

## A Socio-Pragmatic Study of Swearing in English News

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### Abstract

Swearing words are common in everyday language. People use swearing expressions in their everyday language to express emotions, especially disappointment, anger, anger, etc. The impact of using swearing words depends on one's experience or background knowledge of culture and its language conventions. The use of taboo words is considered to be impolite or rude, especially when they are used by politicians in public news. It is believed that the use of taboo expressions by politicians have different impacts on listeners, as long as the audience are of varying levels of education and status. This study is a socio-pragmatic study that aims to investigate the types of swearing expressions that politicians use in public news and how they effect on listeners or readers. The data of this study is collected by visiting different websites on the web such as BBC News, CNN, Twitter, and YouTube. This study has proved that the

use of abusive swearing words is the most common type which politicians use and it has a great effect on listeners.

**Keywords:** swearing, socio-pragmatic, taboo words, impoliteness, politics, abusive words.

دراسة اجتماعية تداولية حول اللغة النابية في الأخبار  
الإنجليزية

الملخص:

يستخدم الناس تعبيرات الشتائم في لغتهم اليومية للتعبير عن المشاعر، وخاصة خيبة الأمل والغضب، وما إلى ذلك. يعتمد تأثير استخدام الكلمات البذيئة على خبرة الفرد المجتمعية أو خلفيته المعرفية بالثقافة وما يتفق مع اللغة الأصلية. يعتبر الناس ان الشخص الذي يتلفظ باللفاظ نابية انه شخص غير محترم او بذيء، خاصة عندما يستخدمها السياسيون في الأخبار العامة. يُعتقد أن

استخدام التعبيرات المحرمة من قبل السياسيين له تأثيرات مختلفة على المستمعين، طالما أن المستمعين من مستويات مختلفة من التعليم والمكانة. هذه الدراسة هي دراسة اجتماعية تداولية تهدف إلى التحقيق في أنواع تعبيرات الشتائم التي يستخدمها السياسيون في الأخبار العامة وكيف تؤثر على المستمعين أو القراء. تم جمع بيانات هذه الدراسة من خلال زيارة مواقع ويب مختلفة مثل BBC News و CNN و Twitter . أثبتت هذه الدراسة أن استخدام YouTube والكلمات البذيئة المسيئة هو النوع الأكثر شيوعاً الذي يستخدمه السياسيون وله تأثير كبير على المستمعين.

## Introduction

It is crucial to introduce the importance of the philosophy of language at first since it is very relevant to this paper. It investigates the nature of language, language origins and uses, the relation between reality or truth and meaning, and how language has a great connection to human thoughts and their understanding. It also discusses other important terms such as intentionality, concepts, thoughts, references, and the constitution or the structure of sentences. (Grice 2000)

Swearing or using taboo terms is something commonly known by the speakers of a language. It is a form of linguistic expression which usually refers

to forbidden or bad words, although not all swearing words are taboo (Karjalainen, 2002: 18). However, it is interpreted by some speakers of a language as rude or disrespectful, while some others find it as an ordinary language and use it in their everyday communication.

A British study has proved that swearing at work helps boost team spirit, encourages them, and helps the staff to develop their social relations. It is believed that swearing is good to be used in communication, according to some linguists like Jay (1992) of Massachusetts College of the Liberal Arts and the author of *Cursing in America*. Karjalainen (2002), for example, argues that there are certain reasons that make people use swearing words such as being shocked, friendship or for entertainment, social status, etc.

People are unable to deny that swearing is a part of their social life. This fact was proved by a survey conducted by the American Demographic Magazine which illustrates that among 60 people, 72% of them swear in public (Grimm, 2004 in Fagersten, 2005: 04). Knowing the fact that swearing is a part of social life, some writers\ authors and film directors still cannot avoid the use of swearing expressions in the dialogues because the movie is a depict image or a representation of the real life. Too many

politicians, on the other hand, cannot control their language in some situations and use swearing words in parliaments or in TV interviews to express their emotional feelings, such as anger, frustration, and abuse.

