

Language reform: changing the way one uses language in a bid to use language in a way that does not discriminate or demean, i.e. its aim is representational justice

- (Pinker, 2003) Euphemism treadmill
- (O'Neil, 2011) Argues that language reform in the pursuit of political correctness will be unending, and that people should focus on changing the intent of the use of language instead of the form of language because the negative attitudes would simply attach to the new 'correct' forms

Language reform is a type of prescriptivism, (Curzan, 2014) explains that there are different types of prescriptivism based on the aim of prescriptive rules:

- 1) Standardising prescriptivism: aims to enforce a "standard" usage
- 2) Stylistic prescriptivism: aims to distinguish between points of style
- 3) Restorative prescriptivism: aims to restore earlier usages, preventing the language from decline and decay
- 4) Politically responsive prescriptivism: aims to promote inclusive, non-discriminatory or "politically correct" usages

(Burridge, 1996) Three main reasons why people do not like language reform

- They do not like language change
- People resent it because it seems like censorship, like they are being told what to do which they argue imposes on their right to freedom of speech
- People are uncomfortable when they are told that a term they thought was neutral / inoffensive is laden with negative meanings they did not intend; it feels like an attack on their character or an accusation

Ideas associated with political correctness:

- Impediments of free speech

Terms used to regulate speech in public domains at educational institutions: Examples include, "no platforming", "trigger warnings" and "safe spaces". No platforming refers to the practice of not allowing people with particular views to speak at an event. Trigger warnings refer to statements made before a public discussion to alert participants that the discussion topics may be disturbing or offensive. Safe spaces refers to spaces where a person will be free of discrimination of any kind.

- Prevention of truth

USA's President Barack Obama was criticised for his refusal to use the term "Islamic terrorist", using simply "terrorist" instead. Critics argued that to refuse to say "Islamic terrorist" denies a link between Islam and terrorism. Obama argued that it is important to remember that while some terrorists are muslim, they do not represent all of Islam and the label "Islamic terrorist" suggests that they do.