

**Mukhtarova M.**

Azerbaijan University of Languages

## THE 'ESCAPE ROUTE' OF EUPHEMISMS – A FACTOR CONTRIBUTING TO THE ONGOING RENEWAL OF GENDER METAPHORS IN THE DISCOURSE OF ENGLISH-LANGUAGE NEWSPAPERS

*The article critically examines the contemporary lexical-phraseological inventory, operationalized through euphemisms, within the context of gender discourse. Specifically, it scrutinizes the process of updating euphemisms employed as an "escape route", with a focus on individuals manifesting diverse gender identities, particularly those enmeshed in gender relations. The research endeavors to delineate the causal factors and conditions underpinning the persistent renewal of euphemistic expressions used to designate individuals with disparate gender identities. Furthermore, it undertakes a nuanced assessment of the semantics inherent in the terminology employed for individuals with distinct gender identities, juxtaposing these against the prevailing paradigms within the English-language newspaper discourse. The study makes salient reference to extra-linguistic determinants, foregrounding the analysis of factors influencing the nomenclature of sexual minority groups. Of particular emphasis is the discernment of the psycho-emotional sensitivity that shapes these naming conventions, thereby elucidating the dialectic between linguistic formulations and the nuanced psychosocial context in which they operate. Consequently, the research posits a discernible proclivity within the human psyche to assimilate and propagate certain lexemes, including euphemisms, exhibiting an initial propensity towards negative connotations, a phenomenon exacerbated when disseminated across varying contextual milieus. Drawing on the renowned scientific generalization encapsulated in Allan-Beric's Law, the investigation accentuates the temporal encoding of neutralization tendencies within the semantic core of euphemistic expressions. In divergent contextual frameworks, notably within the discursive ambit of newspapers, the amplification of negative connotations or semantic distortions is identified as potentially engendering a semantic renewal incongruent with the foundational objective of euphemisms. This divergence may even give rise to semantic distortions antithetical to the mission of tempering the tabulated meaning intrinsic to the euphemistic lexicon. Consequently, the longitudinal trajectory of the study delineates the gradual neutralization of euphemistic gender metaphorizations, culminating at times in their appropriation with deleterious connotations. Within this narrative, the imperative emerges for the formulation of novel euphemistic nominations to denote individuals belonging to sensitive groups contingent upon their sexual orientation.*

**Key words:** gender metaphorizations, English-language newspaper discourse, euphemisms, metaphorical language elements, political correctness.

**Introduction.** One of the salient trends observed in the discourse of English-language newspapers regarding gender metaphors pertains to the recurrent rejuvenation of the euphemistic lexicon—a process that occurs periodically, at predetermined intervals. Within the confines of this scholarly article, we shall specifically scrutinize the metaphorical phenomenon termed the "euphemism treadmill," shedding light on the perpetual process of terminological revitalization. Herein, our discourse will delve into euphemistic expressions of a metaphorical nature, explicitly encompassing novel gender realities and striving for a more inclusive and tolerant connotation.

Primarily, it is imperative to underscore that a substantial proportion of metaphorical linguistic elements pertaining to gender, specifically those of euphemistic nature, are widely acknowledged. The recent surge in the adoption of alternative designations for potentially stigmatized terms, particularly those perceived as rigid in terms of gender equality or those impinging on the autonomy of individuals who identify with non-binary gender identities (such as transgender and non-binary individuals), is attributed to an augmented sensitivity towards gender equality and a societal inclination towards more tolerant nomenclature. The inexorable veracity concerning

linguistic semiotics is that, over time, even euphemistic terms imbued with the most sanguine connotations tend to undergo neutral semantic shifts and, in some instances (at subsequent stages), exhibit a proclivity towards certain pejorative or undesirable connotations.

As articulated in the venerable Allan-Burridge law, individuals tend to foreground negative connotations, consistently updating and accentuating unfavorable information, potentially eclipsing positive meanings or nuances [refer to: 2]. Consequently, a cyclical pattern emerges, wherein the same process of euphemistic revitalization is observed and iterated with new terminological inventories after specific temporal intervals. The metaphorical analogy with a treadmill, conceptualized as the "euphemism treadmill", was introduced by Steven Pinker in the late 20th century [16] and substantiated in the early 21st century (in the book "The Blank Slate," published in 2003) [23].

