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An Analysis of the Use of English with Political Correctness: A Case Study of Graduate Students in Thailand

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Abstract

This study aims to examine the use of English with political correctness of master's degree students in a university in Bangkok, Thailand and to identify their attitudes and opinions towards the use of English with political correctness. The subjects of this study were 100 students from different backgrounds who had been exposed to the English language for a significant period of time. They were asked to complete a questionnaire consisting of a test on the use of politically correct English vocabularies and terms, and a survey of their opinions and attitudes towards the use of English with political correctness. Five of the respondents were interviewed about their attitudes. The findings reveal that students are able to identify certain politically correct words and terms regardless of the categories. Respondents also have positive attitudes and they consider this type of language as a formal and respectful language. They also suggest that this type of language is important and it should be implemented in workplaces and certain fields. However, there are few limitations of English with political correctness as it is considered unclear and sometimes it is overused. Moreover, there is no institution or academic initiative to standardize the use of English with political correctness. The findings could be useful to develop the use of English with political correctness in society, to objectify politically correct language, and to promote the importance of politically correct language, which is viewed as formal and respectful language that can reduce conflicts in international communications.

Keywords: political correctness, inclusive language, sexism, racism

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Introduction

In some countries where English is the official language, namely, Canada, Australia, the United Kingdom, and the United States, there is an increasing tendency toward political correctness in terms of language (Marques, 2009) and this tendency is becoming more crucial as the world, where English is considered as a global language, is more globalized and linked than it has ever been. Moreover, politically correct language has become common, not only in the use of the English language but also in pedagogy and in the workplace. As a result, the knowledge of political correctness would improve people's ability to function better in academic and professional English (Tsehelska, 2006).

According to Cambridge Dictionary, the term *political correctness*, usually abbreviated as PC, refers to an idea that someone who is politically correct believes that language and actions that could be offensive to others, especially those relating to sex and race, should be avoided. Ely, Meyerson, and Davidson (2006) define political correctness as a situation "where unspoken canons of propriety govern behaviour in cross-cultural interactions—that is, interactions among people of different races, genders, religions, and other potentially charged social identity groups".(p.1) Consequently, this term, political correctness, has recently been widely discussed as it has a significant impact on people's perceptions and also the dynamics of the language. As a result, the use of English with political correctness tends to help people to avoid offensiveness in multicultural communication. Moreover, the use of English with political correctness will also raise people's awareness and gradually change the attitudes towards rights and equality.

Consequently, this study was conducted to analyse the current situation and predict tendencies regarding the use of politically correct language to increase the effectiveness of English use and knowledge of political correctness among different groups of people in the globalized era.

Literature Review

Historical Overview of Political Correctness

The terms *political correctness*, *politically correct* or *PC* had not been commonly used until the end of the 1970s. According to Wilson (1995), in 1973, the U.S Supreme Court firstly mentioned the term *politically correct*.

However, it is difficult to trace the origin of the meaning of 'political correctness' as this term has evolved alongside the trends of political ideologies. For instance, in the late 1940s, the phrase "politically correct" was used in political debates between socialists and members of the communist party in the United States. The term *politically correct* was used as a reference to person with loyalty to the party. Likewise, the socialists also used this term to go against communism, and were meant to distinguish those who believed in moral ideas of egalitarianism from dogmatic communists who defended party positions regardless of their moral belief (Kohl, 1992).

This term also appears in the writings of the former Communist Party leader, namely, Mao Zedong. Perry (1992) mentions that Mao tried to control the regime by evaluating the terms 'correct' and 'incorrect' in terms of free speech, contention and mutual criticism.

Political correctness is also used sarcastically. For example, Berman (2011) explains that the term PC was evolved by the Leninist Left into an ironic phrase among 'wised-up leftists' to 'denote someone whose line-toeing fervor was too much to bear' (Berman, 2011: 5) Also, in the feminist movement, Willis (1992) states that in the early eighties, feminists sarcastically used the term 'political correctness' to make a reference on the efforts of the anti-pornography movement.

In 1987, political correctness entered public awareness again when professor Thernstrom gave 'racially insensitive' statements in a lecture on 'the peopling of America'. Those statements caused a lot of complaints from some students, especially African. Finally, this issue became popular an open letter about the warning of racial harassment, written by the dean of the college, was published (Annette, 1994) Three years later, a column in *The New York Times* claimed that the term 'political correctness' was being mentioned increasingly in debates about the contents taught in the universities (Bernstein, 1990).

