

Profanity Usage and Effects Uttered by Female Characters in *Mean Girls* Movie

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Abstrak

Terlepas dari sifatnya yang kontroversial, *profanity* memiliki tingkat signifikansi tertentu dalam masyarakat. *Profanity* adalah instrumen penting untuk mengungkapkan perasaan yang kuat dan menekankan perspektif seseorang. Penggunaan *profanity* menggerogoti nilai-nilai hormat, empati, dan kesopanan, mengikis fondasi interaksi dan pemahaman yang sehat. Penelitian ini mengamati bagaimana karakter wanita dalam film "*Mean Girls*" menggunakan *profanity* untuk mengekspresikan emosi mereka dalam situasi yang berbeda dan efek penggunaannya. Selanjutnya, penelitian ini menggunakan metode kualitatif deskriptif. Penelitian ini menemukan bahwa karakter perempuan kebanyakan menggunakan kata-kata kotor seperti *whore*, *bitch*, dan *slut* untuk menghina orang lain, menunjukkan frustrasi dan agresi, atau mengungkapkan kemarahan mereka. Kesimpulannya, karakter wanita menggunakan *profanity* dalam dialog mereka untuk membuat film lebih realistis, komedi, dan intensitas karakter.

Kata kunci: Profanity, Character, Swearing, Abuse, Insult

Abstract

Despite its controversial nature, profanity has a certain level of significance in society. It is a powerful instrument for expressing strong feelings and emphasizing one's perspective. The use of profanity undermines the values of respect, empathy, and civility, eroding the foundations of healthy interaction and understanding. This study observes how female characters in the "*Mean Girls*" movie use profanity to express their emotions in different situations and the effect of its usage. Furthermore, this research uses a descriptive qualitative method. This research found that the female characters mostly used profanity such as *whore*, *bitch*, and *slut* to insult others, show frustration and aggression, or express their anger. In conclusion, the female characters used profanity in their dialogue to make the movie more realistic, and comedic, and the character's intensity.

Keywords: Profanity, Character, Swearing, Abuse, Insult

INTRODUCTION

Profanity is the term for obscene language, which includes taboo and swear words that are inappropriate and unacceptable in some situations. It frequently contains sexual references, blasphemy, disgusting items, racial, ethnic, or gender insults, vulgar words, or inappropriate speech (Mabry, 1974). Persons and situations determine profanity use. The usage of profanity has potential social effects, as does its dominant prevalence in the media. It's truly important for us as a society to understand that if profanity is used to injure or express hostility, it can be considered antisocial, destructive, and abusive (Stone et al., 2015).

The frequent use of profanity in comedy, mass media, and advertising serves to amuse, attract, and motivate audiences (Sapolsky & Kaye, 2005). In the movie, the characters freely use profanity in their dialogue as a natural form of human conversation to convey their

emotions in many situations, such as excitement, sorrow, anger, humor, and surprise. According to Dufrene and Lehman, there is an increased usage of profanity in the everyday lives of Americans, as well as in Hollywood movies and network television (DuFrene & Lehman, 2002).

Hollywood movies have a big impact on American society because they are shown in theaters, on TV, and on video tapes that people rent (Waterman, 2005). Teenagers are one of the groups most often exposed. They are a target audience for movie makers since they make up a large and devoted audience (Stern, 2005). The media connects with youth and teenagers, and it easily influences them to imitate and copy what they witness in the movie, such as profanity. Children will adopt coarse language as a result of media exposure (Bushman & Joanne, 2003).

Now that it's quite easy to find many media, movies, television programs, or other entertainments in which their actors, actresses, or characters are explicitly mentioned, Esterika said the way the characters speak, act, and communicate with each other reflects the reality of society (Esterika, 2016). It proves how freely the characters in the movie always use profanity when they are trying to emphasize something. As a result, this research will be about profanity, which is related to emotional feelings towards something and is focused on the verbal expression uttered by the female characters of the "Mean Girls" movie.

There is a lot of profanity-related research in movies, media publications, novels, or even someone's speeches. But this research will focus only on females and how they casually use profanity to emphasize their feelings in different situations towards each other. The object of this research is a classic American teen movie entitled "Mean Girls," directed by Mark Waters. The dialogue used in this movie contains a lot of profanity and strong words uttered by female characters.