**Degree of problem elaboration.** It is noteworthy that the burgeoning tendency of the euphemistic aspect in gender metaphors has been explored in several contemporary linguistic studies [1; 12, p. 135–150]. Furthermore, a series of interesting studies addressing the neutralization tendency of euphemisms have shed light on the psycho-linguistic and socio-linguistic aspects, culminating in the formulation of the Allan-Burridge law [7]. However, a systematic analysis of the continuous renewal process of gender euphemisms within the scientific tenets established by this law remains largely unexplored. In this regard, the presented dissertation can be considered as an initial analytical endeavor, probing the exposure of euphemistic nature in the metaphors of this specific group.

**Objectives and tasks.** The central aim of the research conducted within the framework of this article is to systematically analyze the reasons and conditions underlying the continuous neutralization of euphemisms in gender metaphors in the English-language newspaper discourse. This involves examining the systematic influence of social, legal, cultural, ethical values, etc., on the perpetually evolving euphemistic series aimed at rendering the entrenched understanding and concepts more tolerant, emotionally nuanced, and softer in terms of expressivity. In terms of specific objectives, this research seeks to identify the causes of the problem, determine the impact of social, ethical, political factors, etc., that ensure the continuity and permanence of the process, shed light on psycho-emotional factors leading to the gradual neutralization of gender euphemisms over time, and comparatively investigate the positions of euphemistic gender metaphorizations in the English-language newspaper discourse.

**Methods.** The research employs inductive analysis, semantic analysis, contrastive analysis, synchronic and diachronic analysis, as well as linguistic-cultural analysis based on the comparison of different cultural codes. Lexical semantic definition methods and contextual analysis methods are also utilized within the framework of the article.

### Main part

#### The Creation and Functionality Process of Euphemisms

The genesis and operational dynamics of euphemisms are notably governed by their trajectory of non-linear instantiation. This implies that euphemisms, construed as metaphorical linguistic entities, undergo cycles of renewal within specific temporal intervals. The phenomenon of replacing one euphemism with another within a defined period, with the latter subsequently harboring the potential for renewal over time, reflects a linguistic reality encapsulated by the term "*euphemism treadmill*," denoting a perpetual process of linguistic rejuvenation [16]. Intriguingly, even the introduction of this linguistic term-neologism ("*euphemism treadmill*") is indicative of the metaphorical potential inherent in language, specifically the metaphorical signaling of the corresponding reality, playing a consequential role in the nomination process.

The metaphorical analogy with a treadmill, a sports simulator designed for repetitive execution of the same process, draws an analogy from the recurrent execution of the same trajectory. The creation of euphemisms and their subsequent replacement with new alternatives that have neutralized meanings (and, in certain cases, acquired pejorative semantics) similarly aims for the repetition of the same directional process—targeting the creation of euphemisms with ameliorative semantic creativity within a specific time frame. The example presented by K. Stollznow vividly illustrates the permanence of the Euphemism Treadmill process [22].

The linguistic evolution from "*latrine*" to "*water closet*" to "*toilet*" to "*bathroom*" to "*restroom*," symbolizing the chain of euphemistic substitutions, underscores the utilization of different euphemistic nominations with subtly altered meanings every two to three decades or half a century. Each newly coined euphemistic metaphorical linguistic element will inevitably transition over time towards a neutral meaning, resisting dominance from negative connotations, or may even begin to adopt negative meanings in some cases (cf. [22]).

This characteristic prompts scrutiny of the doctrine of political correctness, which expedites the etymology of euphemisms, and exposes it to certain critiques

[cf. 14, p. 279–291]. In accordance with the Allan-Burridge law, it is evident that each new euphemism, by expending its potential for more tolerant, softer, ethically and culturally distant nominations, tends to shift towards neutral meanings and, at times, acquires negative connotations [7, p. 28–38].

A noteworthy illustration of this tendency is found in the frequent adoption of the neologism "third gender" in English-language newspaper discourse. Initially surfacing as a euphemistic metaphorical linguistic element, this expression aimed at ethically and tolerantly characterizing a situation that did not exist as a biological reality in nature. However, as this expression began to lose its euphemistic function over time, it entered a cycle. It is pertinent to recall that the term "*sexual minority*" itself emerged to address challenges related to gender identity, yet in research by Massachusetts University, particularly by R. J. Seals, it is reported that this term has lost its efficacy in certain contexts. R. J. Seals even highlighted the prohibition of using the term "minority" in some U.S. states, including Boston and San Diego, due to its derogatory nature [20]. In contrast, the term "*sexual or gender minority*" (sexual minority) can be considered a relatively new euphemistic product of the modern era. Specifically, influenced by the work of the Swedish author Lars Ullerstam in the late 1960s, this euphemism [9] has progressed through several decades and is now known to have advanced into the last row of pejorative lexicon.

