bei der Wahrnehmung eine bedeutende Rolle. Der Rezipient kann die Bedeutung des Gehörten grundsätzlich nur im Rahmen seines Wissenshorizonts aufbauen. Ein weiterer wichtiger Faktor im Verstehensprozess ist das Wissen über die Art der zu verstehenden Kommunikation, über Texte als Kommunikationsmittel, deren Stil und Art. Die Verstehensabsicht steht am Anfang jedes Verstehensprozesses, ist mit spezifischen Erwartungen an Art und Inhalt des nachfolgenden Textes verbunden und entscheidet darüber, wie wir zuhören. Beim HSV und HV entscheidet sich der Hörer aufgrund der laufenden Kommunikation selbst, wie intensiv bzw. extensiv er zuhört.

Fazit. Anhand der oben dargestellten Modelle und Verarbeitungsprozesse sind einige Unterschiede zwischen dem HV und dem HSV zu sehen. In erster Linie soll betont werden, dass die Aktivierung der Systeme von der Art des Reizes abhängt. Beim HV erfolgt zuerst eine verbale Dekodierung des in sprachlicher Form wahrgenommenen Wortes und erst danach wird die subjektive bildhafte Vorstellung des Bedeutungsgehaltes aus den Wissensbeständen abgerufen. In Hinblick auf die zweikanalige Wahrnehmung werden beim HSV die nonverbalen Informationen schneller als die verbalen erfasst. Der nächste Unterschied betrifft die Modelle der kognitiven Repräsentationen. Das Verstehen der sprachlichen und visuellen Elemente erfolgt auf allen Stufen der Kognition in ständiger Wechselwirkung miteinander. So werden die visuellen und auditiven Komponenten schon auf der Ebene der Herausbildung der Oberflächenrepräsentationen einen starken Einfluss aufeinander haben und somit die Wahrnehmung und das Verstehen des weiterfolgenden Inputs fördern oder stören. Beim HV entsteht die bildliche Vorstellung erst in der Phase der Bedeutungsgewinnung [7]. Des Weiteren wird beim HSV neben den Wissenskomponenten, die beim HV aktiviert werden, auch auf das visuelle Wissen zurückgegriffen. Bilder als nonverbale Informationsquellen liefern die Hälfte des Wissens beim Hör-Seh-Verstehen.

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CROSSCULTURAL COMMUNICATION: GENDER ASPECT OF ENGLISH

Particular ways of lessening the effect of «political incorrectness» of the English language are analyzed in the article. Thus, the article is devoted to the tendency to eliminate sexisms in modern English.
The role of English in today's world is impossible to overestimate. It refers to Ukraine too since English has been declared the working language of the country. This implies the development of communicative competence which enables users to employ the language efficiently in academic and professional environments.

Communicative competence is not only about linguistic competences, i.e. mastering the language as a system. Those who use the language should be sensitive to its varieties depending on the environment it is employed in, to social conventions (rules of politeness, norms governing relations between generations, sexes, social groups, etc.). In this connection there arises the issue of bias-free language, the language which is politically correct: language speakers should be aware of the fact that the language they use may offend or humiliate others.

Unfortunately, this aspect the language is often left beyond the attention of language users, language teachers and learners, translators and interpreters.

Key words: *communicative competence, gender, political correctness, sexist language, sociolinguistic competence*

МІЖКУЛЬТУРНА КОМУНІКАЦІЯ: ГЕНДЕРНИЙ АСПЕКТ АНГЛІЙСЬКОЇ МОВИ

У статті розглядаються шляхи зменшення «неполіткоректності» англійської мови завдяки виключенню сексіз-мів з мовлення. Роль англійської мови в сучасному світі важко переоцінити. Це стосується і України, де англійська мова була проголошена робочою мовою, що передбачає розвиток комунікативної компетенції, яка дозволить тим, хто спілкується, ефективно користуватися мовою в академічному та професійному середовищі.