Besides a lot of profanity usage, this movie is very interesting to analyze. Because it has become a pop culture phenomenon for young people with its intelligence, charm, and ability to deliver a positive message without being sappy while also being genuinely funny. And it will remain relevant for a very long time since it's way too similar to what youth went through in real life. In this study, the writers will analyze the purpose of the profanity findings, their functions, and the effect of profanity usage on the audience.

METHOD

The purpose of this study is to show the tendency of female characters to use profanity and the effect of its usage on the audience. We chose "Mean Girls" because the main theme of this movie was the high school life of female students. This leads to a chance of the characters struggling and finding their true selves in some scenes where they are fighting, gossiping, or angry as a result of saying profanity. The use of profanity and its effects on the female characters in this movie were analyzed in this study. This study used descriptive and qualitative methods using Jay and Janschewitz's theory about profanity usage reasons and purposes (Jay & Janschewitz, 2008). The writers watched the movie, tried to find out whether the data was profane or not, and identified the types and functions of profanity. The instrument in this research is the *Mean Girls* movie.

RESULTS AND DISCUSSION

The writers reveal the result of the analysis, which focuses on two categories: the first is analyzing the profanity findings and the purpose of using the profanity. Second, analyzing and classifying the function of profanity uttered by the female characters. In this data description, the writer found 19 data points containing profanity in the "Mean Girls" movie. Each profession is divided based on its function and purpose. These are the tables of profanity findings.

Table 1. Profanity Findings by Female Characters

Findings	Purpose	Function	Time Stamp
Whore	Anger	Dysphemistic	12:06

Slut	Anger	Abusive	28:19
Bitches	Anger	Abusive	54:32
Fat-ass	Anger	Abusive	54:35
Skank bitch	Anger	Abusive	1:02:49
Fugly slut (Fucking ugly)	Anger	Abusive	1:03:03
Little bitch	Anger	Abusive	1:07:26
Bitches	Insult	Dysphemistic	21:22
Bitchy	Insult	Dysphemistic	23:36
Fucking	Insult	Emphatic	34:07
Slut	Insult	Dysphemistic	52:14
Whore	Insult	Abusive	53:42
Bitch	Insult	Abusive	1:01:31
Bitch	Insult	Abusive	1:13:26
Bitch	Aggression	Emphatic	30:02
Bitch	Aggression	Emphatic	51:18
Asshole	Aggression	Emphatic	1:29:51
Ass	Frustration	Emphatic	32:21
Fat whore	Frustration	Abusive	1:03:45

Categorize of Profanity: Anger

Data 1:

Janis : Oh, my God! You have to do it, OK?

Janis : And then you have to tell me all the horrible things that Regina says.

Cady : Regina seems sweet.

Janis : Regina George is not sweet. She's a scum-sucking road whore!

Janis : She ruined my life!

Damian : She's fabulous, but she's evil.

From the data above, there's a dialogue between Janis and Cady where she calls Regina a *scum-sucking road whore*. The context is that Janis told Cady how her life was ruined by Regina, her old friend, by spreading rumors that she's a lesbian. The word *whore* that Janis utters aims to express her frustration towards Cady. Swear words are responses to frustration, pain, and anger (Allan & Burrige, 2006). The term *whore* refers to anger and frustration, as she emphasized to Cady that Regina wasn't a sweet person and had ruined her entire life.

Whore means a woman who engages in prostitution or sexual activity, usually to earn money. The word selection most likely refers to provoking Cady into thinking that Regina was a bad person by choosing an inappropriate word. When Janis used the word "*whore*," she was communicating her rage to Cady for psychological reasons. The word *whore* in the dialogue is classified as dysphemistic swearing, where the character can't describe the object with the usual words. According to Ljung, there are times when swear words are more appropriate to refer to one's emotions or things in conversation that polite words can't do (Ljung, 2010).

Data 2:

Regina : I know she's kind of socially retarded and weird, but she's my friend

Regina : So just promise me, you won't make fun of her

Aaron : Of course, I'm not gonna make fun of her

Cady : How could Janis hate Regina?

Cady : She was such a good...

Cady : Slut!

Data 2 shows a line where Cady called Regina a *slut*. In this scene during the costume

party, Cady saw Regina walk to Aaron. At first, she thought that Aaron just casually talked to Regina. But in the end, Regina kissed him in front of Cady, which made her disappointed and angry. The word *slut* uttered by Cady refers to her response and anger during the situation. The expression of her anger comes naturally as she finds out that Regina is a manipulative person. *Slut* is a term for a woman who has a lot of sexual partners at the same time.