## Literature Review

### 1.1 Definitions

Pragmatics is a branch of linguistics and semiotics, the former refers to the analysis of language at all its aspects, such as meaning, the form of language, contextual language, etc., and the latter refers to the study of signs, or, in other words, any processes or activities in a language that involve sign interpretations. (Jacob, 1993)

Pragmatics, however, according to Levinson (1983, p.5-35), is “the systematic study of meaning by virtue of, or dependent on, the use of language. The central topics of inquiry of pragmatics include implicature, presupposition, speech acts, and deixis.”

Yule (1996, pp. 3-4) argues that pragmatics studies or investigates the meaning communicated by a speaker or a writer and interpreted by a listener or a reader which involves the interpretation of what it is meant in a particular context.

Moreover, Yule (2010) defines pragmatics as the “The study of contextual meaning communicated by a

speaker or writer, and interpreted by a listener or reader”. He (ibid) adds that pragmatics studies the relationship between “linguistic forms and its users”.

Pragmatics has its origins, as cited in Huang (2007, p. 2), in the philosophy of language and its philosophical roots can be tracked to the work of various philosophers such as, Charles Morris, Rudolf Carnap, and Charles Peirce in the 1930s.

The origins of the field of pragmatics came as a reaction to *structuralist* linguistics which is a term refers to the theory that implies “human culture must be understood by way of their relationship to a broader system” as cited by the Swiss philosopher and linguist *De Saussure*. Pragmatics rejected the idea that all meanings come from signs.

The field of pragmatics did not get that much of linguistic considerations till the 70s of the last century when two schools have emerged; “the Anglo-American pragmatic thought and the European continental pragmatic thought (also called the perspective view)”, according to Huang (2007, p. 4), and according to Andreas (2012, pp.495-497).

### 1.2 Speech Act Theory

The theory of speech acts is considered as one of the major sub-fields of pragmatics and, of course, it plays a major role in this

study. It is believed that this theory expresses the idea of words can be used not only to deliver meaning or information, but also to carry out actions. This theory is formulated by the British philosopher J. L. Austin in his book *how to do things with words* (1955\1962), and it was considered one of his influential works. However, it was modified or amended by the American philosopher J. Searle in (1969).

The act of swearing, which includes bad words and taboo terms, is a part of speech acts since, according to Austin (1955), whenever we use language to communicate, we always performing a speech act that has social consequences.

He (1955) divides the speech acts into three component parts, locution, illocution, and perlocution. The locution is the form of utterance, which includes syntax, morphology, phonology, and semantics. The illocution has to do with the intended purpose of the utterance, in other words, what is produced in saying the locution such as a threat, insult, apology request, etc. finally, the perlocution is the effect of the utterance that falls upon the listener, in other words, the consequences that follow the speaker's utterance.

### 1.3 Swearing and Pragmatics

Saying bad words or taboo terms are something that humans experience in

everyday situation. Words like, *damn*, *bloody*, *shit*, etc. are considered to be very rude, whether the speaker is angry, frustrated, or disappointed. Swearing, in general, is interpreted as impolite words or expressions by hearers or readers of a language, although it is a natural habit and a part of everyday use of a language.

A previous study has been conducted at the University of Dian Nuswantoro concerning the relation between swearing and pragmatics by J. Haryati (2019). He (p. 324) says that the swearing utterances may occur in formal situations or in public. They also can happen within a group of people of close relation such as friends.

