of people, and author's care to select terms that are not offensive to the groups and individuals mentioned in his addresses. However, a couple of phrases involving *man* and some other terms, which deviate from the author's 'standard' solutions, remain in the texts.

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1 Introduction

1.1 Definition of PC

The term *political correctness* (often abbreviated *PC*) relates to the changes in language made in order not to be objectionable, especially in terms of avoiding offence based on race, gender, disability, religion and other categories that can designate individuals and various groups in a society, as can be resumed on the basis of the following dictionary definitions:

- politically correct (*adj.*) – demonstrating liberal ideas, esp. by using vocabulary that is intended to avoid prejudice of any kind. (*Collins English Dictionary*, 1995).
- politically correct (*adj.*) – marked by or adhering to a typically progressive orthodoxy on issues involving esp. race, gender, sexual affinity, or ecology. *Abbr.:* PC, P.C. (*The Random House Webster's Unabridged Electronic Dictionary (RHWUEL)*, 1996).
- politically (*adv.*) – if someone is ~ correct (PC), they believe that language and actions which could be offensive to others, esp. those relating to sex and race, should be avoided.

Political correctness is the quality of being politically correct. It was intended to erase the discrimination that exists in language. (*Cambridge International Dictionary of English*, 2001).

- political correctness – conformity to a body of liberal or racial opinion, esp. on social matters, in the avoidance of anything, even established vocabulary, that may conceivably be construed as discriminatory or pejorative; advocacy of this. (*The New Shorter Oxford English Dictionary*, 1993).

Šabec and Limon (2001, p. 70-73) denote PC as a recent trend “which started on US campuses and whose objective is to eliminate from the English language anything that is potentially offensive to individual members of society and marginalized groups and minorities.” The authors point out the controversy about PC, as “some people regard it as too purist, as a form of censorship”, while “others (more numerous) however, recognize the close connection between language use and social changes.”

1.2 The basics

In her earlier work Šabec (1994) writes about the changes in terminology that relate to the racial and sexual distinction of people. The terms, each of them closely linked with the changes in the American society, that denote persons of African origin changed from the earliest *Negro* and *nigger* in the times of slavery and segregation to *colored* people and *blacks*, and later on to *Afro-American* and *African-American*. The latter, which is in use today, has been made according to the same pattern as the names of the other ethnic groups in the U.S. (e.g. Italian American, Slovene American). Similar example is the new term *Native Americans*, for the people whose origin can be sought in America before the arrival of colonizers from Europe, which replaced the older term *American Indians*. The changes in the use of feminine and masculine forms in the language are also obvious. It no longer goes without saying that the masculine personal pronouns have priority over the feminine ones in the sentences where both sexes are mentioned like 'Everybody should leave his keys in this room.' The changes have gone from the generic *they* to alternative forms *his/her* and *his or her*. The names of different professions and statuses no longer traditionally reserved for men have been either given their feminine forms and neutral ones (e.g. *a chairman – a chair woman – chairperson – a chair*) or they have been replaced by the forms that are gender-neutral from the beginning (*a stewardess – a flight attendant*).

There is also a number of new words that are slowly replacing older ones partly because of the changes in social statuses of people and partly because of their euphemistic function. Šabec (1994) lists some of them:

- *air support* (instead of *bombing*; synonyms: *armed reconnaissance, preemptive strike, service a target, visit a site*)
- *birth name* (instead of *maiden name*)
- *categorical inaccuracy* (instead of *a lie*)
- *collateral damage* (instead of *civilian deaths or injuries, and/or the destruction of civilian property, caused by a military attack*)
- *condition* (instead of *disease*)
- *date rape*¹
- *economically exploited*

¹ RHWUEL (1996) provides the following definition:
date rape – sexual intercourse forced by a man upon the woman with whom he has a date. [1980–85]

- *friendly fire* (instead of *an inadvertent attack on one's own troops*)
- *gender-neutral*
- *human resources* (instead of *manpower*)
- *human ecology* (instead of *home economics*)
- *marginalize*²
- *needs assessment* (instead of *educational testing*)
- *negative cash flow* (instead of *losses*)
- *pro-choice* (instead of *in favor of legal abortion*)
- *pro-life* (instead of *antiabortion*)
- *restroom* (instead of *toilet*)
- *seasonal employee* (instead of *migrant worker*)
- *selective strike* (instead of *bombing whose goal is something less than total annihilation*)
- *sexually active* (instead of *promiscuous*)
- *sexually dysfunctional* (instead of *perversed*)
- *significant other* (instead of *husband/wife/spouse/lover/girlfriend/boyfriend*)
- *soft targets* (instead of *humans or groups of humans, selected to be bombed of otherwise military attacked*)
- *substance abuser* (instead of *drug addict*)
- *survivor* (instead of *victim*)

The following list (Šabec, 1994) of forms of discrimination, on the basis of which one might feel offended, proves how sensitive the field of political correctness is. The list includes only some of the biases, which are present in the society, and should be, according to the proponents of PC, eliminated:

ableism, ageism, colorism, diseasism, Eurocentrism, face-ism, familism, lookism, heightism, gradualism, multiculturalism, pluralism, smellism, speciesism.