In modern usage, politically correct language is commonly seen alongside the issue of media bias in the United States and in the United Kingdom (Lea, 2010). Media bias and politically incorrect language could result in unexpected tragedy. There was an incident when a newspaper writer mentioned about the Prophet Mohammed and the beauty queens of the Miss World Beauty Pageant that was to be held in Nigeria. More than 250 people were killed and churches were destroyed in this incident. Few years later, an incident occurred again with more than 50 casualties in Borneo Island because of a cartoon of the Prophet Mohammed in a newspaper.(Pinta & Yakubu, 2014).

Pinta and Yakubu (2014) also highlight the implications of political correctness in the education field, asserting the use of English language with political correctness can be beneficial, particularly in second language situations while social and cultural contexts are taken into consideration. In the view of Zabotkina (1989), the teachings of English as a Second Language (ESL) or English as Foreign Language (EFL) should implement political correctness.

Speech Codes and Identity Politics

According to Cameron (1995), a 'speech code' can be considered as a kind of linguistic guideline, which makes it 'a disciplinary offense to use certain expressions deemed racist, sexist, anti-Semitic and homophobic'.

This term can refer to norms or regulations that do not explicitly forbid particular vocabularies or sentences. Speech codes are normally used for suppressing hate speech or forms of obnoxious social discourse. As a result, the utilization of many speech codes could be controversial in relation to the meaning and significance of some words and phrases, and about the legitimacy of those who justify the meaning.

Sexist Language and Gender Inclusive Language

Sexist language includes "words, phrases, and expressions that unnecessarily differentiate between women and men or exclude, trivialize, or diminish either gender" (as cited in Na Pattalung, 2008, p. 4). Some terms are inherently sexist, such as "businessman" and "mankind". The terms fail to equalize the female gender in categories that should be gender inclusive.

Moreover, these terms are often considered appropriate in writing (Klein, 1993). The term "gender-inclusive" implies that all genders are explicitly "included". For example, "A teacher should help his students" could be understood as excluding females from being teachers.

There are several aspects of the trend toward gender-inclusive English. A study examined the use of a generic term 'they' to refer to all genders by avoiding using the gender-exclusive generic he; for example, "A doctor should keep his patients informed", to gender-inclusive form; "Doctors should keep their patients informed" or "A doctor should keep her or his patients informed". Also, the change from the use of the gender-exclusive generic 'man'. For example, "Man has lived on the planet for over a million years", to "Humans have lived on the planet for over a million years" (Ong, et al., 1996).

Previous Related Studies

Andrews (1996) studied the popular opinions towards the naming of words that were involved in 'political correctness' and 'cultural sensitivity' based on semiotic and sociolinguistic theory. The study is focused on words about gender, race, disabilities, and ethnicity; for example, Asian vs. Oriental, Black vs. African American. The findings show that naming is determined by concepts and word taboos, but interpreters imposed the meaning of a name. The study also shows that socio-cultural movement affects political correctness and this phenomenon reflects the interplay between linguistic signs and dynamic changes in social contexts.

Banning (2004) analyzes the discourse of political correctness in classrooms designed to examine critical contemporary issues of popular culture and the public sphere. She "was concerned with the impact of social justice and public debate, and more broadly, with the question of what role rhetoric and writing courses could play in preparing students for civic engagement" (Banning, 2004, p.192) The outcome indicated that studying political correctness could foster critical thinking abilities on social issues (Banning, 2004).

Lin (2010) extended both of the above mentioned studies and investigated the difference in the use of politically correct language between native speakers of English and non-native speakers. A total of 21 students, 14 native speakers of English and seven non-native speakers of English (all females) who studied in a U.S mid-western university were asked to complete a questionnaire consisting of 30 multiple choice questions and three open-ended questions. The first part consisted of various PC words in different topics: age, gender, race/ethnicity, physical/mental challenges, taboos, economic status, occupation, cars, prisoners, drunkenness, biological companions and class of airline service and the second part were questions that aimed to get opinions about the phenomenon of PC language. The results showed that native speakers of English, especially whites, have different attitudes toward PC compared with non-native speakers. It could be inferred that the white participants felt it was not necessary to use PC language. However, most participants believed that PC was not temporary but it would continue to develop.