*Policing and extorting sexual minorities is unacceptable* [10].

The paradoxical condition in question stems from the observation that, within the discourse of English-language newspapers, the functional utility of euphemistic terminology concerning ethnic minorities does not exhibit a discernible impact. However, an intriguing phenomenon unfolds concerning the term "minority" within the context of gender discourse, as its semantic evolution over time reveals a gradual acquisition of negative connotations.

By way of illustration: "*Gender pay gap wider for minority ethnic women, Labour finds*" [4]; "*Ethnic and racial minorities will comprise a majority of the population of the United States in a little more than a generation*" [19]. It is apparent that, in these instances, the term "ethnic minority" demonstrates operational efficacy with a neutral terminological connotation, devoid of pejorative nuances and maintaining its neutral semantic trajectory. Conversely, our monitoring of materials in both The Guardian, representing the British media landscape, and The New York Times, a reputable U.S. newspaper, indicates a recent abstention

from utilizing the euphemistic expression "sexual minority" in their respective publications. In contrast, a comparative analysis reveals that within the British newspaper discourse, The Daily Mail, recognized for its more tabloid format and less pioneering stance than The Guardian, employs the term "sexual minority" in its pages, thereby illustrating a notable divergence in usage patterns between these two outlets.

*While most Britons are white and heterosexual, the poll found many believe the UK is made up of far more racial, religious and sexual minorities than it actually is.* [3].

However, as evidently depicted from the example, the discourse extends beyond merely sexual and gender minorities to encompass any form of minorities prevalent in British society – be they ethnic, racial, or gender minorities. This substantiates the anticipation that the operationality of the term "sexual minority" is confirmed independently, which affirms its integral functionality. While instances of the euphemistic term "gender minority" can be found in The Daily Mail pages (for instance, "*Difficulty accessing bank credit is a particular problem for trans Kenyans and others from gender minorities*" [18]), it is noteworthy that there is a discernible reduction in the usage of the corresponding euphemistic terminologies concerning both sexual and gender minorities within this periodical.

Our analysis indicates that the high frequency of usage of this euphemistic expression in newspaper texts reached its zenith approximately five to six years ago. Specifically, within the context of newspaper materials from that time frame, it is possible to identify repeated usage of the term "sexual minority" within the same article framework. For instance, in a newspaper material published in 2017, the euphemistic term "sexual minority" is employed six times: "*Bisexual teens are more likely than other sexual minorities to attempt suicide...An analysis of survey data from 15,624 high school students found that 40 percent of sexual minority teens had considered suicide...The new study took a look at differences in risks between sexual minorities and the rest of the student population*" [17].

Instances of such extensive usage of this euphemistic term in the same context at this level are not observed in the discourse of the 21st century's second decade, suggesting a significant shift. When contextualized, it becomes apparent that within contemporary newspaper discourse, this euphemistic term has either been replaced by new euphemisms or has begun to be presented with new terminological euphemisms through the process of semantic diversification (division into separate meanings). *This group, according*

*to past research, is most likely of any sexual minority to be dismissed, falling between the cracks between 'gay' and 'straight.' ...; that this community is still facing a wide variety of stressors in an intense way, affecting a large proportion of sexual minorities, and we need to start making changes so we can reduce those.* [17]. As evidenced by the given context, it can be reasonably concluded that in approximately five to six years, gender identity and sexual orientation euphemisms, such as gender identity and sexual orientation, began to be utilized within English-language newspaper discourse.

*Last night those who opposed the inclusion of 'gender identity' in the conversion therapy ban... Conversion therapy is defined as attempts to change or suppress someone's sexual orientation or gender identity* [15].

It is also important to note that bureaucratic challenges and obstacles stemming from the actualization of the third gender concept as an alternative to the binary gender differentiation in state documentation, despite the elimination of certain social tensions and public dissatisfaction, could not be disregarded [6].