Swearing expressions interfere directly with pragmatics since pragmatics is the study of meaning interaction, which leads to various aspects of pragmatics such as politeness, negative and positive face theory, and politeness strategies. On the other hand, swearing has a great connection to the pragmatic aspects of status or power and solidarity which both affects the hearer's\ reader's attitude or behavior towards the speaker\ writer. (Ibid)

### 1.4 Socio-Pragmatic Approach

The term socio-pragmatics was first introduced by Leech which refers to the study of the ways in which "pragmatic meanings reflect specific "local"

conditions on language use”, Leech (1983, p. 10). He distinguishes this sub-field of pragmatics from the study of general pragmatic hidden meaning. Socio-pragmatics involves the study of the pragmatic meaning with concerns of speakers’ identities (ibid, p. 159), which also involves other social factors such as, and as mentioned previously, social power, politeness, negative and positive face, etc.

He (1983) argues that pragmatics interferes with other branches of linguistics such as sociology, syntax, semantics, phonetics, phonology, morphology, etc. The diagram provided by Leech (1983, p.11) below illustrates the relationship between pragmatics and other fields of linguistics.

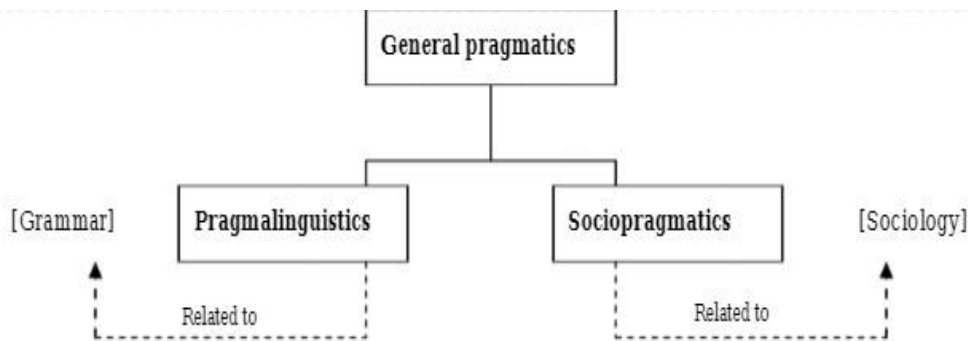


Figure1. Pragmatics: general pragmatics, pragma-linguistics and socio-pragmatics

(Leech 1983: 11)

Moreover, Harlow (1990) states that socio-pragmatic competence is the ability to use speech strategies in an appropriate way that suits the different social variables such as social dominance, status, “rights and obligations in communication”.

### 1.5 Profanity in English

Profane expressions are socially considered to be offensive language, according to Merriam-webster Dictionary, which refers to acts such as cursing, cussing, swearing, etc. profanity language are expressions used by speakers of a language and it is considered, in most cases, as strongly impolite, rude or offensive depends on culture and society norms, or can be considered as “an expression of strong feeling towards something”, as Marquis (1940, p. 337) claims.

On the other hand, Longman dictionary defines profanity as a lack of

respect for things which are considered to be sacred such as religious offense. It even involves obscene or vulgar gestures.

Regarding English language, profanity has a Germanic etymology rather than Latin, according to swear words etymology. *Shit and fuck*, for example, have Germanic root, while *defecate* and *damn* (damnum) are more likely to be Latin. Other profane words such as *wanker* in British language is listed to the mid-20<sup>th</sup> century (Online Etymology Dictionary).

A research conducted by Nerbonne, G. (1972) reveals that an average of 80-90 of profane words are used daily by a speaker of a language, which equals to 0.5% - 0.7% of all words. Also it is believed that men use swearing words more than women, except the fact that women may exceeds men in using such expressions when they are in isolation such in a care center or is a sorority. (ibid)

As discussed throughout this study, profanity is considered to be socially offensive and it is impolite to be used. Although it is sometimes used as an alternative way to relief anger, frustration, and anxiety, but it is not meant, in most cases, to harm the listener, unlike insults or slurs which are intended to hurt, disrespect, and abuse people. Profanity can sometimes be taken in an amusing or entertaining way, as Wong (2017) states. For example,

If I won't succeed in this exam, I'm fucked.