Research Methodology

Participants

The subjects in the study were 100 students studying in a master's degree program at a university in Bangkok, Thailand.

The students were enrolled in a master's degree in English program. They were students interested in English with different ages, occupations, and genders. Thus, the use of English with political correctness will be essential for these students to enhance their ability to communicate in an international environment and develop their careers. Likewise, their attitudes and knowledge about the use of English with political correctness can reflect the reality and tendency of this phenomenon.

Materials

The research instrument of this study was a set of questionnaires consisting of three parts: general information, a 30-item multiple-choice test, and a survey. Interviews were also conducted to gain qualitative data from the respondents.

Questionnaire

Part 1: General Information

This part asked for respondents' demographic information: gender, age, occupation, previous degree, and English test score. All of the respondents' information was kept confidential.

Part 2: Test of the Use of English with Political Correctness.

The second part consisted of a 30-item test on different types of English vocabulary with political correctness used in diverse situations featuring more than two choices and one blank line for their own version. The types of vocabulary included gender, race/ethnicity, physical/mental challenges, and other types of politically correct language. The choices were adapted from Lin's (2010) questionnaire.

The choices were not provided in an orderly sequence to prevent respondents from guessing the objectives of the experimental procedure according to Lambert (1967) (as cited in Lin, 2010).

Part 3: Opinions and Attitudes

The third part of the test was 25 questions that asked for respondents' opinions and attitudes towards the use of English with political correctness. The questionnaire was adapted from the Language Attitudes Survey from the Chickasaw Nation (2006), Cherokee Nation (2002), Washoe Tribe of Nevada and California (n.d), Hinton (2001), which has been used to survey the attitudes towards the importance of languages. Thus, in this research, the term 'language' in the former survey was modified to 'politically correct language' with adapted questions in three main topics: (1) attitudes towards the importance of politically correct language, (2) opinions towards the practical use of politically correct language, and (3) limitations, negative attitudes towards the use of politically correct language. All of the answers were based on a scale of 1–5.

The data, which was analyzed by the SPSS program, showed the degree of opinions through the range of the mean score values. The mean scores were classified into five interval scales based on the study of Srisa-ard (2010).

The criteria for determining the degree of opinions are shown in Table 1

Table 1. Criteria to Determine the Degree of Opinions

Interval Scale	Range of Mean Score	Meaning/Opinion
5	4.51 - 5.00	Strongly Agree
4	3.51 - 4.20	Agree
3	2.51 - 3.40	Neutral
2	1.51 - 2.60	Disagree
1	1.00 - 1.50	Strongly Disagree

Interviews

Semi-structured interviews were conducted, which is a qualitative method of inquiry that combines a pre-determined set of open questions with the opportunity for the interviewer to explore particular themes or further responses. The interviews were conducted anonymously with five respondents.

The questions of the interview were about the definition of politically correct language, opinions about the use of English language with political correctness, opinions about political correctness in English and Thai language, and the use of language with political correctness in real life. The basic questions were adapted from Lin (2010)

Research Procedures

Research Design

The data was collected from five students who were studying in the second year of a master's degree program as a pilot study to check the quality of the test and questionnaire. These five students were not considered as a population for this study.

Data Collection

After a pilot study and the test enhancement, 100 hard copies of the test and questionnaire were distributed to 100 students and they were asked to return them the same day. The interviews were recorded and transcribed for further data analysis.

Data Analysis

The quantitative data from the questionnaires, i.e., the English with politically correct language test and the opinions and attitudes survey, were analyzed using the Statistical Package for the Social Sciences Program (SPSS) to calculate the frequency, percentage, and mean. Frequency and percentage were used to describe participants' personal data. The test consisted of 30 questions covering three main types of political correctness; (1) Gender (2) Race, Ethnicity (3) Physical, Mental Challenges, and also other types of political correctness. Meanwhile, the questionnaire was constructed based on a Likert-type scale. The researcher adapted the rating format from Gardner's Attitude/Motivation Test Battery as a five-point Likert-type scale. The qualitative data, i.e., the interviews and opinions, were also interpreted for further results and discussion.