The attempts for replacing the negative meaning with positive one are also present with the examples below. Most of the formulations consist of more than one word and involve at least one word relating positive attitudes (Šabec, 1992, p. 125):

² Holder (2003, p. 249) provides the following definition: marginalized – not belonging to a dominant racial or sexual group. Supposedly living on the edge of a society which does you no favours: "... the political drive for 'empowerment' of 'marginalized' groups such as blacks, women and gays." (Mary Kenny in Sunday Telegraph, 30 January 1994)

- *she-ro* (instead of *hero*; synonym *hera*)
- *her-story* (*history*)
- *h'orsh'it* (with the meaning *he or she or it*)
- *coself* (*herself and himself*)
- *acceptional child*
- *alternatively schooled* (*uneducated/illiterate*)
- *attention deficit disordered child*
- *uniquely coordinated* (*clumsy*)
- *charm-free* (*boring*; synonym *differently interesting*)
- *chronologically gifted* (*old*; *experientially enhanced*, *longer-living*, *mature*, *senior*, *seasoned*)
- *cerebrally challenged* (*stupid*)
- *cosmetically different* (*ugly*)
- *deficiency achievement* (*failure*)
- *emotionally different* (*psychologically disturbed/crazy*)
- *environmental hygienist* (*janitor*)
- *ethically disoriented* (*dishonest*)
- *person of size* (*fat/obese*; *larger than average citizen*, *person of substance*)
- *hair disadvantaged* (*bald*)
- *vertically challenged* (*short*; *vertically constrained*, *vertically inconvenienced*)
- *individual with temporarily unmet objectives* (*a loser/ a failure*)
- *least best* (*worst*)
- *judgmental lapse* (*white collar crime*; *inappropriate behavior*)
- *melanin impoverished* (*white*; *member of the mutant albino genetic-recessive global minority*)
- *motivationally dispossessed* (*lazy*)
- *terminally inconvenienced* (*dead*; *nonviable*, *no longer a factor*, *metabolically different*)
- *person of gender* (*a woman*; *womyn*, *wimmin*, *wimyn*, *womban*, *womon*, *wofem*)
- *non-traditional shopper* (*shoplifter*)
- *revenue enhancement* (*tax increase*; *tax base broadening*)

- *neutralize (kill; alter the health of, render nonviable, arbitrarily deprive of life, terminate with extreme prejudice)*

1.3 The discussion about the terminology of blindness

The discourse to the lively discussion about the terminology of blindness in the article *Blindness and the Problems of Terminology* (Bolt, 2003, p. 519-520) reveals the problematic nature of the word *blind* on the one hand and opens analogical questions on the use of other words denoting various bodily conditions and levels of abilities. The article summarizes Jernigan (1993), who presents the statement of The National Federation of the Blind (NFB), who has argued against the usage of the person first phrases such as *people who are blind*, saying that while harmless in occasional and ordinary speech they are totally unacceptable as a form of political correctness. Bolt argues that the aim of the linguistic response to social prejudice is not to emphasize the disability, but rather to reflect that the subject is primarily a person, that blindness is nothing more than a characteristic of a person. On the contrary, NFB defends the position that such euphemism concerning persons who are blind is too defensive and implies shame instead of equality. Therefore a blind person needs to be called *a person who is blind* no more than, say, an intelligent person needs to be referred to as *a person who is intelligent*. In short, for NFB such straightforward, respectable words as *blindness, blind, the blind, blind person or blind persons* should not be avoided. However, Bolt's brief analysis of 13 entries for the adjective *blind* from *Encarta World English Dictionary* (1999) reveals that the word *blind* is neither straightforward nor respectable. In short, only one entry pertains to the medical condition, while the others allude to either unbalanced behaviour or ignorance and concealment or lack of awareness or undesirable situations. With the analysis Bolt provides strong argument against the notion of respectability.

Bolt also quotes Kleege (1999), who points out that only 10 per cent of the legally blind have a complete absence of any visual experience, the individuals who are sightless from birth. If this is true, the representational constructs *the blind, the sightless, the visually impaired* and the like are not accurate denotations for all individuals of the group. Considering the arguments above Bolt suggests the term *persons with visual inhibition*, which can be applied to sightless, visually impaired and partially sighted individuals alike. But he sees an obstacle that the term would not be easily accepted into colloquial speech, "since ancient constructs of 'the blind' provide

considerable comfort for numerous individuals who still feel the need to endorse stereotypes and other forms of social prejudice.” But even when the prejudicial position is discarded, two sides of the issue remain. On the one side there is Jernigan’s empowering argument for the appropriation of the terminology that is inaccurate but commonplace, and on the other the coinage of the new term. However, according to Bolt, consideration should be given to Kirtley, who doubts that new terminology is to be effective unless prejudicial attitudes have already improved, for otherwise the older meanings would simply become reattached to the liberalized vocabulary.

Another ‘approach’ to change word associations with the term *disability* is disability teaching, which is a core theme in undergraduate medical students. The results of the study on the disability teaching course among medical students in Britain (Byron et al., 2005, p. 176-183) show that such a course can bring to the reduction in the use of the words denoting visual icons of disability and loss³; and an increase in the words denoting enablement, and in words relating positive personal attitudes⁴.

1.4 PC in school textbooks and tests

One of the alarming voices, who claim that it has gone too far in the field of school textbooks and tests, is Diane Ravitch. She warns that what started as a struggle for equality has turned into bizarre policy of censorship that excises “from tests and textbooks words, images, passages, and ideas that no reasonable person would consider biased in the usual meaning of that term” (Ravitch, 2003, p. 4). She discloses that a budget for the development of a reader series for first four grades of elementary schools in the United States goes into millions. The publishers “reasonably” from fear of being rejected by state boards conduct their own bias and sensitivity reviews, which follow internal lists of what should not appear in the material. From a number of examples Ravitch presents, we learn that the state boards may react very capriciously and consequently that the burden of writing and revising falls on the authors of the texts. The appendix of her book (Ravitch, 2003, p. 183-213) contains a compilation of words, usages, stereotypes, and topics banned by major publishers of educational materials and state agencies. “They have been

³ Wheelchair, handicap(ped), impairment(ed), disadvantage(d), prejudice, stigma, loss, lack.

