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6 April 2021

Within the academic article “‘The Elevation of Sensitivity over Truth’: *Political Correctness* and Related Phrases in the *Time* Magazine Corpus” written by Solveig Granath and Magnus Ullen, the two researchers study the appearance of political correctness throughout a designated period within their research. The reason for their research is due to the negative connotation of PC usage in contemporary society. The authors’ wish to investigate these claims launches a study that focuses on the number of times that terms like politically correct and other associated terms appear within a neutral medium such as *Time* magazine. This is a much narrower part of my overall research because it focuses on vocabulary and the linguistic aspect of cancel culture. Political correctness plays a pivotal part in creating the political atmosphere of today. It acts as one of the many influences that culminate into cancel culture because it establishes a social etiquette on how to speak of “taboo” subjects within society.¹

The author enters this research understanding that PC usage has mainly been linked with negative connotations. This is due to the political nature of political correctness as many are critical of it because they claim that PC language stifles any real debate and imposes orthodoxy instead of real growth.² On the other hand, some even go so far as to state that political correctness doesn’t even exist and argue that its societal growth and progress being reflected in our language. Regardless, the authors enter the research wishing to investigate these claims not through mental debate like others have in the past but rather through qualitative research focusing on tangible evidence and drawing conclusions from it.

The author mainly draws their data from *Time* magazine articles by researching how many times terms such as politically correct are used over their designated period. After doing so they create charts and graphs to illustrate the data, and organize it by typifying it under various categories. Then they rank the categories by the frequency the word appears within that category, and their results reveal that art is where PC language is most used, followed by ethnicity, politicals, gender and sexuality, language use, and education.³ Then after quantifying their data they analyze their findings and conclude that political correctness is just a reflection of the changing norms within society and PC language is used as the expression of these norms. Furthermore, the researchers also assert that conducting studies on the ways PC phrases are utilized is more productive than debate over the concept itself as shown in their research.⁴

¹ Solveig Granath and Magnus Ullen, “‘The Elevation of Sensitivity over Truth’: *Political Correctness* and Related Phrases in the *Time* Magazine Corpus,” Oxford University Press, 2017, <https://academic-oup-com.ezproxy.bu.edu/applij/article/40/2/265/3979153>

² Granath and Ullen, “The Elevation of Sensitivity over Truth”

³ Granath and Ullen, “The Elevation of Sensitivity over Truth”

⁴ Granath and Ullen, “The Elevation of Sensitivity over Truth”