

Bloody brilliant: new emoji to symbolize menstruation welcomed

The newest emoji made **crimson** waves across the Internet upon its **unveiling** this week.

crimson 深红色

unveiling 揭开; 揭幕式

Plan International UK's fight for the cartoon red blood droplet—an emoji meant to symbolize **menstruation**—was almost poetically symbolic to the message it was trying to convey with it: that periods aren't shameful.

Plan organized a **popular vote** on the design of the symbol. Eventually, Plan partnered with NHS Blood and Transplant to share that organization's proposed new emoji: a red blood droplet.

menstruation 月经

popular vote 公投; 普选

"Ending the shame around periods begins with talking about it," Lucy Russell, the Head of Girls' Rights and Youth at Plan International UK told the Guardian."

Many activists and health workers agreed that the emoji was "revolutionary" and an important step in reducing the **stigma** around menstruation.

stigma 耻辱; 污名

bloody 非常; 很

But some found the new emoji disappointing.

"The drop of blood feels like a half-measure," said Megan Vaughan, a writer and PhD student in Essex. "The red droplet still has this sense of shame about it. Like it wants to talk about periods but not in too open a way, not in the kind of way that might **offend delicate**, largely male, sensibilities."

offend 侵犯

delicate 脆弱的; 精致的

The younger generation seems to have a healthier and more accepting perspective when it comes to menstruation, said Andrea Askowitz, a writer in Miami who had tweeted a bloody sanitary pad in response to the period emoji.

"Attitudes are changing," Askowitz said. "We've come far, but we still have a long way to go."