⁴ Empowered(ment), social model, independence.

collated from various bias guidelines that editors, writers and illustrators use when preparing textbooks and texts.” (2003, p. 183).

1.5 PC Lexicon of Harwardspeak

The authors of *Frequently Used Words and Phrases of the PC Lexicon*⁵ (1998) of Harwardspeak suggest that “learning and understanding Harwardspeak can be a difficult and frustrating experience for the uninitiated.” By their ‘manual’ they want to help the newcomers to become fluent as quickly as possible.

- *ultra-conservative* (noun or adj.): conservative.
- *conservative* (noun or adj.): moderate.
- *moderate* (noun or adj.): liberal.
- *liberal* (noun or adj.): leftist.
- *leftist* (noun or adj.): Communist.
- *Communist* (noun or adj.): Label unfairly used by right-wingers to refer to leftists. Otherwise, does not exist.
- *racist* (adj.): 1. tending to question Affirmative Action. 2. anyone the BSA [Black Students Association] doesn't like.
- *sexist* (adj.): tending to believe that there are innate differences between men and women.
- *homophobic* (adj.): 1. follows “racist” and “sexist” in any given sentence. 2. anyone the BGLSA [Bisexual, Gay, and Lesbian Student Association] doesn't like.
- *women's rights* (noun plural): Abortion.
- *reproductive rights* (noun plural): Abortion.
- *reproductive freedom* (noun): Abortion.
- *right to privacy* (noun): Abortion.
- *the most private decision a woman can make* (noun): Abortion.
- *choice* (noun): Abortion.
- *freedom of choice* (noun): Abortion.
- *right to choose* (noun): Abortion.
- *sexual responsibility* (noun): 1. contraception (see *condom*). 2. when contraception fails, Abortion.

⁵ The capitalization and the punctuation of the PC Lexicon are left as in original.

- *first-year student* (noun): freshman.
- *first-year* (noun): 1. freshman year 2. freshman.
- *womyn* (noun): 1. woman. 2. women.
- *gay rights* (noun plural): any demand made by homosexuals.
- *sexual orientation* (noun): homosexuality.
- *sexual preference* (noun, slang): Homosexuality, used by those who are not as *enlightened* as they could be.
- *merit* (noun): does not exist, hence must be replaced as a criterion by standards of *diversity* (see also *affirmative action*).
- *affirmative action* (noun): a policy which attempts to prevent discrimination on the basis of race, sex, or creed by mandating discrimination on the basis of race, sex, and creed.
- *civil rights* (noun plural): 1. Affirmative Action. 2. race-based quotas. 3. sex-based quotas. 4. special privileges for homosexuals. 5. Abortion.
- *quotas* (noun plural): label unfairly applied by right-wingers to refer to programs and policies that mandate that a set number of minorities be hired for certain jobs.
- *discrimination* (noun): the act of withholding special benefits and attention from a *minority*.
- *race-baiting* (noun): the act of wilfully opposing Affirmative Action.
- *majority* (noun): 1. white people. 2. disgusting oppressors.
- *minority* (noun): any PC group that can claim it is oppressed.
- *oppressed* (adj.): the state of holding PC status while not receiving enough special benefits and attention.
- *enough* (adj.): Never.
- *Truth* (noun): 1. whatever tends to support the claims of a *Politically Correct* group in its struggles with other, *Politically Incorrect* groups. 2. as used by *Politically Incorrect* groups, does not exist.
- *Relativism* (noun): Does not exist. If it did exist, it would be the belief that there is no Truth. But it does not exist.
- *Relativism* (noun): It really doesn't exist. Really. So don't talk about it.
- *ethnocentric* (adj.): 1. refusing to believe in relativism (See "Relativism"). 2. *Bigoted*

- *bigoted* (adj.): Adhering to a wrong opinion or belief (see *Politically Incorrect*) so obstinately as to be unable to be persuaded of its wrongness.
- *jingoistic* (adj.): tending to consider American interests worthy of consideration by the American government and people.
- *smug* (adj.): demonstrating an unwillingness to submit to people who are better than you are.
- *diversity* (noun): 1. variation in external characteristics, such as race and sex, in a given population. 2. a Very, Very, Good Thing. Not to be confused with ``diversity" of opinion with is Bad. (See *Politically Correct*, *Politically Incorrect*).
- *openness* (noun): see "Diversity."
- *Good Thing* (noun): 1. A song by Fine Young Cannibals. 2. A thing that all Good People can agree is good.
- *Good People* (noun plural): You already know who they are. If you don't, you're probably not one of them, and it doesn't matter anyway.
- *Politically Correct* [PC] (noun or adj.): a term used by McCarthyite right-wingers to refer to people who hold all the right opinions. Otherwise, does not exist.
- *Politically Incorrect* [PI also known as "Politically Wrong," PW] (noun or adj.): 1. label given to a view or opinion which is outside the realm of tolerable thinking (See "Thought Police"). 2. Not *PC*. 3. Unenlightened. 4. Just plain wrong. 5. And Bad, too.
- *Socially Incorrect* [SI] (adj.): demonstrating unrepentance while holding Politically Incorrect opinions.
- *open-minded* (adj.): 1. possessing a willingness to consider all Politically Correct points of view. 2. having enough self-control to refrain from reading, listening to, or considering anything which might be called close-minded (See "close-minded").
- *enlightened* (adj.): 1. (Rare) having reached a state of perfectly raised consciousness. 2. (Common) being able to come up with a *Politically Correct* buzzword to fit any situation or discussion.
- *tolerant* (adj.): 1. (Archaic) being willing to put up with those who are disagreeable, or who hold a point of view one finds unacceptable. 2. (Common) accepting the Politically Correct view on a given subject.

