

**SWEAR WORD USED IN ANIMATED SITUATIONAL COMEDY *FAMILY GUY*,
SEASON 15, EPISODE 15 AND 17**

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ABSTRACT

This research aims at analyzing swear words found in animated situational comedy *Family Guy*, *Season 15, Episode 15 and 17*. The study aims to answer three research questions, i.e., the kinds of swear words, the reasons of using swear words, and the speaker-listener relation that elicits swear words. The theories used in analyzing the data are the theory of Michael Swan (1995) and Andrew Gray (2000). This study uses descriptive qualitative method. Thirteen data that contained swear words were found. Of these data, six kinds of swear words were found. They were exclamation of surprise, exclamation of annoyance, surprised question, insult, rejection, and intensifying adjective. There were two reasons that made the characters use swear words, i.e., to identify certain social class and to express emotion. However, the speaker-listener relation that made the speakers use swear words varied between relatives, friends, and strangers.

Keywords: Animated sitcom, Family Guy, swear word

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kata makian yang terdapat dalam animasi komedi situasional Family Guy, Season 15, Episode 15 dan 17. Penelitian ini bertujuan untuk menjawab tiga pertanyaan penelitian, yaitu jenis kata makian, alasan penggunaan kata makian, dan hubungan antara pembicara dan pendengar yang menyebabkan pembicara menggunakan kata-kata makian. Teori yang digunakan dalam menganalisis data adalah teori Michael Swan (1995) dan Andrew Gray (2000). Penelitian ini menggunakan metode deskriptif kualitatif. Tiga belas data yang mengandung kata-kata makian ditemukan. Dari data tersebut, ditemukan enam jenis kata makian. Mereka adalah seruan kaget, seruan kesal, pertanyaan kaget, hinaan, penolakan, dan kata sifat yang mengintensifkan. Ada dua alasan yang membuat para tokoh menggunakan kata-kata makian, yaitu untuk mengidentifikasi kelas sosial tertentu dan untuk mengekspresikan emosi. Namun, relasi penutur-pendengar yang membuat penutur menggunakan kata-kata makian bervariasi, yaitu relasi antar kerabat, teman, dan orang asing.

Kata kunci: kata makian, sitcom animasi, Family Guy

I. INTRODUCTION

Standard English is the English we use in grammar books. Standard English is used in formal situations. Non-Standard English is what most teenagers use and have grown-up with. Non-standard English is used in informal situations. In informal situations, people sometimes use language to express their feeling in a rough way, one of them is by using swear words.

Ljung (2011:4) says, “Swearing is one of the many devices that language offers speakers as a way to give additional emphasis to their speech, often in combination with other emphasizing techniques like stress, intonation, and tone of voice, not to mention non-linguistic phenomena like gestures and facial expression.” It shows that when people are swearing, they use strong utterance and high intonation. However, strong utterance and high intonation do not always mean that we are being angry. Thus, swearing is not all about being angry.

Ljung (2011) also says that the definition of swearing is divided into four criteria. The first criterion is *swearing is the use of utterances containing taboo words*. Swearing is a language that is used when the speakers give an emphasis to their speech. Their utterance becomes strong because it is supplied by taboo words. When they emphasize the speech, they usually use intonation, tone of voice, stress, also gesture and facial expression. Take a look at example 1.

(1) “This song is *fucking* great!”

The word *fucking* is a taboo word if it is related to sex. However, example 1 shows that *fucking* is used to show that the song is extremely good.

The second criterion is *the taboo words are used with non-literal meaning*. As stated in criterion one, swearing contains taboo words. However, the meaning of taboo words in swearing is far from their literal meaning. For example, the word *fuck* is a taboo word, and it can be replaced by the words *screw*, *bonk*, or other similar words which literally mean having sex. However, in swearing, *fuck* is used for curses and interjection to express anger. Because swear word is part of taboo word, it can be said that all swear words can be regarded as taboo words, but not all of the taboo words can be regarded as swear words.

