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*FEMINISM OR SEXISM?*

*Marking Sex and Gender in Bulgarian and German*

*The paper discusses two contradictory phenomena in naming women observed in the last 20 years in the Bulgarian mass media: differentiated naming, which activates a considerable number of new lexica of the type *войничка*, *демективка*, etc., on one hand, and undifferentiated naming by means of masculine nouns with generic semantics, the so called masculinization, on the other hand. These linguistic means are compared to the ones used in the German mass media so that the following tendencies appear: in the German mass media, women as concrete referents are named by means of feminine nouns almost without any exceptions whereas in the Bulgarian media, masculinization predominates. For the explanations of the facts, two scientific paradigms are taken into account: the feminist linguistics with its principles of political correctness, and the psycholinguistics regarding the tendency to avoid redundancy in marking gender.*