- *respectful* (adj.): 1. (Archaic) according dignity, worth, and value to others, especially to those one finds disagreeable. 2. (Common) supportive of others who hold the Politically Correct point of view.
- *sensitive* (adj.): being careful to avoid any appearance of disagreeing with those who are *PC* or hold the *Politically Correct* point of view.
- *discerning* (adj.): realizing how self-evidently unimportant and worthless *Politically Incorrect* or *traditional* ideas and people are.
- *educated* (adj.): 1. accepting the *PC* position. 2. able to make even slightly sophisticated arguments in support of a *Politically Correct* point of view.
- *intellectual* (adj.): (Rare) being able to convince others, through use of rational discourse, of the Politically Correct point of view.
- *brave* (adj.): being unable to convince others of the Politically Correct point of view or action through the use of rational discourse, and therefore doing it by means of a sit-in.
- *radical* (adj.) 1. (approbatory) tending to support the dismantling of mainstream traditional values and customs. 2. (pejorative) tending to buck PC opinion in trying to preserve mainstream traditional values and customs.
- *traditional* (adj.): 1. anything done by people more than thirty years ago. 2. Bad.
- *traditionalist* (noun): someone who thinks that customs or values more than thirty years old are acceptable (see *turn back the clock*).
- *ignorant* (adj.): holding a *Politically Incorrect* point of view on one or more important subjects.
- *close-minded* (adj.): demonstrating a reluctance to allow others to cure you of your *ignorance*.
- *obstinate* (adj.): refusing to accept the *Politically Correct* jargon as a persuasive argument for the PC position.
- *dogmatic* (adj.): rationalizing your obstinance.
- *religious* (adj.) 1. tending to believe in a religion (Synonyms: *bigoted*, *dogmatic*, intolerant, superstitious, *ignorant*).
- *loudmouth* (noun): a person holding Politically Incorrect points of view who writes them down.

- *Irresponsible* (adj.): 1. failure to abort a child if a rich, white, liberal feminist thinks that you should (see *sexual responsibility*). 2. failure to see the *condom* as the cure for all our social ills.
- *Masculinity* (noun): something noxious and immoral, usually found in men.
- *Victim* (noun): a ``disadvantaged" perpetrator of a violent crime.
- *Planned Parenthood* (noun): Abortion. (See *Family Planning*.)
- *Family Planning* (noun): Abortion. (See *Population Control*.)
- *Population Control* (noun): Abortion. The *PC* means of ridding the Welfare State of burdensome poor and unwanted racial groups.
- *Turn back the clock* (verb phrase): 1. to espouse fidelity in marriage. 2. to espouse a love of your children so strong that you decide against dismembering them or bathing them in caustic saline. 3. what people do on the last Saturday in October.
- *Virgin* (noun): sexually repressed male or female.
- *Safe sex* (noun): 1. intercourse with an AIDS carrier wearing a condom. 2. Abortion.
- *Environmentalist* (noun): 1. person who tells other people what to do with their property. 2. pantheist.
- *Capitalist Pig* (noun): businessman.
- *Condom* (noun): 1. what to ask for in school if you haven't done your homework. 2. magic object that renders safe all reckless sexual activity. 3. the solution to all our social ills. 3. A Very, Very Good Thing.

1.6 Does the First Amendment considering the freedom of speech protect anyone?

Amendment I

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

Passed by Congress September 25, 1789. Ratified December 15, 1791.

In his article with the title *There's No Such Thing as Free Speech and It's a Good Thing, Too*, Stanley Fish (1992), a professor of English and law at Duke University, answers why the First Amendment does not protect authors of any speech. The fact is that the First Amendment does not give explanation what the freedom of speech is. Fish (235) explains:

In general, the strategy is to manipulate the distinction between speech and action which is at the bottom a distinction between inconsequential and consequential behavior. In Archibald Cox's formulation, the First Amendment protects 'expressions separable from conduct harmful to other individuals and the community.' The difficulty of managing this segregation is well known: Speech always seems to be crossing the line into action where it becomes, at least potentially, consequential.

Fish (236) continues:

... there is nothing for the First Amendment to protect, no such thing as 'speech alone' or speech separable from harmful conduct, no such thing as 'mere speech' or the simple nonconsequential expressions of ideas.

The First Amendment protects 'unintelligible production of sounds if it does not bother anyone' only, but such utterances cannot be called 'speech'; therefore there is really nothing for the First Amendment to protect.

2 Political Correctness in President George W. Bush's Weekly Radio Addresses

2.1 Context of the study

The American presidency undoubtedly enjoys a great respect among the citizens of the United States. Therefore the president's language is a valuable source for analyses of changes in the society and consequently has an important influence on individual speakers to change their language habits on the one side and reveals the state of affairs in the field of PC on the other. We assume that the president is surrounded by his team of language advisors, who carefully keep watch over every word that goes into public and by their professional competence suggest solutions along with the agreed policy, be it for the shortage of time of always busy president or for other reasons. We also have to take into account the distinction between the previously prepared texts and the answers that have no time for previous preparation, given during the interviews.