The third criterion is *swearing is formulaic*. Swearing is considered as formulaic language. Formulaic language is a fixed language. In other words, it is a fixedness and ready-made utterance. Take a look at example 2.

(2) “Go to hell!”

Thus, the utterance in example 2 cannot be changed into “Do not go to hell!” or “Go to hell tomorrow!”

The fourth criterion is *swearing is emotive language*. Swearing represents an instance of reflective language use, reveals the speakers attitude and feeling or emotion. It is defined as the direct expression of the speakers toward what he is speaking about. There are some expressions of the speaker as the result, such as interjection, emphasize, and expletive slot fillers. Generally, interjection is used to express speaker’s emotion such as anger, surprise, disappointment, and others.

(3) “*Damn*, I can’t find my wallet!”

Damn in example 3 is used to show speaker's emotion of anger. *Emphasize* is used purely to emphasize after interrogative W-H words, as in example 4.

(4) "What the hell".

Expletive slot fillers can be used as degree adverbs, intensifying adjectives, and adjectives of dislike, as in example 5.

(5) "He is *freaking* brilliant!"

Freaking in example 5 is used as intensifying adjectives.

According to Allan and Burrige (2006), swear words are used by male and female speakers. Usually, male speakers swear more often than female speakers. Sometimes, male speakers use vulgarism, especially when they are at the age of nine to thirteen or before adulthood. They are familiar with swear words like *damn*, *fuck*, and *shit*. Female speakers often use swear words related to God or its euphemism, for example *Jeez* which is derived from *Jesus*.

Meanwhile, Montagu (1967) states that swearing is used to show something which is socially condemned. For many people, swearing is socially not tolerated in any form. It is because the early form of swearing used the name of God which is considered religious. Thus, swearing is strictly forbidden.

According to Michael Swan (1995), there are nine kinds of swear words based on expression. The first kind is *exclamation of annoyance*. It is used by people to express their emotion of angry towards something or someone. It is the reaction of people when they are being annoyed. Usually, they express that emotion by saying something, such as *Damn it!*, *Blast it!*, *God damn!*, *Hell!*, *Jesus Christ!*, *Shit!*, *Fuck!* Take a look at example 6 to see it in usage.

(6) "*Shit!* I lost my key car."

The second kind is *exclamation of surprise*. It is used by people to express their emotion of surprise and shock. It is the reaction of people when they feel surprised or shocked. Usually, they express their emotion by saying something, such as *Jesus!*, *Christ!*, *Jesus Christ!*, *God damn!*, *Son of a bitch!*, *Well, I'm damned!*, *Bugged!*, or *Damn me!* Example 7 shows how it is used.

(7) "*Jesus!* You scared me!"

The third kind is *surprised question*. It is used when people ask about something that does not make sense. It can be something surprising or annoying. Usually, they ask it by adding the word *hell* or *fuck*, such as *who/what/why etc. hell...?* *Who/what/why/etc. fuck...?* Take a look at example 8.

(8) "What the *hell* are you doing?"

Example 8 might be asked by a person who is asking what her/his friend is doing because she/he seems to do something that does not make sense (can be surprising or annoying).

The fourth kind is *insult*. It is usually used by people to offend someone or to show disrespectful towards something. Sometimes, it does not have the real meaning because it is simply used to express people's emotion. *Insult* can be divided into two: *insult* in a form of a noun or phrase, and *insult* in a form of a verb followed by an object. Take a look at example 9 and 10.

(9) "He's such an *asshole!*"

(10) "*Damn* you!"

Example 9 shows *insult* in a form of a noun. Other examples are *Bastard!*, *Son of a bitch!*, *Shit!*, *Asshole!*, *Fart!*, or *Motherfucker!* Example 10 is *insult* in a form of a verb followed by an object. Other examples are *Damn.....!*, *Blast.....!*, *Bugger....!*, or *Fuck....!*

The fifth kind is *insulting request to go away*. It is usually used by people to ask other people to go away or leave in a rude way, such as *Fuck off!*, *Piss off!* Take a look at example 11 to see the usage.