Але комунікативна компетенція – це не тільки опанування мовних одиниць. Користувачі мають бути чутливими до варіантів мови, притаманних тому оточенню, де мова використовується, тобто опанувати соціолінгвістичну компетенцію – соціальні конвенції: правила ввічливості, норми, які регулюють стосунки між поколіннями, статями, соціальними групами тощо, вміти користуватися мовою так, щоб нікого не образити, нікого не принизити. З цім пов'язане питання політичної коректності мови.

Нажаль, йому не приділяють достатньо уваги ані ті, хто викладає, ані ті, хто вивчає або користується мовою.

Ключові слова: *гендер, комунікативна компетенція, політична коректність, сексізм, соціолінгвістична компетенція.*

МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ: ГЕНДЕРНЫЙ АСПЕКТ АНГЛИЙСКОГО ЯЗЫКА

В статье рассматриваются способы уменьшения «неполиткорректности» английского языка, в частности, за счет элиминирования сексизмов в речи. Роль английского языка в современном мире трудно переоценить. Это каса-ется и Украины, где английский язык признан рабочим языком. А это предусматривает развитие коммуникативной компетенции изучающих язык, что позволит им эффективно обмениваться информацией на английском языке в ака-демической и профессиональной сферах.

Коммуникативная компетенция – это не только овладение единицами языка. Необходимо правильное исполь-зование языка в социальном контексте, что связано с развитием социолингвистической компетенции изучающих язык – «чувствительностью» к социальным конвенциям: правилам хорошего тона, нормам, которые регулируют отношения между поколениями, полами, социальными группами, т.е. необходимо использовать язык так, чтобы никого не обидеть и не оскорбить. Речь идет о политической корректности языка.

К сожалению, этой проблеме уделяется недостаточное внимание как со стороны тех, кто преподает язык, так и со стороны тех, кто его изучает и использует.

Ключевые слова: *гендер, коммуникативная компетенция, политическая корректность, сексизм, социолингви-стическая компетенция.*

The human personality is a sacred thing; one dare not violate it nor infringe its bounds, while at the same time the greatest good is in communication with others.

(E. Durkheim)[1]

Aims and tasks. The role of English in the modern world is impossible to overestimate. This refers to Ukraine too since English has been formally declared the working language in the country. It implies the development of communicative competence which enables users to employ the language efficiently in academic and professional environments.

Communicative competence is not only about linguistic competences, *i.e.* lexical, phonological, syntactical knowledge and skills connected with mastering the language as a system. Those who use the language should be sensitive to its varieties depending on the environment it is employed in. Thus, the working knowledge of the language also comprises sociolinguistic competences which refer to sociocultural conditions of language use. «Through its sensitivity to social conventions (rules of politeness, norms governing relations between generations, sexes, classes and social groups, linguistic codification of certain fundamental rituals in the functioning of a community), **the sociolinguistic component strictly affects all language communication between representatives of different cultures, even though participants may often be unaware of its influence**» [4, p.13].

The last decades are characterized with significant changes in all spheres of societal life: on the one hand, – unification and integration of peoples and states; on the other hand, – revaluation and recognition of democratic fundamentals of society, human rights and freedoms. Change of world view, focus on democracy, rights and freedoms are directly reflected by the language, making one of the main requirements to the language used its «political correctness» [1, p.135], *i.e.* the use of the language in such a way that, while defending the rights of some groups of people, the rights of other groups should not be violated.

Review of literature. In this connection, researchers raise the issue of bias-free language. In other words, those who speak the language should be aware of the fact that the language they use may cause offense to some identity groups such as the elderly, the poor, the disabled, and groups of racial, religious or ethnic minorities: «Language creates categories for thought, and words can create either opportunities or boundaries. The Sapir-Whorf Hypothesis is a widely accepted part of this theory. All of language is a construct that attempts to signify abstract meaning, and any construct will be lacking. The language we use affects not just the messages we communicate, but the fundamental ways that we think and act. The problem arises when the linguistic constructs we use influence our way of thinking in negative ways. These negative influences from language can be called politically incorrect. Thus, language and practices which could offend political sensibilities (as in matters of sex or race) should be eliminated» [7, p. 1].