The usage of this profanity is categorized as psychological motives, where she conveyed her anger and verbally harmed Regina by saying that she was a *slut*. The selection word *slut* is considered abusive swearing. In this context, Cady used this word to abuse Regina. Abusive swearing is the use of profanity as a verbal weapon against others (Finn, 2017). The usage of this profanity is also categorized as psychological motives, where she conveyed her anger and verbally harmed Regina by saying that she was a *slut*.

Data 3:

Gretch: Regina, you're wearing sweatpants. It's Monday.

Regina : So?

Karen : So that's against the rules, you can't sit with us.

Gretch: Whatever. Those rules aren't real.

Karen : They were real that day I wore a vest.

Regina : Because that vest was disgusting.

Gretch: You can't sit with us!

Regina : These sweatpants are all that fits me right now.

Regina : Fine. You can walk home, bitches.

From data 3 above, there's a dialogue where Regina calls her three friends *bitches*. They have girls-rules to follow in school, and one of them is don't wear pants. Because Regina gained weight and none of her skirts could be worn, she wore a pant. Gretchen said that she needed to sit in the corner because she broke the rules. Regina got angry because she had to sit in the corner, and as she exploded, she called them *bitches*. People express powerful emotions when they are able to say swear words (Hornby et al., 1973).

The term *bitches* used in the dialogue is classified as abusive swearing. Regina seemed angry and abused her friends by calling them *bitches* as she walked and left them. She was so upset by the condition that she eventually said profanity to express her anger towards Cady, Gretchen, and Karen. This is considered psychological motivation because she was using this word to harm her friends intentionally.

Data 4:

Student 1 : Watch where you're going, fat-ass!

All Student : Hahaha (*all laughing at Regina*)

In the next data point, there's a female student called Regina who's a *fat ass*. During the previous data, when Regina left her friends' table because she broke the rules, she collided with a student as she walked to the corner. The student called her out to watch her step and said she was a *fat-ass*. The student who almost fell because they crashed while walking seemed angry with her loud voice, abusing Regina. During this scene, it is shown that Regina gained weight drastically, which made her buttocks larger and in opposition to beauty standards.

The word *fat-ass* was used by the female student to express her anger because Regina bumped into her. In this case, the female student said "*fat-ass*" to abuse Regina's physical appearance, who has lately gained weight. This is classified as abusive swearing because she intentionally attacked Regina because they collided. And it goes with psychological motives, as the student meant to harm and abuse Regina in front of other people using the word *fat-ass* as a verbal weapon.

Data 5:

Oman : Why are you eating a Kälteen bar?

Regina : I'm starving.

Oman : Man, I hate those things. Coach Carr makes us eat those when we wanna move up a weight class.

Regina : What?

Oman : They make you gain weight like crazy.

Regina : Mother... Aaaahhhh!!!!!!

Regina : This girl is the nastiest skank bitch, I've ever met

From data 5 above, this is the scene where Regina wrote something in her burn book. After finding out that Cady tricked her into eating snacks to lose weight, her boyfriend Oman told her it would actually make her gain weight instantly. In a fit of rage, she wrote the nastiest skank bitch in the book. She wrote the word skank bitch in response to her upset at what Cady did to her. As the speaker feels strong emotions toward others, they wish to punish or intimidate the hearer in order to cause psychological harm and other feelings such as shame, anger, and upset by associating them with curse words (Pinker, 2007).

The term skank bitch is considered abusive swearing. Regina wrote this word in her book when she was still angry, and it aimed to abuse Cady verbally and show how hateful she was towards Cady. During this scene, Regina wrote the *skank-bitch* word as psychological motivation. She was upset and tried to emphasize her emotions by writing this profanity in her burn book.

Data 6:

Regina : Do not trust her. She is a fugly slut!

Regina : I found it in the girls' bathroom. It's so mean, Mr. Duvall.

Mr. Duvall : Is this true? Trang Pak made out with Coach Carr?

Still in the same scene with the previous data where she found out that Cady tricked her about gaining weight, Regina was upset after Cady got revenge on her. After writing the nastiest skank bitch in her burn book, like in the previous data, she also wrote fugly slut to describe her emotion toward Cady. Regina was so angry, and her response was to use this profanity to express her powerful feelings. It is an acronym, and it stands for fucking ugly slut. The word slut refers to a woman who has a lot of sexual partners at the same time. And the word fucking in this situation is an expression of total passion against Cady's action.