(11) "I'm studying now, just *fuck off!*"

The sixth kind is *expression of unconcern*. It is used to show that the speakers do not care about something, or it is another way of saying "I don't care", as in example 12.

(12) "Everything he thinks about me, I don't give a *fuck.*"

A similar expression with example 12 is "I don't give a *Damn!/Shit!/Fuck!*"

The seventh kind is *violent refusal/rejection*. It is simply used to reject or refuse something. It is used to show other people that the speaker will obviously not do something requested, such as "(I'll be) *damned/fucked* if I will!" Take a look at example 13 to see the usage.

(13) "Mr. Smith wants me to go back soon. Well, *fucked* if I will!"

The eighth kind is *intensifying adjective/adverb*. It is used by people to emphasize their emotion. Usually, it is used when people are admiring something. They intensify the adjective or adverb in their utterance to express their emotion towards something using words, such as *Damn(ed)!*, *Goddamn!*, *Blasted!*, *Fucking!*, *Bloody!*, *Bleeding!*, or *Freaking!* Example 14 shows how to use it.

(14) "The show is *freaking* amazing!"

The example above shows that the speaker loves the show. He/she is intensifying the word amazing. It means that he/she really appreciates the show.

The ninth kind is *miscellaneous*. It is a rude way of saying to destroy or to ruin something. Some swear words that are used, among others, *fucked (up)*, *screw (up)*, and *bugger (up)*. Take a look at example 15 to see the usage.

(15) "You *fucked up* the show."

According to Gray (2000), swear word exists almost in every language and culture, and it cannot be included as a word that is used in a polite context. Swear word is a phrase that is considered

unacceptable and an action that is also generally unacceptable. There might be some phrases that are used as an insult, which deemed socially unacceptable. These terms are rarely used but it may help the emotive nature to be retained. For example, *bastard* is used to refer to an illegitimate family background and *bugger* is used to refer to a sexual deviance. By far, the common reasons of why people use swear word are due to social class and to express emotion or psychological condition. Thus, there is a relation between swearing and social class. It can be said that most people who swear come from anarchic or lower-class backgrounds, and that they swear basically as a sign to keep them away from common society and indicate their position as a member of a certain social group. There are also differences between people from high class and lower class in the way they speak. The higher class mostly used 'knowledge' when they are speaking which means that they think before they speak and they speak mannerly. On the other hand, the lower class mostly used 'emotion' instead of thinking before they speak.

Champoux (2003) states that movie presents visual and audio effect. It can either give a good or bad value. He states that nowadays people can get the message from the movie more easily than from printed or spoken words. Movie has become the most popular entertainment media which is used to entertain people from every age. Movie has many genres, such as action movie, adventure, horror, romance, thrillers, science fiction, animated, comedy, etc. There is a kind of movie that is broadcasted once a week on network TV, which is called TV series and Situational Comedy.

Morreale (2003) states that situational comedy or sitcom presents different status, gender, group, culture and it is all about family. Sitcom can only be comedy and it is not related with the previous episode, so we can watch the random episodes. The examples of sitcom are *F.R.I.E.N.D.S.* and *How I Met Your Mother*. Sitcom is not only in live action but it is also produced in animation, where the creator made the character by drawing it on the computer and it is called animated sitcom. There is also another kind of movie that is similar with sitcom but has some differences, it is called TV series. Unlike sitcom, TV series is not always comedy but it can be drama, thriller, horror, etc. TV series is related with the previous episode, so we have to watch from the first episode to understand the whole story. The example of TV series is *Game of Thrones*. The target of animated sitcom can be from children to adults. However, animated sitcom is now targeted to be watched by teenagers and adults since it contains many dirty words, such as taboo word, slang word, curse word, and swear word, such as *Family Guy* and *The Simpsons* animated sitcom. The writers use *Family Guy* as the data of the research because it is one of the best animated sitcoms in America. The story of *Family Guy* is about the Griffin Family who lives in Quahog, Rhode Island. A Family consists of Peter and Lois as a married couple. They live happily with their three children: Meg, Chris, and Stewie. Meg is the oldest and Stewie is the youngest. They also live with their dog that has the ability to speak like human.