Unfortunately, though the aspect of political correctness of the language is of utmost importance in modern society striving for equal-ity and democracy, it is often left beyond the attention of language users, language teachers and learners, translators and interpreters.

The term «political correctness» (PC) «entered the language via the U.S. feminist and other left-wing movements of the 1970s. The use of «politically correct» language quickly spread to other parts of the industrialized world». The term became popular as people became sensitive to the negative impact the language they apply may cause, to violations of human rights, and biased at-titude on the basis of gender, age, race, sexual orientation which is reflected by the language [7, p. 2].

Even in Ukrainian with a developed system of gender where such issues seem to be irrelevant and very often cause laughter on the part of non-linguistically-minded people (they usually say, *«Oh, people in the West don't have more important problems!»*), the question of political correctness arises too. The following post in Facebook may be used as an illustration:

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[1] Cit. ex.: BROWN, P. and S.C.LEVINSON. 1994. Politeness. Some Universals in Language Usage. Cambridge: Cambridge Univ. Press. P.1.

Why are we, Ukrainians so sexist? Why aren't women taken into account? An announcement on the elevator door reads: «Maximum elevator loading is 4 men («*4 чоловіки*» – in Ukrainian)*. Is it prohibited for women to use the lift? Are they inferior to men? And, if, being offended, women will stop working for our organization at all?!!* [Translated by the authors].

Since there is a radically different point of view, politically correct speech became a matter of hot debate.

«Defenders of politically correct language claim that it is a civilizing influence on society, that it discourages the use of words that have negative or offensive connotations and thereby grants respect to people who are the victims of unfair stereotypes. In this view, the purpose and effect of politically correct language are to prevent bullying and offensive behavior and to replace terms loaded with offensive undertones with allegedly impartial words. So, for example, people are discouraged from referring to someone with a mental disability as «mentally retarded» and instead are encouraged to refer to them as being «differently abled» or as «having special needs». Similarly, one can no longer refer to «garbagemen» or even the gender-neutral «garbage collectors» – no, they are «environmental service workers», to have been found, this victory is short-lived, and the new, neutral word eventually enters into circulation and is used by bullies as an insult. As long as the social dynamics remain the same, the cycle repeats itself indefinitely, resulting in a growing list of discarded dysphemisms–words such as idiot, moron, spastic, and so forth» [10, p. 279].

Thus, advocates of politically correct language have strong opponents who contradict their claims as, for instance, linguist Armin Burkhardt who explains:

«As long as the prevailing taboo or discrimination prevails, another euphemism will be found or created by the speakers to replace the expression which is no longer felt to be euphemistic, and so on. The very moment a euphemism is commonly accepted, its former meaning fades and the search for a new euphemistic expression begins. Such euphemisations may occur several times throughout language history with regard to the same referent. [...] This explains why political correctness can never be successful over a long period of time» [3, p. 363].

Burkhardt writes that when a person makes remarks about someone else, the person's intention, whether to cause offense or not, is manifested in other observable factors: the language chosen, the context of the remarks and the tone in which they are delivered, and the intonation. He illustrates his point of view with a sarcastic example from W. Safire's Political Dictionary (1978):

I used to think I was poor. Then they told me I wasn't poor, I was needy. They told me it was self-defeating to think of myself as needy, I was deprived. Then they told me underprivileged was overused. I was disadvantaged. I still don't have a dime. But I have a great vocabulary (quote by Jules Feiffer).

As Ben O'Neill remarks, «The politically correct society is not the civilized society, but rather the dishonest society» [10, p. 291] as, avoiding the usage of «politically incorrect» language, people «hope that the language will disguise unpleasant facts. But almost no one involved in the process is fooled or even mollified… Often politically correct language, designed to mask the truth, fools no one it is intended to fool» and «disputes take place among those who have to use the language as an important tool (journalists, lawyers, university teachers, doctors, etc.) with respect to what words should be considered as offensive and what words should be used to replace them» [1, p. 135-136].