2.2 Aim

The principal aim of this study was to explore the words/phrases that president George W. Bush uses to denote people, especially those relating to sex, race and marginalized groups and minorities, in the presidents Weekly Radio Addresses, with respect to the trend of PC, and to find out his solutions for selection of phrases.

2.3 Methods

An average weekly radio address is previously recorded president's reading of approximately 800 tokens. It is ready for immediate release at 9.06 a.m. every Saturday morning, and it is free for all broadcasting stations, but no one is obliged to broadcast it.

The analysis comprises the radio addresses (Bush, 2006) from the beginning of George W. Bush's presidency in January 2001 to February 2006, all together 268 addresses with approximately 214,400 tokens. I have classified nominal phrases denoting people that occur in the addresses into several arbitrary categories for the reason of better control over the numerous phrases in the stage of analysis. The criteria for the categorization were their reference to the marginalized groups, their

number as with occupations and nationalities, and their form according to the headwords. Some of the phrases may have been either listed under two or more existing categories or they might have deserved an additional one, but it did not seem relevant for the simplicity sake. The lists are available in the appendix.

On the basis of the lists of phrases, we synthesized the solutions according to the common characteristics for several fields.

2.4 Results

We assume that president Bush will comply with the requirements of the politically correct speech in order to be acceptable for the multicultural society of the United States. As any part of the diction may be biased against a certain group of people while it is perfectly satisfying to the other group and vice versa, we will focus on the ways of how he will avoid a potential “trap” and tell something at a minimal risk to be offensive to any of them. We do not tend to follow any activist view or even give an ideal, arbitrary solution for the terms in question.

2.4.1 Feminine, masculine and gender-neutral forms

When the president denotes professions and positions that are no longer reserved only for men, and with naming groups of people in order to emphasize that they consist of members of both sexes, he makes use of several strategies.

2.4.1.1 Phrases involve feminine and masculine form

- *men and women in uniform*
- *the man and women in armed forces,*
- *these nominees are men and women with experience*
- *working men and women*
- *men and women who are studying at these colleges*
- *marriage in the United States as a union of man and woman as husband and wife*
- *by attracting capable men and women in teaching professions*
- *Iraqi men and women*
- *small businessmen and women*
- *a small number of American serviceman and women.*

2.4.1.2 Gender-neutral forms

- *sailors* (instead of *seamen*)
- *federal air marshals*
- *firefighters* (instead of *firemen*)
- *American and British pilots* (instead of *airmen*)
- *members of Congress* (instead of *Congressmen*)
- *workers, laborers* (instead of *workingmen*)
- *businesspeople* (instead of *businessmen*)

2.4.1.3 Masculine forms only

Forms in Bush's language are either balanced by both forms or are gender-neutral, except a few remnants appearing just once or twice in the texts that contain the word *man*:

- *airmen* (nonsexist *pilots*)
- *Guardsmen*
- *National Guardsmen*
- he also showed us what *a man* should be (nonsexist *person*)
- greater love has no *man* than this (nonsexist *person*)
- *mankind* (nonsexist *humanity*)
- *manhood* (nonsexist *adulthood, maturity*)
- *manpower* (nonsexist *human power, workers, workforce*)
- *a support center in Thailand that is manned and operational* (nonsexist *staffed*)
- *an unmanned predator aircraft, vehicle* (nonsexist *without crew*)
- *their own countrymen* (nonsexist *citizens*)

and the phrases involving the word *human*, which is considered nonsexist:

- *human embryos*
- *growing human beings*
- *human to human.*

2.4.1.4 Alternative form *his or her*

Although a few in number Bush makes use of the alternative form *his or her* where necessary. A small number of such structures gives the impression that he avoids clauses where the alternative should be used:

- *he or she* is just a murderer
- every Iroquois who casts his or her vote.

2.4.2 Phrases with reference to religions

Except in cases before a particular religious holiday (e.g. Christian: Christmas, Easter, Thanksgiving; Jewish: Hanukkah and Passover), when he expresses good wishes to all who celebrate the holiday in question, he always tries to be all-inclusive by using phrases:

- *churches, synagogues, mosques, temples, other religious congregations*
- *the people of every faith and every community*
- *the Jewish, the Christian and Islamic traditions, as well as many other faiths*
- *every faith and background*
- *Americans practice different faith and churches, synagogues, mosques and temples, and many people practice no faith at all.*

2.4.3 Phrases with reference to ethnicity

The phrases with reference to ethnic minorities base their form in most cases on the origin of an ethnic group or minority in question with the most numerous categories referring to the people whose origin can be sought in Africa and Latin America:

- *African Americans*
- two thirds of *African American children* in the 4th grade cannot read at a basic level
- *black Americans* (the adjective *black* in the phrases is not an exemption)
- *our historically black colleges and universities*
- *Hispanic Americans*
- *Hispanic-serving institutions*

- close to 15 per cent of America's small businesses come from *minority groups*
- more than a half of *minority households* own their own homes
- *white Americans* (the adjective white appears twice)
- *Irish Americans*
- *Red Lake Nation*
- *many Alaskans, including native leaders.*

2.4.4 Phrases with reference to age

When his addresses refer to the population in the later period of their lives, he makes use of various phrases either involving the term *seniors* or the term *elderly*:

- our seniors
- seniors with low incomes
- elderly Americans
- the elderly citizens.