Stewie always mocks every member of the family. He is a genius baby who speaks like an adult. Meanwhile, Peter who is the father, always acts like a kid and makes troubles that make Lois and the children upset.

In order to gain enough data, the writers analyzed two episodes of *Family Guy*, episode 15 and 17. *Family Guy*, season 15, episode 15 “Cop and a Half-Wit” was directed by John Holmquist, written by Ray James, and premiered on March 12, 2017. This episode tells a story of Peter who helps his friend named Joe. Joe is a policeman. Joe asks Peter to solve cases, but Peter gets irritated when Joe takes all the credits for himself. Peter wants some stuffs from Joe as a reward of being Joe’s silent partner. Meanwhile, Brian and Chris look after Stewie who proves he is a boy by playing football. Brian and Chris think that Stewie is still upset to the woman at the grocery store because she thought that Stewie was a girl. The other episode, *Family Guy*, season 15, episode 17 “Peter’s Lost Youth” was directed by Julius Wu, written by Danny Smith, and premiered on March 26, 2017. This episode tells a story of Peter who won the chance to go to the Fenway Park to hang out and practice with the retired Red Sox players and then play in a real game, right in the field at Fenway. This has always been a dream of Peter. All of his friends ask Peter to take them with him but instead of taking his friends, Peter asks Lois to go with him. At the baseball camp, Lois gets all the attention. This makes Peter feel like everybody is just mocking him. Meanwhile, Stewie runs away from home when Meg becomes his babysitter.

According to Card (1988), characters are those who perform a story. A character can be characterized as perfect for a story if the he/she plays his/her role wholeheartedly. So, the characters play an important role in the story. In movie, there are some characters that become a center of the story. They have important roles in the story, and they make the story developed. These characters are called main characters. The main character is a character that has an attitude or behavior that affects the main story. In addition, there is also supporting character. It is a character that does not have a big role in the story. They might appear often, but they just support the main character. The animated sitcom *Family Guy* has both main and supporting characters. This animated sitcom has six main characters.

The first main character is Peter Griffin or Justin Peter Griffin. He is 43 years old. He is a man from Quahog, Rhode Island. He and his wife have three children: Chris, Meg, and baby Stewie. They also adopted a dog that can speak like human, named Brian. Peter's best friends are Glenn Quagmire, Joe Swanson, and Cleveland Brown. The creator, Seth MacFarlane, voices this character.

The second main character is Lois Griffin or Lois Patrice Griffin. She is the wife of Peter Griffin and mother of Meg, Chris, and Stewie Griffin. She is currently 43. Lois spends most of the day to be at home, cooking, cleaning the house, and caring for Stewie. Lois is voiced by Alex Borstein.

The third main character is Meg Griffin. Meg Griffin is the sister of Chris and Stewie Griffin. She is currently 18. Meg is a teenage girl who is always charged by his mother to take care of Stewie. Meg is voiced by Mila Kunis.

The fourth main character is Chris Griffin. Christopher Cross "Chris" Griffin is the middle child of the Griffin family. He is 14 years old. Chris has low IQ and the most innocent in the family. He has close relationship with his dog, as well as Peter. All of the family member's hair is black except him. He has a blonde hair. He is voiced by Kevin Michael.

