

MALE AND FEMALE PROFANITY IN POLITICAL DISCOURSE*

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The use of obscene language is not allowed in social life and in common human relations, moreover, it is not encouraged, acceptable or desirable. However, it is applicable in some levels of society and characterizes the behavior of a certain group of people. Considering that the social prohibitions reinforced by tradition ensure the mores of people inherited from the past, the traditions of life, they play an essential role in staying close to the original state of the past. Women are usually more committed to tradition than men. This circumstance is clearly observed not only in the attitude of men and women towards swearing, but also in the more differentiated attitude that society shows to women when they use swearing or obscene words. In this case, unlike a man, such an act of a woman is considered much more negative and unbearable.

Key words: vulgar language, communication strategy, language behavior, male-female politician

INTRODUCTION

How do people perceive swearing, especially when it is uttered by politicians? Several studies have shown that swearers are perceived as unreliable, incompetent and unfriendly people. (Paradise L. V., Cohl B. & Zweig J., 1980, pp. 620-624).

Other researchers claim that swearing can have a positive effect, because it makes speech significantly convincing. (Fine M. G., Johnson F. L., 1984, pp. 59-74). Swearing serves as a social signal. Those who adopt this strategy can hope that their target audience will respond favorably to swearing. Young and non-religious people find swearing more acceptable. Consequently, competing policies can be perceived more positive for them. In addition, swearing has a rhetorical effect, which implies the ability to convey a speech emotionally. Swearing is seen as a way of self-expression, of conveying emotions, and its use can be effective in certain speech expressions. (Fine M. G., Johnson F. L., 1984, pp. 59-74).

THEORETICAL BACKGROUND

The peculiarity of the use of language can be related to any social class of society, its status, ordinary activities, group identity, etc. All of this is influenced by the gender divisions that characterize our society. According to Cameron, there is a complex connection between language's issues of femininity and masculinity in scientific studies of language and gender. (Cameron D., 2000, p. 213).

* Հոդվածը ներկայացվել է 11.03.2022:

Տպագրության է երաշխավորել բ.գ.դ., պրոֆեսոր Ա. Կնյազյանը: 30.03.2022:

Հոդվածը տպագրության է ընդունվել 30.03.2022:

Usually, women who use obscene and rude vocabulary are described as having a lower social status and may be perceived as violating cultural traditions. According to A. Knyazyan's research, men's colloquial language has a tendency to lower style and swearing, and especially men use offensive language, mentioning, for example, various parts of the body (ass, prat, penis, etc.) (Knyazyan A., 2016, pp. 3-38). Other studies have shown that while the use of swearing in men's speech can still sometimes be tolerated or seem tolerable, in the case of women this phenomenon is seen as unpleasant and is perceived as violation of necessary decency (Burgoon M. & Stewart D., 1975, pp.244-248). However, according to A. Knyazyan's observation, the women's vocabulary sometimes differs in a vulgar style, and they can use that vocabulary in communication with members of the opposite sex (Knyazyan A., 2016, pp. 3-38).

It should be mentioned that the main difference between a man and a woman profanity is related to their emotional state. Susan Case finds that male leaders are more likely to use various language strategies, such as joking, swearing, and talk more about competition and violence (Case S. S., 1988, pp. 41-63). Men swear more in society, and women are reserved, use soft words and phrases.

There has been a significant increase in political swearing over the past few years. In our opinion, that growth should be conditioned by the current political tension in our country. After all, people swear when they get angry, want to dominate others or increase the effectiveness of their speech (see Chart 2). Taking into account the conflicting views on this issue, we conducted our own research. We examined the emotional vocabulary of a number of American and British politicians, on the basis of which a statistical analysis was performed. The data were analyzed mainly quantitatively and interpreted by qualitative normative methods.

DISCUSSION AND RESULTS

A study conducted by researchers from the Universities of Lancaster and Cambridge showed that women's use of the word "fuck" has increased more than 5 times over the past two decades, while men have almost halved the use of this word over the same period. According to their research, women use the word "shit" ten times more often than men (www.cambridge.org 2016). Vulgar expressions "Shit" and "fuck" with the frequency of their use in the vocabulary of politicians in tweets of 2019 in text messages recorded the highest rate. Other vulgar words are also often used, such as piss, crap, cunt, dick, bitch, etc. (twitter.com/frosthstaterep/status 2019).

Donald Trump has regularly used curse words at public events, especially on the campaign trail where he sprinkled his speeches liberally with "damn" and "hell". During his rally he repeated the offensive term a woman shouted in reference to Texas Senator Ted Cruz: "She said he's a pussy." (www.youtube.com 2016).

Some candidates have not avoided swearing. US presidential candidate Beto O'Rourke constantly used the word "fuck" during an interview. And in response to the journalist's annoying question addressed to him after the shooting in El Paso, he said. "What the fuck"?