The lack of adequate evaluation of resources in state apparatus may lead to the acceptance of individuals with gender differences as citizens with insufficient status in terms of biological, medical realities, but rather as a matter of personal choice within the framework of human rights [5]. This acceptance has ultimately led to substantial corrections in the discursive treatment of this euphemism in English-language newspaper discourse in the third decade of the 21st century. For instance, examining the last active discourse on this gender euphemism in a newspaper material from 2018 reveals a significant reduction in its operability compared to the previous decade.

*New York's Mayor de Blasio signs a bill creating a 'third gender' of X on city birth certificates allowing people to change their sex without a letter from a doctor* [13]. In other words, the refusal to define the third gender concept as a biological "reality" and instead accepting it as a matter of personal choice within the framework of human rights has caused this euphemistic term to lose its former value. Therefore, the high frequency of usage of the euphemistic term "third gender" in the initial stages of its discourse in English-language media has begun to show a decreasing trend in the contemporary discourse. Consequently, modern English-language media discourse increasingly tends to prefer the hyponyms "offshoots" of this euphemistic term, such as pangender, transgender, etc. [11].

*The term "third gender" is used to describe someone who does not identify within "the extremely limiting and wholly inaccurate notion of a gender binary," of male and/or female, says licensed clinical psychologist Rachel Lynn Golden, PhD, a researcher on sexuality and gender identity. It can be used to describe someone who is non-binary, pangender, bigender, or anyone who expresses their gender differently than the sex they were assigned at birth* [11].

It is pertinent to observe that despite the conservative inclination characterizing the discourse of British newspapers, the widespread adoption of this euphemistic term is not evident in the discourse of U.S. newspapers during the early decades of the 21st century. In the latter context, a discernible preference emerges for employing distinct appellations for diverse groups of individuals delineated by this euphemism, notably those characterized by disparate gender identities. In a newspaper publication from 2015, contextual synonymy of alternative euphemistic terminologies is discerned: *Gieselman accepts having a womanly body, and uses the term – along with "genderqueer" – to mean something else: a distinct third gender* [21]. As evident, the simultaneous deployment of the euphemistic terms "genderqueer" and "third gender" occurs in approximately the same semantic context.

The emergence of such an approach is undoubtedly influenced by the ongoing societal processes. Despite the tolerance and inclusive attitudes demonstrated towards individuals who perceive themselves differently in terms of gender identity in both British and American societies, public figures and political leaders voice concerns about the impracticality of implementing and institutionalizing the concept of a third gender. Their reservations center around the idea that this approach may deny the natural (biological) realities. It suffices to remind that the leader of the Conservative Party in the United Kingdom and the current Prime Minister, R. Sunak, sparked significant controversy with his views on gender, specifically regarding the notion that an individual should be identified as a woman if born female and as a man if born male, dismissing the existence of any third gender in biological nature. *"And we shouldn't get bullied into believing that people can be any sex they want to be. They can't. A man is a man and a woman is a woman – that's just common sense"* [8].

In this regard, R. Sunak (in response to opponents expressing positions against denying gender dualism and advocating for the recognition of the third gender concept) has suggested updating their knowledge of biological sciences. *(You all know I'm a big fan*

of everybody studying maths at 18, but it turns out that we need to focus on biology," the man in the video said) [8]. It is noteworthy that this approach has engendered fresh deliberations within the English-language newspaper discourse, thereby potentially serving as a distinct focal point for further scholarly investigation.

Hence, it becomes evident that the rejuvenation of euphemisms pertaining to gender within English-language newspapers often materializes in response to the sensitivity of particular social cohorts, notably including sexual minority groups, towards specific nomination units. Gradually, the semantic nuances and contextual meanings of euphemistic terms neutralize over time, giving way to novel nomination units that align more fittingly with the societal demands and preferences of these groups.

**Conclusions.** The analyses undertaken in the context of the article elucidate the persistent tendency towards the renewal of euphemisms related to gender identity within the English-language newspaper discourse. This phenomenon can be primarily ascribed to the foundational tenets of the Allan-Burridge law, which, in its inception, seeks to augment the functional efficacy of negative connotations inherent in any given euphemism, thereby fostering its wider integration into societal communication. Consequently, this

iterative process may culminate in the neutralization of semantic loads or even the accrual of positive connotations to newly generated euphemistic nomination units, thereby necessitating the emergence of subsequent euphemistic expressions.

