Abstract
Contrary to common knowledge, the metaphors constitute integral elements in the daily interaction between people. In general terms, the metaphor is a way of conceiving something in terms of a different thing, therefore there are as much metaphorical constructions, as objects susceptible to these transformations. Sexuality has been a privileged object in this procedure that could be named metaphorization. Today's sexological discourse, doesn't escape from these tendency, and by opposition, it has been particularly effective in making the substitution of a series of significations by others who have their concomitance with a modern cosmovision, a determined representation of the world that have become "objective": the sexuality placed in the order of the technification. The purpose of this article is to point out aspects product of these discursive apprehension effect, as well as some problems derived from these operation.

Keywords
Sexuality, metaphors, sexological discourse, axioms of the performance, praxeology, technification.