Or after the shooting in Odessa, he said: "We don't yet know what the motivation is... but we do know this is fucked up?" (twitter.com/betoorourke 2019).

The chairman of the Democratic National Committee, Tom Perez used such obscene expressions, for some of which he was severely criticized: "Trump doesn't give a shit about health care" (www.dailydot.com/debug/tom-perez-republicans 2017).

Women politicians are not far behind their male counterparts. Their vocabulary is sometimes also distinguished by the use of obscene words (see Chart 1). Democratic Senator Kirsten Gillibrand's message about helping society took on a bold tone when she said at a conference on technology and democracy: "If we are not helping people, we should go the fuck home" (www.teenvogue.com2017). It was not the first time that Gilibrand used a word consisting of four letters. Speaking about the achievements of President Donald Trump in the White House, she said: "Has he kept his promises? No. fuck no" (www.thehill.com 2017).

Elizabeth Warren's favorite swear word is "poop," which is a softer expression of the word "shit." Let's recall a few examples from similar expressions by the prominent women politicians.

Deputy Rashida Tlaib, for example, stated to Trump critics. "The new Congress was gonna go in and impeach the motherfucker" (www.youtube.com 2019).

Kamala Harris stood out for her vulgar style as well. She said on the podcast, which is run by former members of President Barack Obama's staff. "What the fuck is that?" (dailycaller.com 2017).

The use of the vulgar word "cunt", which refers to a woman's genital organ is noticed in many cases in both American and British politicians' speeches. It should be noted that in the USA it is more offensive than in the United Kingdom. A member of the Scottish National Party Mahiri Black became the first MP to use the "cunt" from within that hallowed institution. She read aloud in the British Parliament: "I struggle to see any joke in being systematically called a dyke, a rug-muncher, a slut, a whore, a scruffy bint. I've been told you can't put lipstick on a pig, let the dirty bitch each shit and die. I could soften some of this by talking about the c-word but the reality is there is no softening when you're targeted with these words and you're left reading them on my screen every day, day in, day out - she needs a kick in the cunt, guttural cunt, ugly cunt, wee animal cunt; there is no softening just how sexualised and misogynistic the abuse is" (www.youtube.com 2018).

Theresa May very clearly described herself as "a bloody difficult woman". It should be noted that a few years ago the word "bloody" was considered a vulgar word in England, but now it no longer sounds offensive.(see Chart 1)

Chart 1. The Use of vulgar words in the speech of male and female politicians

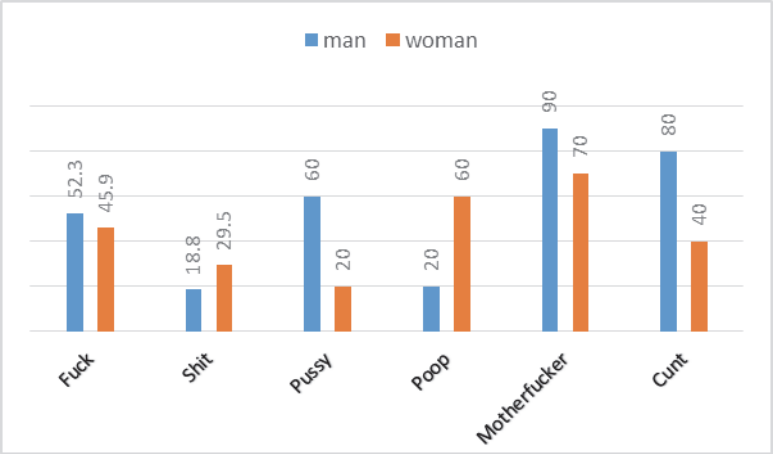
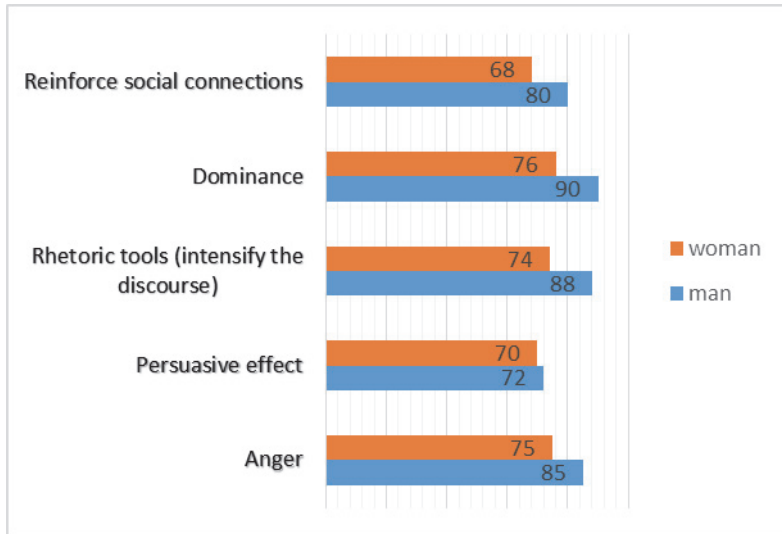


Chart 2. The reason for the use of vulgar words in the speech of male and female politicians



CONCLUSION

Thus, summing up the above views and approaches, we can say that male politicians often use obscene and vulgar language in their speeches, interviews and Twitter posts. It turns out that the vocabulary of female politicians is also not free from the use of rude and obscene words. The analysis of linguistic material shows that women can use vulgar words in public as much as men. The use of words consisting of the mentioned four sounds can be a sufficient argument for what has been said.

