


Sextism



nyone would expect that this word would denote the use of sexist language during sexting. And yet Robert L. Holmes coined it to describe the convictions of a sextist, that is a person “*who believes in the innate superiority of one sex over the other*” without “*necessarily support[ing] discrimination on that basis*”.¹ The coiner uses sextism as an ad hoc term, “*defined specifically for this text*”.²

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1 Robert L. Holmes, *Introduction to Applied Ethics*, Bloomsbury, London and Oxford, 2018, p. 57.

2 *Ibid.*, p. 512.