Findings and Discussion

Questionnaire Results

Test on the Use of English with Political Correctness

From 100 respondents, the highest score was 28, the lowest score was 9, and the average score was 18.45.

Gender

It can be seen that most of the respondents used politically correct language in the gender-inclusive sentence (97% in item1) but they used less gender-inclusive versions of words that have –man suffix; such as, ‘artificial’ (69%), ‘police officer’ (68%), ‘businessperson’ (55%), ‘humankind’ (43%), ‘mail carrier’ (33%). Likewise, only 51% of respondents used ‘folks/friends’ to refer to a mixed group instead of using ‘guys’. However, respondents used the more neutral word for occupations such as ‘cabin crew/ flight attendant’ (84%).

Race/ Ethnicity

Most respondents used the politically correct version in this category: 96% for ‘Taiwanese/Chinese Taipei’, 84% for ‘American Indian/Native American’ and ‘Asian’, and 71% for ‘African people’. Moreover, the word ‘blacklisted’, which is considered a politically incorrect as the term ‘black’ is used with a negative meaning, was still used more than the alternative version; ‘banned’(42%).

Physical, Mental Challenges

A total of 73% of respondents used the politically correct version of ‘disabled people/physically challenged people’, 68% used ‘differently sized person/larger-than-average person’, 67% used ‘intellectual disability/late developer’, 63% used ‘plain-looking/cosmetically different’, 58% used ‘mature person/senior citizen’ and ‘hearing-impaired/hard-of-hearing’. Meanwhile, only 37% of respondents used the politically correct version of an ‘optically-challenged person’ and ‘vertically-challenged person’.

Others

In this category, the test aimed to examine various types of politically correct language. Most respondents used politically correct versions of the following situations: 98% chose ‘homeless person/displaced homeowner’, 82% used ‘developing country’ 80% used ‘pass away/return to dust’, 64% used ‘economically disadvantaged/low-income’. Notably, only 51% used ‘substandard housing’ instead of ‘slum’.

On the other hand, 43% of respondents would list the names of international leaders in alphabetical order, 40% used ‘undocumented immigrant/undocumented alien’, 28% used ‘lacking a formal education’, while only 13% used the term ‘sex worker’.

Opinions and Attitudes Survey

Table 2. Results on the Opinion/Attitudes Survey: Attitudes towards the importance of politically correct language

No.	Statement	Mean	S.D.
Attitudes towards the importance of politically correct language			
1.	It is important for members of our community to know the politically correct language.	4.20	0.68

2. Politically correct language is vital to promote equality among different groups of people.	4.21	0.64
3. Politically correct language is worth using	4.16	0.63
5. Our community should work hard to promote the use of politically correct language	4.06	0.62
6. It would be a good idea to promote the use of politically correct language at home	3.71	0.83
7. Politically correct language actually promotes equality	4.14	0.62
8. It is important that politically correct language is encouraged and used in workplaces	4.22	0.68
9. Politically correct language should be encouraged and used in the media.	4.41	0.55

No.	Statement	Mean	S.D.
10. Politically correct language should be encouraged and used in formal speech	4.44	0.61	
11. Politically correct language should be encouraged and used in government activities	4.42	0.64	
13. I would be willing to promote the use of politically correct language	3.97	0.67	
14. I normally use politically correct language	3.24	0.81	
15. Politically correct language should be taught in Schools	4.33	0.63	
23. Politically correct language can reduce misunderstandings and/or conflicts in cross-cultural communication	4.15	0.74	
24. People who use politically correct language are considered to be more reliable and professional	4.15	0.77	
25. Politically correct language builds good relationships between interlocutors (persons in a conversation)	4.11	0.80	

Table 3. Results on the Opinion/Attitudes Survey: Limitations, negative attitudes towards the use of politically correct language

No.	Statement	Mean	S.D.
Limitations, negative attitudes towards the use of politically correct language			
4. Politically correct language is difficult to use	3.58	0.78	
12. It does not matter if the language is written and spoken without being politically correct	2.51	0.96	
16. I think politically correct language is not important in my daily life	2.43	0.83	
17. I think politically correct language is still not widely used	3.86	0.80	
18. I think politically correct language is not important in my workplace	2.56	1.02	

Table 4. Results on the Opinion/Attitudes Survey: Opinions towards the practical use of politically correct language

