

Ethnic and  
Racial  
Euphemisms

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*[The research] shows a continuing pattern of “white flight” from areas where indigenous Britons find themselves surrounded by new minority communities.*

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*"Recognizing that race is a social construct, the Commission describes people as 'racialized person' or 'racialized group' instead of the more outdated and inaccurate terms 'racial minority,' 'visible minority,' 'person of colour' or 'non-White.' "*

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*“ People invent new words for emotionally charged referents, but soon the euphemism becomes tainted by association, and a new word must be found, which soon acquires its own connotations, and so on. [...] The euphemism treadmill shows that concepts, not words, are primary in people's minds.”*

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Oriental ⇒ Asian ⇒ Asian-American and Pacific Islander

Colored ⇒ Negro ⇒ black ⇒ African-American

Red Indians ⇒ Native Americans ⇒ CopperPerson

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## Race, or:

- **Stocks** - proposed by Coon *et al.* (1950).
- **Divisions** - proposed by UNESCO's "Statement on Race" (1950).
- **Major Groups** - proposed by UNESCO's revised "Statement on Race" (1951).
- **Morphs** - proposed by Lawrence Oschinsky (1954).
- **Genogroups** - proposed by Julian Huxley in a private letter to Ashley Montagu in 1959.
- **Geographical Genogroups** - proposed by Ashley Montagu in 1962.
- **Distinctive Populations** - proposed by Ashley Montagu in 1964.
- **Poles** - proposed by John Zachary Young (1971).
- **Clusters** - proposed by Cavalli-Sforza, Menozzi, and Piazza (1994).
- **Forms** - proposed by Goran Strkalj (2000).

*“A rose by any other name would smell  
as sweet.”*

© William Shakespeare, *Romeo and Juliet*

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