The example above illustrates that the use of the profane word *fucked* didn't offend anyone, but the speaker used it to express his situation if he didn't pass the exam. On the contrary, slurs cannot be used or occur in the same situation, they are meant to offend and insult people. (Internet Encyclopedia of Philosophy)

### 1.6 Types of Swearing Words

Steven Pinker is a Canadian- American cognitive psychologist, and a linguist, and who states that there are five potential functions of profanity in his book *The Stuff of thought* (2007). Pinker (2007, p.350) suggests that "people swear in at least five different ways", they are as follows:

- A. Descriptive or Dysphemistic swearing: Let's fuck! It denotes that the speaker is thinking negatively about something and wants to make the listener to do the same.
- B. Idiomatic swearing: It's fucked up. It doesn't have a particular purpose, but to show that the relationship between the speaker and the listener is informal.
- C. Abusive swearing: Fuck you, motherfucker! This type causes emotional or psychological harm,

since it is intended to offend or to be used as an insult.

- D. Emphatic swearing: It's fucking amazing. It is intended to draw the attention of the listener to a particular issue or event.
- E. Cathartic swearing: Fuck! It is mainly used as a reaction to express pain, disaster or misfortune.

## 1.7 Materials and Methods

### 1.7.1 Methodology

This study is based on Pinker's five divisions of swearing in his "*the stuff of though* (2007, p.350)". The divisions that Pinker made are of great value and have a direct connection to this study since they touch human nature. He explores how the mind of a speaker works by examining the way words are being used. He looked closely at everyday language use, thus, he painted a vivid picture of thoughts and emotions that people have in their mental capacity.

### 1.7.2 Data Collection\ Data Analysis

The data of this study is based on the use of swearing words used by politicians in public news, such as broadcast news or newspapers. The use of curse words or, in other words, taboo terms in public news is considered to be rude, but now, it can

be used under certain conditions, according to New York Times.

1. The first case of using a forbidden word is when the former president Barak Obama Called Kanye West a jackass on CNN. The whole speech can be found on the following website: [https://www.youtube.com/watch?v=u3FCtmwMIww&ab\\_channel=CNN](https://www.youtube.com/watch?v=u3FCtmwMIww&ab_channel=CNN)

*"Kent mentioned a few once-forbidden words that have become relatively commonplace. "I suppose that ass is something that we see more in stories these days than we might've a decade or two ago. When [Barack Obama called Kanye West a jackass](#), we certainly had no trouble running that," he said. "Goddamn is something that we would've thought 10 times about a decade ago, but recently we [quoted Michael Douglas as saying 'I don't smile a lot in my pictures...I'm always so goddamn grim.'](#) There wasn't much debate about that."*

<https://ajr.org/2014/04/04/swear-words-news-stories/retrieved 19\ Dec\ 2020>.

The president Barak Obama in the above speech is obviously offended Kanye West by using such expression "jackass". According to Pinker (2007), this case can be listed under abusive swearing.

2. The second case is when the president Donald Trump cursed secretary of United States Condoleezza Rice in one of his speeches on Television. He called her a bitch “But I wish she was a bitch. I don’t care if she’s a lovely woman”, he says. [https://www.youtube.com/watch?v=vhYgL-QLItA&ab\\_channel=TIME](https://www.youtube.com/watch?v=vhYgL-QLItA&ab_channel=TIME)

The second case can listed under the abusive swearing words, since president Trump insulted the last secretary of the United States intentionally.

3. The third case is tweet written by the president Donald Trump when he was talking about his foes. He said that “they were born fucked up”.

Donald J. Trump  @realDonaldTrump · 28 Sep 2014

Every time I speak of the haters and losers I do so with great love and affection. They cannot help the fact that they were born fucked up!

This case can be listed under descriptive or dysphemistic swearing, since president Trump was trying to make his followers to think the same about his foes, “speaker is thinking negatively about something and wants to make the listener to do the same.”. It is worth mentioning that president Trump has been criticized by too many politicians for using swearing words on public.