No.	Statement	Mean	S.D.
Opinions towards the practical use of politically correct language			
19. In the future, people will use more politically correct language	3.87	0.85	
20. Politically correct language is influenced by the society	4.09	0.65	
21. Politically correct language is politicized	3.56	0.78	
22. Politically correct language has been overused	2.42	0.89	

Interview Results

There was a total of eight questions that the interviewees were asked to elaborate on their opinions based on four topics:

- (1) Definition of Politically correct language
- (2) Opinions about the Use of Language with Political Correctness
- (3) Opinions about Political Correctness in English and Thai Language
- (4) The Use of language with Political Correctness in Real Life

Definition of Politically correct language

The result showed that political correctness and politically correct language are not clearly defined and their meanings seem to be different according to individuals. Participants viewed the use of this kind of language as a tool to avoid conflicts and promote equality. One interviewee said “in my understanding, politically correct language is language that has no discriminate sense whether it is in terms of sex, race or socio-economic status which is basically considered as a liberalist language” and the other’s opinion was “due to my understanding about political correctness, it is the term used to describe avoidance of using offensive languages toward sensitive issues; gender, ethnicity, color discrimination, and etc.” As a result, it can be summarized that the interviewees had basic knowledge about politically correct language as a language for equality and they had positive attitudes towards politically correct language.

However, the interviewees understood and defined the term ‘politically correct language’ as the language used for specific purposes and they viewed politically correct language that it is not a normal method of communication with general people.

Opinions about the Use of Language with Political Correctness

Participants’ opinions towards the use of language with political correctness were, in general, positive. They saw language with political correctness as a tool to promote equality and produce good impacts on individuals and society in relation to the development of critical thinking. However, they still viewed political correctness as a limited phenomenon; only a few groups of people, mostly urban and some educated people, were aware and enthusiastic about promoting and developing this kind of language. Likewise, the use of language with political correctness is viewed as something new for society in general and sometimes it could be overused.

Opinions about Political Correctness in English and Thai Language

In this part, the participants were asked to give opinions about the use of political correctness, specifically in terms of English and Thai languages. In the case of English language, a participant stated that “I think political correctness started in the Western world. Therefore, PC in the English language is pretty clear in itself. We can easily differentiate PC and non-PC terms” However, other interviewees viewed political correctness in English as confusing and unclear language despite having good objectives and some words are not required to be gender-inclusive if we know the gender of the mentioned person already. For example, we can use ‘businesswoman’ if the person is a woman or ‘fireman’ if that person is a man.

In the case of Thai language, the interviewees found it difficult to think about some examples; some interviewees said they could not find any examples about the use of political

correctness in Thai language and Thai people tend not to be interested in developing their language with political correctness. In relation to the society, one interviewer viewed political correctness in the Thai language in a way that “the sense of PC that is originally from Thai language doesn't exist because we didn't have a history of marginalized people who fought for themselves like in the West. Some interviewees also said that it is difficult to find examples because the Thai language is already gender-inclusive and it had no difference between the use of political correctness in Thai and English language as it depends on the intentions and how people are educated about such terms. This interviewee also mentioned that many Thai people were still not aware that the term ‘negro’ is offensive and she also gave an example that “while people of other races cannot call colored people ‘negro’ or ‘nigga’, colored people can call each other with these words without feeling offended.

However, some interviewees said that the media has a lot of influence on the use of language with political correctness. For example, they said that while many in the Western media were aware of politically correct language, some famous Thai media still write their headlines with offensive and non-PC language.

The Use of language with Political Correctness in Real Life

The interviewees stated that the difficulty is that English with political correctness sometimes has unfamiliar terms and vocabulary, which might cause misunderstanding. Moreover, people can eventually ignore the use of such terms as one interviewee said that “it contrasts to the standard of language, so to replace the new set of words into people daily lives will be a problem”. Meanwhile, another interviewee also emphasized the importance of the agenda of the speakers as mentioned in case of the term ‘black’ and ‘colored’ people in the previous topic. The other problem stated by the interviewee is that language with political correctness can sometimes be overused which can be harmful to the speakers themselves as an interviewee said that “listeners might be confusing and eventually lose credibility and interest”.