People in the earlier period of their lives are named with terms:

- young people
- our children and grandchildren
- younger Americans.

2.4.5 Phrases with reference to people on the lower part of the social scale

In many of his addresses the president dedicates his attention to the explanation of his views on the issues concerning social policy. That is why the terms denoting such groups of people, who are on the lower part of the social scale, are so numerous.

Some phrases begin in *low-income*:

- *low- and moderate-income people*
- *low-income families*
- *low-income seniors*
- *low-income Americans*

Some contain either *poor* or *poverty*:

- *the poor*
- *poor neighborhoods*

- to provide healthcare for *the poorest Americans*

Phrases with *homeless*:

- the homeless
- homelessness

Phrases beginning in *disadvantaged*:

- disadvantaged young Americans
- disadvantaged people

Phrases with *need*:

- people in great need
- fellow citizens in need
- neighbors in need
- our neediest students

Other various phrases that appear only once or twice each and denote such groups of people:

- pockets of despair in America
- the achievement gap in our nation
- working families who are struggling to make ends meet
- many Americans lacking health insurance
- places where too many people do not have the access to the quality health care they deserve

Although rare, some phrases denote people higher on the social scale:

- America's fine community colleges
- people who are better off
- the average middle-class family
- couples earning approximately \$60, 000, and individuals earning \$40,000
- small business people

2.4.6 Phrases with reference to people with disabilities and various conditions

The prevailing formula for forming the phrases that do not specify the type of disability or condition is *persons + disability*, *persons + special need*, which emphasize the person rather than disability.

- people with disabilities
- persons with disabilities

- citizens with disabilities
- children with disabilities
- children with special needs

The phrases that specify the disability begin with *people* and continue with the description of disability or condition:

- people with visual impairments
- people who cannot use their hands to operate the keyboard
- people with mental illness
- men and women who struggle with drug addiction

There are some other various phrases:

- disadvantaged children
- the brave Paralympic athletes
- fellow citizens who face hardship or illness or loneliness
- addicts who seek help

A sign of Bush's readiness to change the terminology within this field is the renaming of *the President's Committee on Mental Retardation* to *the Presidents Committee for the people with Intellectual Disabilities*.

2.5 Conclusion

The purpose of a political party is to put into force the interests of the people it represents, and in order to do so their representatives will try to "hide their true interests behind sweet words" to look more acceptable for the other members of the society. Be his reasons either selfish or philanthropic, his selection of phrases presented above demonstrates his conscious determination to avoid prejudice of any kind by introducing solutions, which, according to the accepted norms and values of the society, do not carry elements of prejudice and offence. The phrases of individual categories prove a systematic approach to the creation of his style of writing. However, surprisingly, some of the phrases, especially those including *man*, which are not consistent with the accepted solutions remain in his texts. The reasons for the inconsistency may be sought in the traditional orientation of his political party, who praise family values and point out lower income taxes, and in his charisma to tell something in his own way.

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Appendix

Nominal phrases that denote people

A. Nominal phrases that denote people with reference to their **professions or other activities**

1. American soldiers, sailors, marines, federal air marshals, highly trained professionals, FBI agents, intelligence officers, baggage screeners, firefighters, American and British pilots, immigrant enforcement agents, immigration Officials, criminal investigators, disaster response officials, public health authorities, law enforcement officials, reservists, our friends and NATO allies, our fighting forces, American and coalition troops, prisoners of war, army paratroopers, airmen, National Guardsmen, Guardsmen;
2. emergency response workers, our health care and postal workers, many workers, workers who have been laid off, unemployed workers, workers who had lost their jobs, dislocated workers, America's workers, American workers and farmers and consumers;
3. entrepreneurs, civilians, civilian personnel, consumers, special education teachers, stockholders, investors, emergency medical personnel, carpenters, joiners, bricklayers, plumbers, electricians, laborers, steward, stewardship, other building professionals, the prosecutors, accountants, lawyers, examiners, principals, America's Medicare beneficiaries;
4. governors, members of Congress, security managers, executives, corporate executives, officers and directors of publicly held corporations, leaders, government policy makers, Asian Pacific leaders, people in Washington, employers, businesspeople, Chairman of the board;
5. terrorists and their supporters, a senior al Qaeda terrorist planner, drug traffickers, Iraqi weapons scientists, senior members of Iraqi intelligence, our terrorist enemies, either terrorists of tyrants, terrorist groups and outlaw regimes, regime that sponsored terror, holdouts of the old regime, every single illegal entrant, illegal immigrants, smugglers, gang members, human traffickers, the assassins, the car-bombers, abusive and unscrupulous leaders, the enemies of freedom, corporate wrongdoers, the dictator of Iraq, this cruel and dangerous man.