The fifth main character is Stewie Griffin. Stewart "Stewie" Gilligan Griffin is the youngest child of Peter and Lois. Stewie is a well-spoken baby. He speaks like an adult. He likes mocking every member of the family, especially his sister, Meg. He is also voiced by Seth MacFarlane.

The sixth or last main character is Brian Griffin. Brian Griffin is an 8-year-old dog. He is a dog that speaks like human. He has lived with the Griffin family for a long time. He has a close relationship with Chris. Besides speaking like human, he also has the ability to drive a car. He is voiced by Seth MacFarlane.

Besides having main characters, this animated sitcom has three supporting characters. The first supporting character is Glenn Quagmire. Glenn Quagmire (born Glenn Quagglechek) is Peter's best friend and also his neighbor. He is a sexual pleasure seeker and a pervert. According to his driving license, he is 61 years old.

The second supporting character is Joe Swanson. Joseph "Joe" Swanson is another best friend of Peter. He is married to Bonnie Swanson and has two children: Susie and Kevin. He is a macho paraplegic police officer in the Quahog Police Department. He is voiced by Patrick Warburton.

The third supporting character is Cleveland Brown. Cleveland Orenthal Brown is also Peter's best friend. He is a Black guy in Quahog. He is currently 42. His wife's name is Lorreta Brown, but they have divorced. He and Loretta have a son named Cleveland Brown Jr. Cleveland Brown is voiced by Mike Henry.

Nowadays, swear word becomes acceptable among teenagers' conversations, including when they are on social media. On social media, sometimes they use swear word to express their emotion, or insult someone. The writers are interested in analyzing the swear word because the writer thinks that swear word is a common case, since it can be found everywhere in daily conversation. The writers live in a society where now people are getting familiar with swear word and most people swear to each other to express how they feel. Swear word has become a daily language, since that word now is easy to find in a movie, in any genre, for example a TV series or sitcom in America.

One of popular series in America that is known to have many rude words is Family Guy. Family Guy is an American animated sitcom created by Seth MacFarlane for the Fox Broadcasting

Company and distributed by 20th television. The producers are Shannon Smith, Julius Sharpe, Kara Vallow, Steve Marmel, and Sherry Ghunter. The shows set in the fictional city of Quahog, Rhode Island. Family Guy started the first episode on January 31, 1999. Family Guy has been nominated for 12 Primetime Emmy Awards and 11 Annie Awards. It contains many rude words since the target of this series are teenager and adult.

There are some reasons why the writers choose *Family Guy*. First, *Family Guy* is one of the writers' favorite series because it is really funny. Second, *Family Guy* is very popular. It has been nominated for 12 Primetime Emmy Awards and 11 Annie Awards. Third, *Family Guy* is known to have many swear words. It contains many swear words since the target of this series are teenager and adult. Based on these reasons, the writers are interested in analyzing **Swear Word Used in Animated Situational Comedy Family Guy, Season 15, Episode 15 And 17**. This research aims to answer the following research questions:

1. What kind of swear words are used in animated situational comedy *Family Guy, Season 15, Episode 15 and 17*?
2. What are the reasons of using swear words in animated situational comedy *Family Guy, Season 15, Episode 15 and 17*?
3. What is the relation between the characters who use swear word in animated situational comedy *Family Guy, Season 15, Episode 15 and 17*?

This research is expected to give more understanding on swear words which occurs in an animated situational comedy. It is also hoped that this research could be the reference for other future research related to swear words.

II. RESEARCH METHODOLOGY

According to Creswell (2014), the qualitative method is related to the analysis of text or pictures, representation of information in figures and table. Thus, the writers use descriptive qualitative method in analyzing this research. The data is analyzed in a discussion part in the form of words. The source of data is taken from the transcript of dialogues of animated sitcom *Family Guy, season 15, episode 15 and 17*.

Data collection follows a certain procedure. First, the writers collect the material by downloading the videos and scripts of the animated sitcom *Family Guy, season 15, episode 15 and 17* from the internet. Second, the writers read and compare the scripts with the episode to get accuracy of the transcription. Third, the dialogues that contain swear words are marked.