Lastly, the interviewees were asked whether they would use the English language with political correctness once they had already studied it. All interviewees said that they would use politically correct language if they had knowledge about it. However, they would only use some words that they considered very sensitive and that normal people would understand.

Conclusion

According to the findings, it can be concluded that master's degree students in a university in Bangkok, Thailand are able to use certain politically correct words and terms correctly. However, the correctness depends on the familiarity of the respondents regardless of the categories of politically correct language, same as the study of Andrews (1996) which shows that political correctness was caused by powerful socio-cultural movements and it reflected the dynamic interplay of linguistic signs within changing social contexts.

Meanwhile, respondents have positive attitudes toward the use of politically correct language and they considered this type of language as a formal and respectful language. Accordingly, their opinions showed that English with political correctness should be implemented in workplaces and certain fields. The result about the attitudes towards the use of English with

political correctness is related to study of Goncalo et al (2015), which mentioned that the political correctness norm, which is often maligned as a threat to free speech, may play an important role in promoting gender parity at work by allowing demographically heterogeneous work groups to more freely exchange creative ideas. In this study, the participants viewed political correctness as a peace maker and it should be promoted in a workplace. However, the threat of political correctness could occur when it is overused. The interview results also showed that if they had studied about politically correct language, the respondents would be willing to use this type of language but limited to certain terms only which relates to the SWOT analysis of the political correctness phenomenon, which holds that political correctness can help people with an awareness of political correctness in career advancement and create a good workplace environment (Marques, 2009).

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**Appendix A
Questionnaire**

Research Questionnaire

Title: An Analysis of the Use of English with Political Correctness: A Case Study of Graduate Students in Thailand.

This questionnaire is a part of a thesis submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Career English for International Communication, Language Institute, Thammasat University.

Directions:

This questionnaire is designed to examine the use of English with Political Correctness of graduate students. Please answer all questions from your own idea. Your participation in this research is considered voluntary. Your information and answers will be kept strictly confidential and will be used for academic purpose only. This questionnaire consists of three parts as follows:

- (1) General Information of the respondents**
- (2) Test of the Use of English with Political Correctness**
- (3) Opinions and Attitudes Survey**

If you have further questions, please kindly contact researcher at below details:

Researcher: Mr. Napat Phumsiri
Mobile Number: 089-2030121
E-mail address: nphumsiri@gmail.com

Part 1: General Information of the Respondents

Directions: Please put X in the box in front of the information that matches with you and fill in your information in the provided blanks.

Student ID: _____

1. Gender: _____
2. Age
 21-30 31-40 41-50 Over 50
3. Occupation _____
4. Previous Degree _____
5. TU-GET/ Other English test score (Please specified) _____
6. Years that you have been learning/using English: _____

Political Correctness is a term used to describe language or behavior that provides the least offenses to some sensitive issues; for example, racism, sexism, and discrimination (Lin, 2010)¹. In this study, **political correctness** is the language that is evolved and has dynamics together with social speech codes and political ideas which are inclusive, egalitarian and aimed to reduce conflicts related to some sensitive issues; for example, racism, sexism, and discrimination.

Part 2: Test of the Use of English with Political Correctness

Directions: Please fill out the form on the pages below. Under each number, choose and mark with an “X” for the term you most often use in your daily life. You may choose one or two variations or include your own version.

- 1) Each participant must present his ID badge at the door.
 All participants must present their ID badges at the door.
 Each participant must present his/her ID badge at the door.
 Your version: _____
- 2) African people
 Black people
 Negro people
 Your version: _____
- 3) Handicapped people
 Disabled people
 Physically challenged people
 Your version: _____
- 4) Elderly person
 Mature person
 Senior citizen
 Your version: _____
- 5) Businessman
 Businessperson
 Businesswoman
 Your version: _____
- 6) Red Indian
 American Indian
 Native American
 Your version: _____
- 7) Differently sized person
 Fat person
 Larger-than-average person
 Your version: _____
- 8) Policeman
 Policewoman
 Police officer
 Your version: _____
- 9) His uncle died.
 His uncle passed away.
 His uncle returned to dust.
 Your version: _____
- 10) Cabin crew
 Flight Attendant