It is classified as abusive swearing, as she was upset and found a way to explode her emotions by writing this term in her book. She referred to Cady as a fugly slut, in order to respond to her anger against her. Regina was intentionally trying to abuse Cady out of her anger over what Cady did to her. Just like ordinary people when they get angry, Regina used this profanity naturally as an expression of her annoyance and anger. In this situation, it is categorized as psychological motives because she wrote a sexual insult to convey her anger, and she definitely referred to Cady by writing "*fugly slut*," which stands for *fucking ugly slut*.

Data 7:

Student 1 : Did you write this?

Student 2 : No, I swear!

Student 1 : Then you told somebody!

Student 3 : She told!

Student 1 : You little bitch!

Student 2 : You're a bitch!

In the next data point, when Mr. Duvall found out about the existence of the burn book, it affected the whole school. It is caused by some students having their names written in the

burn book, as well as some of the teachers. The whole school went into chaos because of the burn book; all the female students went angry and crazy. There are two female students who fought each other as they screamed bitch because of gossip in which both of them were involved. The word bitch in this scene means abuse of each other when they were fighting. They tried to offend each other by uttering profanity like little bitch, and bitch as a response to their verbal weapons against others.

The term bitch in this scene, like in the previous data, was used when they were in a fight to express their powerful emotions and anger. It is categorized as abusive swearing because they intended to offend and abuse each other by screaming *bitches*. It is also an expression of annoyance, so they used it as a verbal weapon. Its motive is psychological; they used profanity to convey their anger and to harm each other by fighting against each other.

Categorize of Profanity: Insult

Data 8:

Cady : And they have this Burn Book where they write mean things

Cady : About all the girls in our grade.

Janis : What does it say about me?

Cady : You're not in it

Janis : Those bitches.

In data 8 above, there's a conversation between Cady and Janis. The context is that Cady told Janis that there was a burned book where Regina wrote something about her enemies. And Janis asked whether she was in or not, and she said she wasn't mentioned in the book. And suddenly, Regina, Gretchen, and Karen passed by together in front of them while they were talking. Janis called them bitches, as she used an inappropriate word to describe them. The profanity she used in this scene was clearly to insult Regina and her friends without any purpose, expressing how she was so done with three of them.

In this scene, the word selection of bitches is categorized as dysphemistic swearing. Janis tried to provoke Cady about their negative appearance as they walked by. In this case, Janis used this profanity to urge Cady about something related to Regina and her friends. This profanity usage is classified as having psychological motives because Janis emphasized her emotions towards Regina, Gretchen, and Karen, where she felt annoyance at their appearance. This situation also proves that people can utter profanity not only because of their actions but also because of their appearance, which makes people annoyed.

Data 9:

Regina : Oh, no, trust me. I know exactly how to play it.

Regina : But wait. Aren't you so mad at Gretchen for telling me?

Cady : No. Because if you are, you can tell me

Regina : It was a really bitchy thing for her to do.

Cady : Yeah, it was pretty bitchy, but I'm not mad.

Cady : I mean, I guess she just likes the attention.

The next data, there's a scene when Regina called Cady on the telephone to talk about Gretchen. In this case, Regina mocked Gretchen by saying she was doing a bitchy thing. She was in purpose to insult Gretchen in this scene through a telephone call with Cady. She used the bitchy word as a rude way to insult Gretchen. By saying this term, Regina intentionally showed her annoyance by emphasizing the word "bitchy". Profanity is something to insult and deprecate the object of abuse, as well as to use another kind of dysphemism (Allan & Burrige, 2006).

As a dysphemistic swearing, Regina urged the negative things of Gretchen and provokes Cady to feel the same way towards Gretchen. On the other hand, Regina used *bitchy* to make their conversation to be intimate. She used this term in purpose to make Cady pay attention to

what she said about Gretchen by emphasizing the term *bitchy*. This scene is a result of social class motives where Regina was a popular girl with power, rich, and beautiful which made her friends follow her directions and do anything she said. According to Jay, he said that power, class, and swearing are related one another (Jay & Janschewitz, 2008).