B. Nominal phrases that denote people with reference to various **institutions**

1. the United States government, the federal government, Congress, The House of Representatives, the Senate, the United States Senate, the federal government's Council of Economic Advisors, the Department of Homeland Security, the Coast Guard, the Border Patrol, the Custom Service, Immigration Officials, the Transportation Security Administration, the Federal Emergency Management Agency, the Security and Exchange Commission, the Justice Department, The Secretary of the Treasury, the Federal Treasury, Cabinet, Treasury Secretary, Commerce Secretary, Labor Secretary, Social Security system, Medicare, Armed Forces, our 101st Airborne Division, Special Forces;
2. community groups, the USA Freedom Corps, the Citizen Corps, the Senior Corps, small businesses, our airways, faith and community based organizations; the Women, Infants and Children program, which counsel mothers on nutrition and health care for their children (WIC); Community health centers: prenatal care, check ups and preventive treatments to anyone who walks in the door; civic organizations, crisis/pregnancy centers, every school, our public schools, America's public schools;
3. democratically elected governments; the only constitutional, democratic government in the Arab world; a global coalition against terrorism, the United Nations and Security Council, friendly Arab governments, a broad coalition, the League of United Latin American Citizens, World Trade Organization, a global coalition against terrorism, the Iraqi Governing Council, Iraqi Transitional National Assembly, Kurdish militia, the dictator's Baath Party Youth Organization.

C. Nominal phrases that denote people with reference to their **age**

1. our seniors, all seniors, seniors with low incomes, low-income seniors, seniors with limited incomes, elderly Americans, seniors who are squeezed by rising drug prices, seniors with the greatest need, the elderly, elderly citizens;
2. young people, our children and grandchildren, younger Americans, African American teenagers;
3. violent crimes among teenagers, teen drug use, our at-risk youth.

D. Nominal phrases that denote people with reference to **relatives**

1. families, the families of victims, their families, many families, other families, families of the brave troops who have fallen, every military family, evacuee families, our military housing units, the typical family of four, military families;
2. the children of Afghanistan, America's children, all our children, every child, our mothers, our sisters, our daughters, a loved one.

E. Nominal phrases that denote people with reference to **ethnicity**

1. people of all cultures and all regimes; South Korea and majority Muslim Malaysia and Indonesia; ethnic and religious minorities in any country; minorities; close to 15 per cent of America's small business owners come from minority groups; more than a half of *minority households* own their own homes; white Americans, Irish Americans, African Americans, Hispanic Americans, the Red Lake Nation, Red Lake Tribal Chairman;
2. African Americans, black Americans; two thirds of African American children in the 4th grade cannot read at a basic level; our historically black colleges and universities; two men that together ended slavery;
3. Hispanic-serving institutions, immigrants from Mexico enrich American life; one of my nominees is Miguel Estrada (a Hispanic name); many Alaskans, including native leaders.

F. Nominal phrases that denote people with reference to their **nationality**

1. our nation, all civilized nations, every civilized nation, every nation, nations around the world, the countries, all our citizens, all citizens, the American people, Americans, all Americans, all citizens of the U.S., our fellow citizens, the people of America, a single people, millions of Americans, so many good-hearted Americans, the greatest nation on the face of the earth; there's no American race, there's only an American creed; citizens by birth and citizens by choice; the people of the Gulf Coast;
2. new democracies in Central and Eastern Europe, the people of Afghanistan—especially women, *Germany* . . . has emerged from a troubled history; the partnership of *America and Russia* will continue to grow, based on the foundation of freedom and the values we hold dear; the Iraqi people, millions of brave Iraqis, all the people of Africa, the nations of Africa, the Lebanese people, our Arab partners, the Palestinian leadership, a Palestinian state, the world's other leading industrialized nations, Slovenia, South Korea; South Korea and majority Muslim Malaysia and Indonesia, the Arab world;
3. evil regimes, the Taliban regime in Afghanistan; we condemn the Taliban; the Taliban, the state sponsors of terror, North Korea and other dangerous regimes, Saddam Husein regime in Iraq, evil regimes, rouge regimes, the evil.

G. Nominal phrases that denote people with reference to **religion**

1. churches, synagogues, mosques; no *religious or ethnic group* will be favored; churches, temples, synagogues, mosques and other religious congregations; religious groups, faith-based and community based groups, faith based organizations, the people of every faith and every community; to remove barriers or discrimination against the participation of faith and community groups; different backgrounds and faiths, every faith and background; the American tradition of tolerance and religious liberty; we are thankful to God; Americans

practice different faiths in churches, synagogues, mosques and temples, and many people practice no faith at all; those who observe Easter and Passover; by Christian and Buddhist;

2. Islam—a good and peace-loving faith, the Jewish, Christian and Islamic traditions, as well as many other faiths; the severe repression and brutality against women in Afghanistan is not a matter of *legitimate religious practice*; Muslims around the world, the Pilgrims; I wish *Americans of Jewish faith* a happy Hanukkah; Baptist and other hospitals, Shiite Muslims, Sunni Muslims; Talibans do not conform with the treatment of women in most *Islamic world*.

H. Nominal phrases that denote people with reference to **disabilities** and **various conditions**

1. **General:** people with disabilities, persons with disabilities, citizens with disabilities, someone who is lonely or sick, everyone with disability, children with disabilities, children with special needs, the federal program for special need children, special education, to reach their full potential, those who suffer from many terrible diseases, patients, a healthy person, disadvantaged children, Disability Act (1990), the America With Disability Act; fellow citizens who face hardship, or illness, or loneliness; the brave Paralympic athletes, the achievement gap;
2. **Specific:** people with visual impairments, people who cannot use their hands to operate a keyboard, lighter wheelchair to increase mobility, greater access to public places, educated up to his or her full potential, full-time drug rehabilitation, addiction, addicts who seek help, men and women who struggle with drug addiction, people with mental illness, physical and mental disabilities, adolescent mothers, treatment for drug addiction;
3. **Change:** the President's committee on Mental Retardation (the members voted to change the name to *the President's Committee for people with Intellectual Disabilities*).

