

The role of political correctness and the language tact in communication with representatives of sexual minorities and so-called "risk group", and the need to respect their rights and freedoms in the modern society are defined. The significance of political correctness from the point of view of mentality and culture of the Slavic peoples in the context of events connected with the adoption of some legislative acts of the European countries and the Russian Federation in regard to people with non-traditional sexual orientation is explained. The author proves the necessity of the establishment of social relations with them, which allows understanding and accepting their position as one of the social groups that require special attention of the society, preventing violations of human dignity.

Political correctness as a phenomenon appeared in the US in the late 70's - early 80-ies. His current study is of particular relevance in connection with the development of social communication and intercultural interaction. Culture of communication is especially necessary when it comes to getting acquainted with the so-called Western values, which influence speech-thinking activity as representatives of the English linguistic culture, and are widely spread in the "Slavic" environment.

Without a doubt, the political correctness of the various groups of the population should be the basis of our tolerance of them, provided that they are from a social point of view will also lead a healthy lifestyle and do not impose their habits and inclinations of others, especially children. On his companion should always be respectful view, if it is different, it is his right. Globally, the same sense that in the process of interaction between the countries and peoples of any conflict of cultures, it is necessary to pay special attention to the issues and problems of intercultural communication. Language cycle involves new ways of linguistic expression instead of those that hurt the feelings and dignity of the individual, infringe upon the human rights of its usual linguistic faux pas or straight against his morals, habits and lifestyle.

*Keywords:* language tact, intercultural communication, speech-cognitive activity, politically correct language, mentality, cultural conflict.