4. The fourth example is when the Irish politician Paul Gogarty said “The point is we are screwed as a country because of the wrong doings of others” after he insulted another PM by saying “fuck you” in front of the head of the

parliament in the Irish parliament session. [https://www.youtube.com/watch?v=YD-xxoQwOo4&ab\\_channel=MONKEYmagLATEST](https://www.youtube.com/watch?v=YD-xxoQwOo4&ab_channel=MONKEYmagLATEST)

The fourth example, according to Pinker (2007), can be categorized under cathartic swearing, since the speaker expresses his disappointment and pain towards his country.

5. Finally, the member of the Canadian parliament Romeo Saganash uses a forbidden word in a parliament session, “why doesn’t the Prime Minister just say the truth and tell indigenous peoples that he doesn’t give a fuck about their rights”. It is ended by dismissing him from the parliament hall by the speaker.

[https://www.youtube.com/watch?v=y mk7 CW500nY&ab\\_channel=CTVNews](https://www.youtube.com/watch?v=y mk7 CW500nY&ab_channel=CTVNews)

This case can be classified under the emphatic swearing, since the speaker is intended to draw the attention of other PMs regarding this issue or event.

Chart 1 below illustrates that the most used type of swearing words in news is the abusive swearing, the second example by president trump, and the fourth example by PM Paul Gogarty are both obvious examples of using insult or abusive expressions.

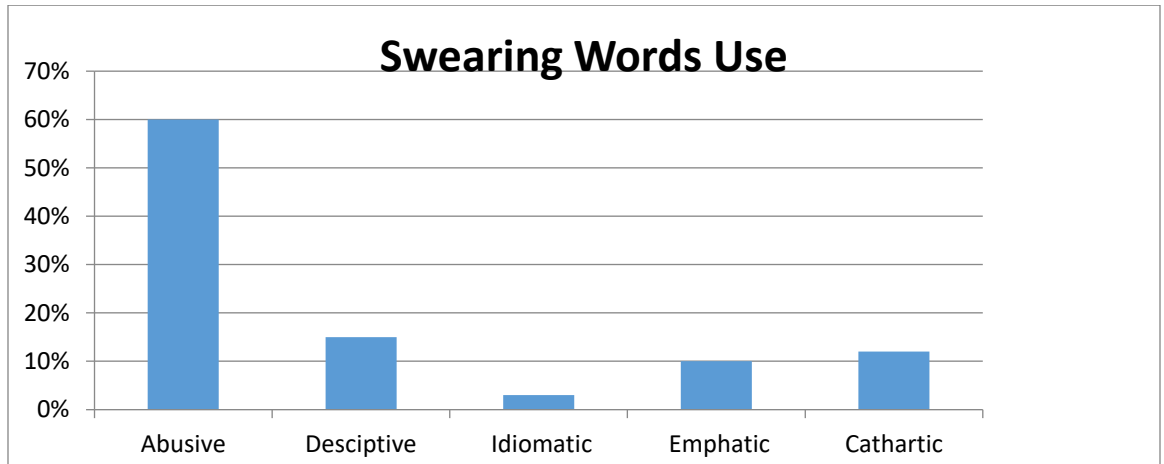


Chart 1\ the use of swearing in English News

### 1.8 Conclusions

The following conclusions are related to the study of profanity\ swearing in English news. The study is based on Pinker's (2007) divisions regarding swearing expressions as he divided them into five categories according to a study he conducted on people and their daily use of swearing words.

1- The use of abusive words type is the most common type among the five types in English news.

2- The effect of using those expressions is considered to be rude and have a great impact on the listener or reader.

3- It is recommended to avoid using such expressions in public news, especially by politicians.

4- Not all politicians use such expressions when they speak on public, the British politician David Cameron, for example, has a clean history concerning this issue.

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