I. Nominal phrases that denote people with reference to **social stratification**

1. low- and moderate-income people, low-income families, low-income seniors, low-income Americans without insurance, low-income children in under-performing schools, early reading programs for schools in low-income areas, the American Dream Down Payment Fund to help low-income citizens;
2. the poor, poor neighborhoods, all the world's poor, permanent poverty, poverty, poor and struggling nations of the world, drug trade and poverty, poverty and hopeless that remain in America, every poor country (in the U. S.), to provide healthcare for *the poorest Americans*, hardship of poverty and unemployment; trade can conquer *poverty and despair*; the only proven path out of *poverty* for developing countries;
3. care for the homeless, the homeless; homelessness, illness, addiction or despair; food for the hungry in foreign lands, disadvantaged young Americans, disadvantaged people, people in great need, our neediest students, their brothers and sisters in need, neighbors in need, the hungry, many on welfare, the No Child Left Behind Act, fellow citizens in need, pockets of despair in America, parents with children in persistently failing schools, to expand health insurance for *the uninsured*, hope for those in prison and their families, the federal student aid programs, single moms and disadvantaged young people, the achievement gap in our nation, people with kids to support and bills to pay; new choice to help their children to get a quality education; immediate help to seniors, uninsured workers in need, and their families, working families who are struggling to make ends meet, many Americans lacking health insurance, states with high unemployment rates, mainly in remote areas or in inner-city neighborhoods, places where too many people do not have the access to the quality health care they deserve, parents with children in persistently failing schools, this achievement gap; a terrible gap in test scores between these students and their more fortunate peers; until every child in America has equal chance to succeed in school and rise in the world; to improve basic education and teacher training in Africa; welfare recipients; I met Ella Currence, a mother of four;
4. America's fine community colleges, the prosperous democracies, we are *a wealthy nation*, the world's most industrialized nations, people who are better off, the average middle-class family,

middle class families, couples earning approximately \$60,000, and individuals earning \$40,000, small business people; upward mobility, particularly for women and men;

5. white-collar criminals, white collar-crimes, hateful groups that exploit poverty and despair; Under Saddam *adult illiteracy* was 61 per cent, and for women it was staggering 77 per cent.

J. Nominal phrases that denote people with reference to **emphasis on both sexes**

1. every man and woman, men and women in uniform, men and women of our military, the men and women of armed forces, our men and women in uniform, the man and women fighting the war, these nominees are men and women with experience, working men and women; men and women who are studying at these colleges; men, women, and children facing hunger; liberty is still deferred by *brave men and women* today; an amendment that defines . . . marriage in the United States as *a union of a man and woman as husband and wife*; dedicated men and women—air marshals, airport screeners, cargo inspectors, border patrol officers, and first responders; men and women last seen doing their duty; shocking conduct in Iraqi prisons by a small number of American *servicemen and women*, our servicemen and women, America needs *retired doctors and nurses*; by attracting *capable men and women* into the teaching profession; shelters for *battered women and children*, small *businessmen and women*, their brothers and sisters in uniform;
2. brutality against women and children by the al-Qaida terrorist network, women and children in Afghanistan, the fight against women—a fight for the rights and dignity of women, Iraqi men and women, boys and girls in Afghanistan,
3. This weekend many of the men and women . . . will celebrate Easter and Passover far from home; moms and dads, sons and daughters, brothers and sisters, husbands and wives;
4. our young men killed in battle; a dangerous and brutal men; for the benefit of all mankind; Zarqawi and men like him; he believed in the courage and triumph of free men; he also showed us what a man should be; the most ruthless and brutal men on Earth; a support center in Thailand that is manned and operational; greater love has no man than this, that a man lay down his life for his friends; the Holy Father; manhood; this time the devastation resulted not from the malice of evil men; manpower, including women and the elderly; law enforcement officers need a federal judge's permission to wiretap a foreign terrorist's phone or search his property (there is a belief that terrorists are men only); mankind, the founding fathers; to give the SEC the manpower; an unmanned predator aircraft, unmanned vehicles, this cruel and dangerous man, their own countrymen;
5. the God of Heaven had come to Earth, and He would be with us always; God's promise of peace on Earth and good will toward men; freedom is the gift of God to all mankind; We pray for peace on Earth and goodwill toward men;
6. a murderer is not a martyr, *he or she* is just a murderer; we love our country only more when she is threatened; every Iraqi who casts *his or her* vote;
7. nearly 40 per cent small firms are owned by *women*; *women* owned businesses employ 9 million Americans; a conference to affirm the vital role of *woman* in the Iraqi Society; applicants of the same gender (homosexuals); thousands of marriage licenses to people of the same gender; women competitors wearing the uniform of Afghanistan.

K. Nominal phrases that denote people—the headword is a **pronoun**

4. everyone, everyone who pays income taxes, we, I, anyone, many, some in Washington, some in Congress, some folks, many in Congress, many facing hurt and loss, those out of work, those who fall behind, those who enter illegally, all who serve in our military.

L. Miscellaneous

1. human embryos, human to human, growing human beings, human embryos that have at least the potential of life, an oppressed people, those who have been called home (dead American soldiers), the innocent; disaster victims, the relief groups, the fallen, tens of thousands of you, people of goodwill, the vulnerable;

2. the enemies of freedom, the guilty, evil empire, these violent thugs, his band of thugs, thugs and murderers, the wrongdoing of a few, anti-coalition fighters, barbaric violence, a savage enemy.