And even people themselves who the society tries to protect may oppose euphemistic labels, *«Call me what you will. But make sure you're seeing me, and not just the hardware (wheelchair) I use. And whatever you do, please, smile… Attitude is everything»* [1, p. 137]. This argument is not disputable, and whatever word one uses, the problem will remain. However, the language should not aggravate the situation, and the usage of correct, not offensive, unbiased language should be observed in the modern, civilized, and democratic world. Thus, politically INcorrect language should be avoided.

Main part. Speaking about politically incorrect language, researchers distinguish three categories of words and expressions:

1. Sexist, exclusive words like *policeman, mailman, chairman* imply that these professions are for men only and women are excluded; the same is connected with the usage of androgynous *he*. Such words are inaccurate, unnecessarily exclusionary, and, besides, they influence the way of thinking, to some degree: «They imply that masculinity is the default and superior gender trait since the history of society, as the feminists argued, was written from the male point of view: «it's HIStory, not HERstory» [12, p. 20].

2. Offensive (pejorative) words like *gay*, *retarded, old, handicapped* may link certain types of individuals to something bad or contain some pejorative connotations. There are other ways of referring to those people that do not unnecessarily demean them [13, p. 56]. A recent example may be presented from Ukrainian: because of the war in the eastern part of Ukraine, there appeared a lot of migrants – people who refused to live in occupation and left their homes for other, controlled by Ukraine, parts of the country. The state tried somehow to register those people and gave them registration certificates in which the people were called «homeless». It was considered to be very offensive and humiliating by migrants. Due to that, the term was replaced by «IDPs» (internally displaced persons). Though the problem is still there, the term which is used now is much better.

3. Blatant, tabooed words are the *n-word* to refer to black people or the *c-word* or *b-word* to refer to women. These words are highly offensive and indicate a great deal of disdain. It is evident that such words should not be used in normal communication in civilized community.

In this article, sexist, exclusive language will be analyzed in detail as a group of words within «politically incorrect» language.

If one takes, for example, the *American Declaration of Independence* or the *U.S. Constitution*, one may easily find the following words fixed there:

All <u>men</u> are created equal (4, 4).

The executive Power shall be vested in a President of the United States of America. <u>He</u> shall hold <u>his</u> Office during the term of four Years, and, together with the Vice President, chosen for the same Term, be elected as follows ... (2, 31).

When founding fathers of the United States wrote the Constitution, women had no rights, and they could not hold public offices. At that time the language was male oriented and dominated.

About 20 years ago it was a norm to use *he* and its derivatives *him, his,* etc. in the generic, generalized meaning referring to any person, male or female [11, p. 173]. Researchers say that the use of pronoun *he* is «the thorniest problem» in the use of English [8, p. 214]. For example, the definition of the word judge in *Black's Law Dictionary* (5th edition) is like this:

Judge is an officer so named in <u>his</u> commission, who presides in some courts, [...] a public officer who, by virtue of <u>his</u> office, is clothed with judicial authority.

However, «these masculine pronouns degrade women» [1, p. 137. Today, being a judge is not a prerogative of men only. Women play an active role in society, and the language which should be generalizing and inclusive produces the opposite effect and becomes exclusive [9, p. 681], infringing women's rights and excluding them from the profession.

Sexist language infringes the rights of women, but not only. It violates men's rights too. As a rule, there was «a tacit rule» [11, p. 199], when speaking about crimes and criminals, to use pronoun *he* and its derivatives in the generic meaning. It is evident that is biased against men:

Anyone, who damages or destroys another's property, faces two possible court actions. The owner of the property may sue <u>him</u> for damages in a civil court, and the police may prosecute <u>him</u> for criminal damage.