The evolution of the euphemistic term "*third gender*" over time has been instrumental in amplifying the acknowledgment of specific conditions pertaining to gender inadequacy or diversity in gender identity. This, in turn, has facilitated the replacement of the euphemistic term "*third gender*" with novel hyponymic euphemisms in the contemporary era, leading to a discernible contraction in the utilization of the original euphemistic expression.

The analyses conducted within the purview of the article underscore that the instantiation of the "euphemistic treadmill" is fundamentally contingent upon social conditioning. This implies that the substitution of words and expressions, often perceived as derogatory or indicative of inadequacy, particularly those spotlighting the distinctions within certain social, ethnic, or gender minority cohorts, is intrinsically linked to societal exigencies and proposals. These lexical substitutions are implemented in response to perceived disrespect, the cultivation of a sense of inadequacy, or the accentuation of the distinctiveness of these social groups.

#### Bibliography:

1. Al-Fil I. The Relationship Between the Use of Metaphorical Expressions and the Construction of LGBT Identity in a Cross Linguistic Cross Cultural Medium. URL: <https://www.academia.edu/33326705/>
2. Burridge K. Euphemism and Language Change: The Sixth and Seventh Ages. (2012). *Journal in English Lexicology*. URL: <https://journals.openedition.org/>
3. Edkins, G., Livingstone, N. British public hugely overestimates the size of minority groups, including trans and gay people and vegans, study shows. *The Guardian*, 4 June, 2022. URL: <https://www.dailymail.co.uk/news/>
4. Gender pay gap wider for minority ethnic women, Labour finds. URL: <https://www.theguardian.com/world/2022/oct/12/>
5. Ghoshal, N. Transgender, Third Gender, No Gender: Part I. Human Rights Watch, September 8, 2020. URL: <https://www.hrw.org/news/2020/09/08/t>
6. Ghoshal, N. Transgender, Third Gender, No Gender: Part II. Human Rights Watch, September 8, 2020. URL: <https://www.hrw.org/news/2020/09/08>
7. Kapron-King, A., Xu, Y. A diachronic evaluation of gender asymmetry in euphemism. ACL (Association for Computational Linguistics), Anthology, In Proceedings of the 2nd International Workshop on Computational Approaches to Historical Language Change 2021, p. 28–38. URL: <https://aclanthology.org/2021.lchange-1.5/>
8. Kasulis, Cho K. U.K. prime minister on gender: 'A man is a man and a woman is a woman'. *The Washington Post*, October 5, 2023 URL: <https://www.washingtonpost.com/world/2023/10/05>
9. Lattimer, Julia. GSM acronym better than LGBT alphabet soup. *Collegiate Times*. 11 June 2015. URL: <http://www.collegiatetimes.com/opinion>
10. Makanjuola, O. Policing and extorting sexual minorities is unacceptable. *The Guardian Nigeria News*, 16 August 2017. URL: <https://guardian.ng/features/>
11. Mejia, N. Here's What to Know About the Term "Third Gender" *Cosmopolitan*, 23 December, 2021. URL: <https://www.cosmopolitan.com/>
12. Milde, N. Pop Goes the Queerness, or, (Homo) Sexuality and Its Metaphors: On the Importance of Gay Sensibilities in Postmodern Culture and Theory. *Amerikastudien / American Studies*, Vol. 46, No. 1, Queering America (2001), pp. 135–150. URL: <https://www.jstor.org/stable/41157633>

