

POLITICAL CORRECTNESS

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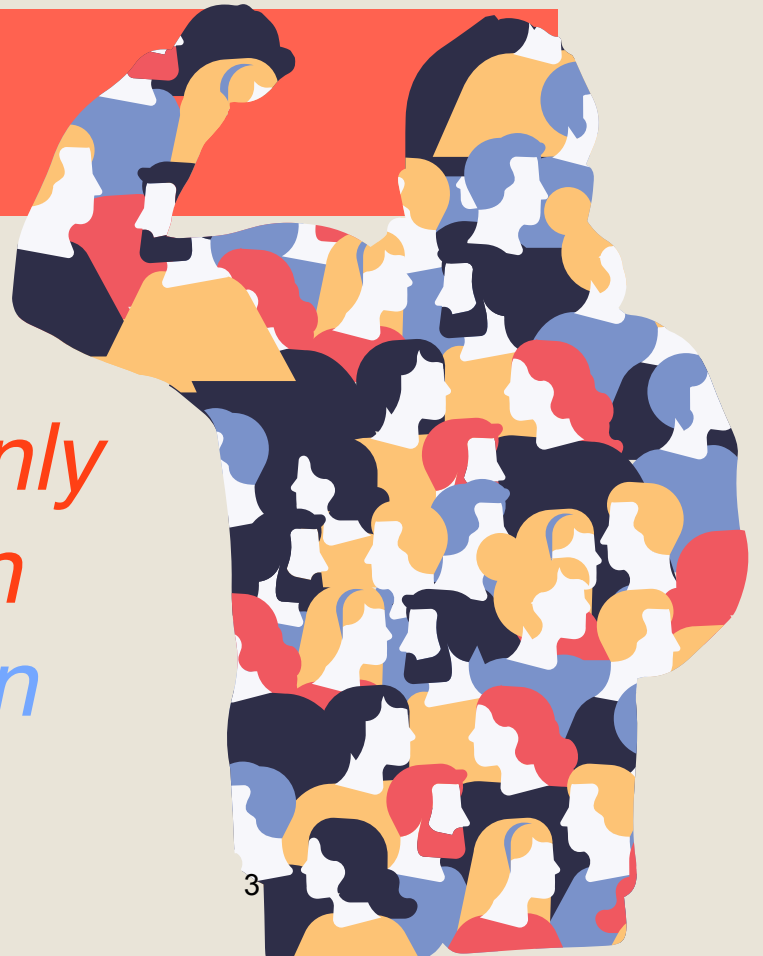


POLITICAL CORRECTNESS

Political incorrectness refers to language or behavior that may offend or marginalize specific groups, often due to a lack of sensitivity toward their historical experiences or cultural

POLITICAL CORRECTNESS

*Inappropriate
comments can not only
incite public backlash
but also erode trust in
political leaders*



CASE STUDY: Donal Trump and “bad hombres”



The term "bad hombres" was a deliberate choice to create an image of Mexican migrants as criminals and threats. It drew upon a long history of negative stereotypes and xenophobia.

CASE STUDY: Boris Johnson and “banana republic”



the term "banana republic" is a metaphorical expression. It uses the image of a small, politically unstable country, reliant on a single commodity (bananas) to represent the EU, which is perceived as being governed by bureaucratic inefficiency and a lack of flexibility. This is a clear example of negative stereotyping and prejudice.

CASE STUDY: Harry Truman and “Negroes”



*In the mid-20th century, "Negro" was a widely used term in the United States to refer to African Americans.***

Evolution of Language:

By the 1970s and 1980s, many organizations and communities adopted the term "African American" as a more appropriate reference to individuals of African descent. This change was not just about terminology; it marked a significant shift in identity and pride among African Americans.



THANK YOU
FOR ATTENTION!