If someone is charged with causing damage, the prosecution has to show that <u>he</u> did it either intentionally or through reckless behaviour (8, 144–145).

Besides being biased and unfair, sexist language may be inexact and ambiguous:

No one who is a partial UK citizen can be deported to another country (though <u>he</u> may be extradited to face trial for crimes committed abroad) (Ib., 173).

It is not clear if the above refers to men only since they are so «vicious», or whether women will be deported too.

The question arises how to avoid the problem and to use the language which is inclusive, not offensive, and accurate. This question is asked by those who compile documents, present their clients, and deal with interpreting and translating.

The general recommendation may be as follows: be careful when addressing groups or talking about others, use language that would not make any person feel excluded, diminished or devalued [7, p. 4]. In other words:

Linguistically the problem of using the language which is politically correct instead of incorrect and offensive may be solved with the help of **transforming the sentence.**

In may be done by avoiding the usage of the pronoun in the masculine singular:

• To take the doer of the action out with the help of transforming the sentence from the Active Voice into the Passive one:

An employee must file <u>his</u> application for leave within ten days. –

An application for leave must be filed by an employee within ten days.

• Antecedent and the following pronoun may be used in the Plural:

Foreign <u>persons</u> are subject to U.S. tax only on <u>their</u> income from sources within the United States (6, 27).

• The pronoun may be replaced by a neutral synonym (a noun without a gender indicator) or the noun may be repeated:

A lawful <u>permanent resident</u>, known colloquially as a «green card» holder, is an <u>individual</u> entitled to remain permanently in the U.S. in accordance with the immigration laws (6, 20).

The right of a <u>shareholder</u> to inspect books and records ... is considerably narrower. A <u>shareholder</u> of course has a financial interest in the corporation, and the common law recognizes <u>a</u> right to inspect books and records to protect <u>this</u> interest (5, 375–376).

In the second example the indefinite article and the demonstrative pronoun are used instead of which possessive pronoun *his* would have been used in the past.

On the other hand, repetition of the noun may make the speech artificial, not English and irk the reader [5, p. 201].

• Instead of *he* and its derivatives pronouns *you* and its derivatives, pronouns *who, that*, as well as pronouns with the component *one* which do not have the gender indicator may be used:

A controlled taxpayer means <u>any one</u> of two or more taxpayers owned or controlled directly or indirectly by the same interests, and includes the taxpayer <u>that</u> owns or controls the other taxpayers (6, 61).

Everyone must take responsibility for <u>his</u> action → responsibility for <u>one's</u> actions.

In some publications alternative usage may be met: *he or she, he/she, his/her, (wo)man,* and even the ersatz pronoun *s/he,* which may irritate the reader [8, p. 214] and is sometimes considered to be long, awkward and boring, [6, pp. 8–9; 8, p. 214]:

The taxpayer, however, must accept any tax disadvantages of the corporate form if <u>he or she</u> has elected to choose that form (5, 99).

The best solution seems to be the elimination of this pronoun and its derivatives.

Besides exclusion of pronoun *he* in generic meaning, it is not recommended to use words and phrases with *-man* component. They are replaced with neutral synonyms:

chairman → chairperson, coordinator, presiding officer, chairing person
congressman → congressperson
doorman → doorkeeper
manpower → personnel, staff
policeman → police officer
salesman → sales agent, sales representative
watchman → guard

Even such nouns as *steward* and *stewardess* with sex markers are replaced with gender-neutral synonym *flight attendant*; *businessman* turns into *businessperson* or *businesswoman* – one more «sexist term» which is used when gender indicator is important for expressing the meaning as it is in the example that follows:

The company specializes in clothes for businesswomen (8, p. 216).

However, exclusion of the gender indicator should not become absurd, and a newspaper joke brightly illustrates this:

A man, preparing a cocktail for his wife, asks, «Would you like a <u>womanhatten</u>, dear?» [1, p.138].

