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TRANSITION OF SOME MEDICAL TERMS INTO THE CATEGORY OF OFFENSIVE LANGUAGE

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As society advances and cultural norms change, some terms that were previously considered standard and neutral can acquire new meanings and be perceived in unprecedented contexts. This phenomenon is particularly apparent in medical terminology, where terms previously used to define clinical conditions and medical procedures may now be viewed as inappropriate or offensive in certain situations. This article explores the significance of this trend and its impact on society and the medical field.

The transition of certain medical terms to non-standard language is attributed to shifts in the sociocultural landscape, heightened sensitivity to language, and their role in perpetuating stereotypes and influencing the development of information technology and social media. Contemporary society increasingly values inclusivity and respect for diverse cultural groups, and emphasizes the need to review and update medical terminology. The internet and social media play a crucial role in disseminating new meanings and knowledge, which also affect the use of medical terms. As a result, updating medical terminology has become a crucial aspect of modern linguistics and medical practice. The aim of this study is to study the phenomenon of the transition of certain medical terms in to the category of non-standard lexicon. The main objectives include analyzing the reasons for such a transition, identifying the processes that cause it, and understanding the consequences of these dynamics for the medical community and society as a whole.

Research methods:

Literature analysis includes examining the history of the use of medical terms to identify evolutionary changes in their semantic perception, as well as analyzing medical literature to understand the contextually charged terms and their perception in society.

Semantic analysis includes studying the change in semantic perception of medical terms in contemporary discourse, as well as analyzing the use of medical terminology in mass media and social networks to determine the influence of public opinion.

The study examines how certain medical terms that were previously considered neutral or professional have undergone a transformation and become of fensive or unacceptable in modern society. For example, words describing mental disorders,

disability, gender, race, ethnicity, sexual orientation, and others may have negative connotations or be used as insults.

Researchers who have worked in or had connections to this field include:

1. Barbara Lewandowska-Tomaszczyk, Anna Bączkowska, Chaya Liebeskind, Giedre Valunaite Oleskeviciene and Slavko Žitnik, who developed an integrated taxonomy of explicit and implicit offensive language. They analyzed different categories and levels of offensive language, including medical terms.
2. Adam Fox, who examined medical slang, which uses acronyms and informal terminology to describe patients, medical staff, and medical concepts. Some of these terms are offensive or unethical.
3. Shubham Singh, Ankit Kumar, Prashant Singh Rana, and Amitava Das, who conducted a review of offensive language detection methods, considering various approaches, challenges, and applications for automatically detecting and classifying offensive language in texts.

Keywords: medical terms, non-standard lexicon, linguistic transformations, meaning and perception of terms, sociocultural changes, semantic change, standardization processes, communication norms, influence on public opinion, development of medical language

Presentation of the main material.

1. In modern society, there is a tendency for some medical terms to fall into the category of non-standard vocabulary [4].
2. This process is associated with the use of medical terms in contexts that evoke negative associations or unpleasant emotions [6].
3. Factors that contribute to the transition of medical terms into non-standard vocabulary may include irony, sarcasm, or the excessive use of these terms in everyday communication [1].
4. This phenomenon can have negative consequences such as stereotyping, discrimination and a deterioration in relationships between health professionals an dpatients [5].
5. It is important to recognize the impact of transitioning medical terms into nonstandard vocabulary on public perceptions of health and medicine [2].
6. Education and awareness can help prevent or mitigate this trend by increasing awareness and understanding of the meaning of medical terminology [1].
7. Sociocultural changes and the development of language contribute to a reassessment of the meanings and contexts of use of medical terms, which may lead to their transition to non-standar dvocabulary [3].
8. The dissemination of medical terms in popular culture across various media formats, including films, television series and Internet content, may contribute to their demedicalization and thus their transition into a non-standardized sphere [6].
9. The process of transition of medical terms into non-standard vocabulary requires the attention of linguists and cultural scientists to analyze and understand its causes and consequences [5].

10. An open dialogue between health professionals, linguists and the public about the impact of using medical terms in different contexts can promote more informed language use and prevent language degradation [3].
11. As medical terms become more common in non-standard vocabulary, there may be an underestimation of the importance and severity of relevant medical conditions and procedures [2].
12. Contextual use of medical terms in negative or ironic situations can lead to public misinformation about relevant medical topics [6].
13. Regularly updating and adapting medical terminology to changing linguistic and cultural contexts can help prevent or limit the migration of some terms into non-standard areas [4].
14. Promoting responsible language use in medical and public settings can be achieved through educational programs and campaigns that emphasize the importance of correct and respectful use of medical terminology [3].
15. Taking ethical and cultural considerations into account when using medical terms can help maintain their prior meaning and prevent them from undesirably becoming a non-standard vocabulary [2].
16. The use of medical profanity can lead to a decrease in respect for the medical profession and impaired communication between healthcare providers and patients [4].
17. Promoting empathy and awareness of the meaning of medical terminology in educational institutions and government agencies can reduce the likelihood that these terms will become profanities [1].
18. The process of transitioning medical terms into obscenities highlights the importance of social responsibility in language use and the need to adhere to professional ethics when communicating [6].
19. The joint efforts of the medical community, linguists and the public can help develop strategies to prevent and control the conversion of medical terms into profanities [3].
20. Focusing on the respectful and ethical use of medical terms in popular culture and social media can help promote a positive image of the medical field and improve the quality of medica communication [5].

Conclusion and outlook for further research: The transition of medical terms into the swear word category is a complex issue that requires attention and careful research. This process can have negative consequences for the medical community and society at large, including misinformation, stereotyping, and decreased respect for the medical profession. Understanding the causes and mechanisms of this phenomenon is crucial for developing effective prevention and control strategies.

To further solve this problem, detailed research is required aimed at analyzing the influence of various factors on the transition of medical terms into obscenities, as well as developing and implementing effective educational and information programs. In addition, research could focus on studying the impact of this phenomenon on communication between healthcare professionals and patients and developing strategies to prevent and control the deterioration of medical terminology.

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