Data analysis follows certain steps. First, the writers analyze all the marked swear words by obtaining the background of each dialogue. Then the data are analyzed using the theory of Michael Swan (1995) and Andrew Gray (2000) to answer the research questions.

III. DISCUSSION

The writers found thirteen data that contained swear words in *Family Guy, season 15, episode 15 and 17*. These data were analyzed to answer the three researched questions. The first question is the kinds of swear words that are used. The second is the reasons of using swear words. The last is the relation between the characters who use swear words.

3.1 The Kinds of Swear Words Used

From a total of thirteen data, the writers found six kinds of swear words in *Family Guy, season 15, episode 15 and 17*. They were exclamation of surprise, exclamation of annoyance, surprised question, insult, rejection, and intensifying adjective. The first kind of swear words found was exclamation of surprise. Three swear words were found. They were “jeez” (data 1), “son of a bitch” (data 3), and “holy crap” (data 10).

The second kind of swear word found was exclamation of annoyance. Two swear words were found: “damn it” (data 7) and “dumb” (data 12).

The third kind of swear word found was surprised question. Two swear words were found. They were “what the hell” (data 2) and “where the hell” (data 13).

The fourth kind of swear word found was insult. Four swear words were found. They were “pig” (data 5), “scumbag” (data 6), “bastard” (data 8), and “idiot” (data 11).

The fifth kind of swear word found was rejection. One swear word was found. It was “the hell we do” (data 4).

The last or the sixth kind of swear word found was intensifying adjective. One swear word was found. It was “freaking” (data 9).

3.2 The Reasons of Using Swear Words

From a total of thirteen data, the writers found two reasons of using swear words which were to identify certain social class and to express emotion. Swear words “the hell we do” (data 4), “pig” (data 5), and “scumbag” (data 6) are used by the speakers to identify their social class. The data and the contexts showed that these swear words were used by the characters who were from a lower-class background. They insulted someone with animal or dirty words. This made people assume that they were from a lower-class background, which was actually true.

The other word such as “jeez” (data 1), “what the hell” (data 2), “son of a bitch” (data 3), “damn it” (data 7), “bastard” (data 8), “freaking” (data 9), “holy crap” (data 10), “idiot” (data 11),

“dumb” (data 12), “where the hell” (data 13) were said by the characters because of their emotions. These swear words were used to express their feelings at that time.

3.3 The Relation Between the Characters Using Swear Words

The relations among the characters that used swear words varied between relatives, friends, and stranger. The swear words “damn it” (data 7), “bastards” (data 8), “holy crap” (data 10), “dumb” (data 12), and “where the hell” (data 13) were used between relatives. In their daily conversations, they swore to each other to show closeness.

The swear words “jeez” (data 1), “what the hell” (data 2), “son of a bitch” (data 3), “the hell we do” (data 4), and “freaking” (data 9) were used between friends. They were so close to each other, so they got used to swearing to each other.

The swear words “pig” (data 5), “scumbag” (data 6), and “idiot” (data 11) were used between strangers or characters without any relation at all. Basically, it happened because of the situation at that time. They just wanted to insult one another. Using swear word, they thought it would make them look ‘cool’.

IV. CONCLUSION

The writers found six kinds of swear words in *Family Guy, season 15, episode 15 and 17*. They were exclamation of surprise, exclamation of annoyance, surprised question, insult, rejection, and intensifying adjective.

Regarding the reasons, the writers found two reasons of using swear words which were to identify certain social class and to express emotion. The speakers used swear words to show others that they belonged to a certain social group. The listeners, on the other hand, had an assumption that swear words were used by people with a lower-class social background.

The relations among the characters that use swear words vary between relatives, friends, and stranger. Swear words were used between relatives and friends to show closeness. However, swear words were used between strangers to show coolness.

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