¹Lin, Hsien-Chuan. (2010). A study of the use of politically correct language on the campus of a US Midwestern university. 2010 *International Conference on Language Education for Specific Purpose Southern Taiwan University*, Retrieved November 6, 2016, from <http://ir.fy.edu.tw/ir/handle/987654321/1746>

- Air Hostess/ Steward
 Your version: _____
- 11) Oriental
 Asian
 Your version: _____
- 12) Intellectual disability
 Retarded person
 Late developer
 Your version: _____
- 13) Slum
 Substandard housing
 Your version: _____
- 14) Underdeveloped country
 Developing country
 Your version: _____
- 15) Mankind
 Humankind
 Your version: _____
- 16) He is from Taipei. He is
 Chinese
 Taiwanese
 Chinese Taipei
 Your version: _____
- 17) Plain-looking
 Cosmetically different
 Ugly
 Your version: _____
- 18) Blind person
 Optically challenged person
 Your version: _____
- 19) Short person
 Vertically challenged person
 Your version: _____
- 20) Poor
 Economically disadvantaged
 Low-income
 Your version: _____
- 21) Undocumented Immigrant
 Illegal Immigrant
 Undocumented Alien
 Your version: _____
- 22) When referring to a mixed group, you say...
 Guys
 Folks
 Friends
 Your version: _____
- 23) Artificial
 Man-made
 Your version: _____
- 24) Lacking a formal education
 Uneducated
 Your version: _____
- 25) Prostitute
 Sex Worker
 Hooker
 Your version: _____
- 26) Mail Carrier
 Mailman
 Postman
 Your version: _____

- 27) Homeless person
 Bum
 Displaced homeowner
 Your version: _____
- 28) If you had to list the names of international leaders, you would list them by
 Alphabetical order
 Power order
 Gender order (either men to women or vice versa)
 Your version: _____
- 29) Banned
 Blacklisted
 Your version: _____
- 30) Hearing-impaired
 Deaf
 Hard-of-hearing
 Your version: _____

Part 3: Politically Correct Language Opinions and Attitudes Survey**Directions:** Answer the questions based on a scale of 1–5, each statement applies to you by using the scale below:

- 1 means you strongly agree with the statement**
2 means you agree with the statement
3 means you are neutral to the statement
4 means you disagree with the statement
5 means you strongly disagree with the statement

Politically Correct Language Attitudes Questions

	Statement	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
1.	It is important for members of our community to know politically correct language.					
2.	Politically correct language is vital to promote equality among different groups of people.					
3.	Politically correct language is worth using					
4.	Politically correct language is difficult to use					
5.	Our community should work hard to promote the use of politically correct language					
6.	It would be a good idea to promote the use of politically correct language at home					
7.	Politically correct language actually promotes equality.					
8.	It is important that politically correct language is encouraged and used in workplaces					
9.	Politically correct language should be encouraged and used in the media.					
10.	Politically correct language should be encouraged and used in formal speech.					
11.	Politically correct language should be encouraged and used in government activities.					
12.	It does not matter if the language is written and spoken without being politically correct.					
13.	I would be willing to promote the use of politically correct language.					
14.	I normally use politically correct language.					
15.	Politically correct language should be taught in schools					
16.	I think politically correct language is not important in my daily life.					
17.	I think politically correct language is still not widely used.					

	Statement	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
18.	I think politically correct language is not important in my workplace.					
19.	In the future, people will use more politically correct language.					
20.	Politically correct language is influenced by the society.					
21.	Politically correct language is politicized.					
22.	Politically correct language has been overused.					
23.	Politically correct language can reduce misunderstandings and/or conflicts in cross-cultural communication.					
24.	People who use politically correct language are considered to be more reliable and professional					
25.	Politically correct language builds good relationship between interlocutors (persons in a conversation).					

--- ☺ End of the questionnaire. Thank you very much for your kind support ☺ ---

Appendix B Sample Questions for Interview

1. What is your understanding about politically correct language?
2. How would you define the term ‘Political Correctness’?
3. What is your opinion of the phenomenon of Political Correctness?
4. What influence do you think it has or may have on the people, the language and the society in general?
5. Is it a temporary phenomenon or will it continue to develop in the future?
6. What is your opinion about political correctness in English language?
7. What is your opinion about political correctness in Thai language?
8. What are difficulties and problems of politically correct language?
9. Will you use PC language once you have already studied about it?