In our opinion, it is explained by a number of circumstances when a person is angry, wants to be more convincing, to dominate, to give rigor to his word or strengthen his social role in any environment. If some people may perceive the use of swearing as an expression of sincerity or honesty, many people see it as vulgarity, illiteracy or lack of upbringing. We assume that the swearing, however, can be of strategic importance and sometimes have a positive significance in its role.

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ԱՄՓՈՓՈՒՄ

Կանանց և տղամարդկանց հայիդյախոսությունը քաղաքական խոսույթում Մարաթյան Լուիզա

ԵՀ, Կիրառական լեզվաբանության ամբիոն, հայցորդ, դասախոս
Երևան, Հայաստանի Հանրապետություն

Քանալի բառեր՝ գրեթե լեզու, հաղորդակցման ռազմավարություն, լեզվական վարք, կին և տղամարդ քաղաքական գործիչ:

Հասարակական կյանքում, մարդկանց սովորական հարաբերություններում հայ-հոյանքի կիրառությունն արգելված է, իսկ եթե ավելի մեղմ՝ խրախուսելի, ընդունելի կամ ցանկալի չէ: Համենայնդեպս հասարակական ինչ-ինչ շերտերում այն կիրառելի է և բնութագրական որոշակի խմբի մարդկանց վարքագծին: Հաշվի առնելով այն, որ ավանդույթի ուժ առած հասարակական արգելքներն ապահովում են մարդկանց՝ անցյալից ժառանգած բարքերը, կենցաղի ավանդականությունը, ուրեմն՝ դրանք էական դեր

են խաղում անցյալի նախնական վիճակին հարազատ մնալուն:

Սովորաբար կանայք ավելի հավատարիմ են մնում ավանդույթներին, քան տղամարդիկ: Այս հանգամանքը պարզորոշ նկատվում է ոչ միայն տղամարդկանց և կանանց՝ հայիությանքի նկատմամբ վերաբերմունքում, այլ նաև՝ առավել այն տարբերակված վերաբերմունքում, որ հասարակությունն է դրսևորում կանանց նկատմամբ, երբ նրանք են օգտագործում հայիությանք կամ անվայել խոսք: Այս դեպքում, ի տարբերություն տղամարդու, կնոջ նմանօրինակ արարքը զնահատվում է շատ ավելի բացասական և անհանդուրժելի: Հոդվածում ուսումնասիրվել են կին և տղամարդ քաղաքական գործիչների լեզվական առանձնահատկություններից հայիոյախոսությունը, որը համարվում է ագրեսիայի դրսևորման և անձի հանրային վարկաբեկման յուրատեսակ ձև: Վերլուծությամբ բացահայտվել է, որ չնայած հայիոյախոսությունը հատուկ է տղամարդկանց խոսակցական լեզվին, սակայն կանայք ևս աչքի են ընկնում գռեհիկ ոճի դրսևորմամբ և դրա արտահայտման թնդությամբ:

РЕЗЮМЕ

Гендерно-обусловленная брань в политическом дискурсе

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Ключевые слова: вульгарная лексика, коммуникативная стратегия, языковое поведение, женщина-политик, мужчина-политик.

В общественной жизни, в обычных человеческих отношениях использование нецензурной лексики запрещено, а если помягче выразиться, то не поощряется, не приемлемо и не желательно. По крайней мере, в некоторых слоях общества оно применимо к поведению определенной группы людей. Учитывая, что укоренившиеся в традициях социальные барьеры обеспечивают людям унаследованные от прошлого нравы и традиции жизни, они играют существенную роль в сохранении близко к исходному состоянию прошлого. Обычно женщины более привержены к традициям, чем мужчины. Это отчетливо видно не только в отношении к нецензурной лексике мужчин и женщин, но и в более дифференцированном отношении, которое общество проявляет к женщинам, когда они используют нецензурную брань или нецензурную лексику. При этом, в отличие от мужчины, такой поступок женщины считается более негативным и невыносимым. В данной статье исследуется использование нецензурной лексики, как одного из языковых особенностей политиков как у мужчин, так и у женщин, что считается выражением агрессии и публичной дискредитацией личности. В ходе исследования было установлено, что хотя нецензурная лексика часто используется мужчинами, у женщин тоже наблюдается использование грубых и непристойных слов с выраженной сопоставимой интенсивностью.