13. New York's Mayor de Blasio signs a bill creating a 'third gender' of X on city birth certificates allowing people to change their sex without a letter from a doctor. The Daily Mail, 9 October 2018, URL: <https://www.dailymail.co.uk/news/article-6257771/>
14. O'Neill, B. A Critique of Politically Correct Language. The Independent Review Vol. 16, No. 2 (Fall 2011), pp. 279–291 (13 pp.). URL: [https://www.researchgate.net/publication/272354414\\_](https://www.researchgate.net/publication/272354414_)
15. Owen, G, Manning, S. Ban on conversion therapy for gender identity and sexuality won't prevent parents... The Daily mail, 21 May, 2023 URL: <https://www.dailymail.co.uk/news/article-12107121/>
16. Pinker, S. The Game of the Name. The New York Times, 5 April, 1994. URL: [https://stevenpinker.com/files/pinker/files/1994\\_04\\_03\\_](https://stevenpinker.com/files/pinker/files/1994_04_03_)
17. Rannal, N. Gay teens are 63% more likely to consider suicide than heterosexuals in America, study reveals. The Daily Mail, 17 December, 2017. URL: <https://www.dailymail.co.uk/health/article-5195087>
18. Rejected by banks, Kenyan LGBTQ+ entrepreneurs turn to loan sharks. The Daily mail, 16 October, 2023. URL: <https://www.dailymail.co.uk/wires/reuters/article-12634755/>
19. Roberts, S. Minorities in U.S. set to become majority by 2042. The New York Times, 14 August, 2008. URL: <https://www.nytimes.com/2008/08/14/world/americas>
20. Sales, R.J. Vest welcomes frosh; Prof. Pinker derides 'euphemism treadmill'. MIT News | Massachusetts Institute of Technology, August 29, 2001 URL: <https://news.mit.edu/2001/v>
21. Scelfo, J. A University Recognizes a Third Gender: Neutral. The New York Times, February 3, 2015. URL: <https://www.nytimes.com/2015/02/08/>
22. Stollznow, K. Ableist Language and the Euphemism Treadmill. Cambridge University Press. URL: <https://www.cambridgeblog.org/2020/08/>
23. Styler, W. The R Word and the Euphemism Treadmill, 2012. URL: [https://wstyler.ucsd.edu/posts/r\\_word.html](https://wstyler.ucsd.edu/posts/r_word.html)

#### **Мухтарова М. «ШЛЯХ ВТЕЧІ» ЕВФЕМІЗМІВ – ЧИННИК, ЩО СПРИЯЄ ПОСТАВНОМУ ВІДНОВЛЕННЮ ГЕНДЕРНИХ МЕТАФОР В ДИСКУРСІ АНГЛОМОВНИХ ГАЗЕТ**

*У статті критично розглядається сучасний лексико-фразеологічний інвентар, операціоналізований через евфемізми, у контексті гендерного дискурсу. Зокрема, досліджується процес оновлення евфемізмів, які використовуються як «маршрут втечі», зосереджуючись на особах, які виявляють різноманітні гендерні ідентичності, особливо ті, що переплетені гендерними відносинами. Дослідження намагається окреслити причинні чинники та умови, що лежать в основі постійного оновлення евфемістичних виразів, що використовуються для позначення осіб з різною гендерною ідентичністю. Крім того, у ньому проводиться детальна оцінка семантики, притаманної термінології, яка використовується для осіб із чіткою гендерною ідентичністю, зіставляючи їх із домінуючими парадигмами в англійському газетному дискурсі. У дослідженні акцентується увагу на екстралінгвістичних детермінантах, висуваючи на перший план аналіз факторів, що впливають на номенклатуру груп сексуальних меншин. Особливу увагу приділяється розрізненню психоемоційної чутливості, яка формує ці конвенції імен, з'ясовуючи таким чином діалектику між мовними формулюваннями та нюансованим психосоціальним контекстом, у якому вони діють. Отже, дослідження стверджує помітну схильність людської психіки асимілювати та поширювати певні лексеми, включаючи евфемізми, демонструючи початкову схильність до негативних конотацій, явище, яке посилюється, коли поширюється в різних контекстуальних середовищах.*

*Спираючись на відоме наукове узагальнення, інкапсульоване в законі Аллана-Берріка, дослідження акцентує увагу на часовому кодуванні тенденцій нейтралізації в семантичному ядрі евфемістичних виразів. У розбіжних контекстуальних рамках, особливо в межах дискурсивної сфери газет, посилення негативних конотацій або семантичних спотворень визначається як потенційне породження семантичного оновлення, несумісного з основною метою евфемізмів. Ця розбіжність може навіть призвести до семантичних спотворень, протилежних місії пом'якшення табличного значення, притаманного евфемістичному лексикону. Отже, довгострокова траєкторія дослідження окреслює поступову нейтралізацію евфемістичних гендерних метафоризацій, що інколи досягає кульмінації в їх привласненні з шкідливими конотаціями. У цьому наративі постає імператив для формування нових евфемістичних номінацій для позначення осіб, які належать до чутливих груп залежно від їхньої сексуальної орієнтації.*

**Ключові слова:** гендерні метафоризації, англійський газетний дискурс, евфемізми, елементи метафоричної мови, політкоректність.