It is recommended to exclude unnecessary attributes which denote the gender of the person holding some position, like:

female judge → judge
woman attorney → attorney

Even such words as *executrix*, *testatrix* should be excluded as some researchers think that they have a vividly expressed connotative component that such positions are not typical for women [9, p. 686]. It is also recommended to avoid words with connotations of youth (*girl*), decorum (*lady*), or informality (*gal*) [9, p. 688].

Women are addressed the way they themselves prefer:

Miss, Ms., Mrs.

In professional communication formal titles prevail over social ones:

Mrs. Brown → Justice Brown.

Letters are addressed to both sexes if the gender of the addressee is not known:

Dear Sir →Dear Sir or Madam →Dear Members of Board, etc. or: *To the Director of Sales Department*; *Re: Sales Department.*

There are such cases when, from foreigners' point of view, there is no accord of the grammatical category of number between the preceding noun and the following pronoun, but such cases are quite popular and numerous in modern English:

<u>Your boss</u>, on <u>their</u> part, wants to know that you will represent <u>them</u> the same way that <u>they</u> would represent <u>themselves</u> in that situation (7).

Unfortunately, students do not know about politically correct language in present day English or think that it is not so important to focus attention on it. As a rule, they write and translate like that:

Every employer has <u>his</u> own stereotypes and associations (an excerpt from a student's written translation task).

Conclusion. There are at least four good reasons to avoid the politically incorrect language: «fairness, clarity, precision, and reader reaction» [9, p. 682]. Language should be free from any bias or prejudice whether it is based on race, social status, religion, or gender. Those people, who deal with English, should take this principle into consideration. The above may seem insignificant or even funny to speakers of Russian or Ukrainian, the languages with a developed gender category, but those who use English for formal communication with foreign partners – writing letters and documents, translating formal papers, drafting contracts and laws – should be aware of political correctness as one of the main requirements to the language in the era of democracy, equal rights, and freedom. Language should express ideas clearly, precisely, and laconically. It should be free from prejudice in respect to any social group united on the basis of race, religion, ethnical features, age, material status, sexual preferences, gender, etc. Language is powerful. The way we call ourselves or others imposes power and responsibility.

So, the language should not violate anybody's rights [5, p. 199], and Language teachers happen to be at the frontline of the movement to eradicate the linguistic unfairness of the English language [11, p. 199].

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THE MOODLE PLATFORM IN HIGHER EDUCATION

The present paper aims to discuss the use of the Moodle platform as an effective teaching tool implemented to deliver information concerning a particular course, to provide knowledge and active learning. Moodle is one of the additional educational options that higher education institutions might use as a supportive tool within blended learning or as a main didactic instrument in distance learning. The author focuses her attention on various advantages of Moodle use (like interactivity, accessibility, flexibility, teachers' time saving technology, etc.) as well as enumerates problems that teachers may encounter in implementing the platform in an effective way. The article presents various activities and modules used in Moodle which promote more efficient learning and stimulate the intellectual capacities of students, for example: communication modules (forum, chat, news, journal), delivery modules (assignment, workshop), assessment modules (quiz, questionnaire), collaboration modules (glossary), creation modules (database, book) as well as organisation modules (lesson).
Key words: the Moodle platform, distance learning, module.

ПЛАТФОРМА MOODLE В СИСТЕМІ ВИЩОЇ ОСВІТИ

Метою даної статті є представити способи використання платформи Moodle в якості ефективного навчального інструменту, який застосовується як джерело інформації щодо конкретного курсу, для забезпечення знань і активного навчання. У статті розглянуто різноманітні ресурси і модулі, які сприяють більш ефективному навчанню і стимулюють розумові здібності студентів.
Ключові слова: платформа Moodle, дистанційне навчання, модул.

ПЛАТФОРМА MOODLE В СИСТЕМЕ ВЫСШЕГО ОБРАЗОВАНИЯ

Целью данной статьи является представить способы использования платформы Moodle в качестве эффективного учебного инструмента, который используется как источник информации относительно конкретного курса,