Data 10:

Regina : Oh, my God! I love your skirt.
Regina : Where did you get it?
Student : It was my mom's in the '80s.
Regina : Vintage. So adorable.
Student : Thanks.
Regina : That is the ugliest fucking skirt I've ever seen.

In the next data point above, Regina and Cady were talking in the school hallway. When they were talking, Regina saw a female student passing by with a mini skirt in front of them, and she asked the student where she bought it, and she said that the skirt was good and that she loved the vintage style of that skirt. Right after the student went away, she told Cady that the skirt was the ugliest fucking skirt. She used the term fucking to insult the student by emphasizing her intonation and her word selection. In this case, she didn't insult the student directly, but she insulted her in front of Cady to show her annoyance.

During this scene, Regina used this profanity to emphasize the skirt appearance that made Cady pay attention to the object of their conversation, and it is categorized as emphatic swearing. It can be used in a variety of ways, including intensifying speech, describing negative or positive things, and expressing (Jay & Janschewitz, 2008). As a famous student, she didn't like when people tried to be pretty or wear something cool. And this is a social class motive, where Regina looked down on other people and thought that no one could beat her beauty.

Data 11:

Cady : So, you don't think anyone will vote for her?
Regina : Cady, she's not pretty. I mean, that sounds bad, but whatever.
Regina : The Spring Fling Queen is always pretty.
Regina : And the crazy thing is that it should be Karen,
Regina : But people forget about her because she's such a slut.

In data 11, Regina was on a phone call with Cady to talk about the Spring Fling Queen, a yearly party event about choosing the king and queen of the school. In this situation, Regina talked about how Karen would not be nominated. Regina talked about something bad behind Karen's back, and she said that Karen was such a slut. This term is totally where Regina insulted her own friend and said bad things behind her back. She used this profanity to express her annoyance by emphasizing the rude word slut as an example of Karen's behavior.

The term slut that is used in this dialogue by Regina to provoke Cady She used this term to show the negative things about Karen and thought that Cady would feel the same way, an example of dysphemistic swearing. Eventually, the provocation didn't work because Cady knew that Regina was just talking nonsense about her own friend, just like she usually did. Regina used the *slut* word to describe psychological motives. In this context, she was trying to emphasize her feelings of annoyance that Karen would not be qualified to be the next Queen of Spring Fling by saying a sexual insult.

Data 12:

Cady : Little harsh, Gretch.
Gretch: Whatever. She has a right to know
Regina : Hello? Let's go out.
Karen : I can't go out. (*coughing*)
Karen : I'm sick

Regina : Boo. You whore.

In data 12, there's a scene when Regina has a group call with Gretchen, Cady, and Karen. In this scene, she asked Karen to come to her house for a girl's night out, but Karen refused to come and lied, saying she was sick. Eventually, Regina said you were a whore as a response to Karen's rejection. The word whore is similar to prostitute by woman, and it is used by Regina to express her annoyance toward Karen. She was trying to insult her directly over the phone. Just like ordinary people, Regina was annoyed because Karen rejected her invitation and naturally used profanity to express her feelings.

The term whore that's used by Regina in the dialogue above is considered abusive swearing. She used this term to verbally abuse and harm Karen. She uttered this term as a result of her annoyance and to harm Karen's feelings. Right after she said this through the telephone, Karen couldn't even say a word because she was intimidated by her. Regina described this term as psychological motives. She was upset and annoyed because she couldn't visit her house, and she tried to emphasize her emotions by using this profanity.

Data 13:

Ms. Norbury : Who here has ever been called a slut?

Ms. Norbury : OK, everybody up.

Cady : Ms. Norbury had us write out apologies,

Cady : To people that we'd hurt in our lives.

Student : "Alyssa, I'm sorry I called you a gap-toothed bitch."

Student : It's not your fault you're so gap-toothed.

In the next data point, the scene where all the female students were gathered by Ms. Norbury It was caused after the school went into chaos because of the gossip, weird assumptions, and bullying words in the burn book. While all the female students gathered in one place, the teacher asked them to give an apology speech one by one. And in this case, there was a female student who said gap-toothed bitch to her friend. This is an example of profanity used to insult others. The word bitch was used to express the powerful emotions and anger of this student against her own friend, Alyssa.

The term bitch is still the same as in the previous findings; she used the term bitch as a response to verbal weapons against her friend. It is classified as abusive swearing because this student intentionally tried to abuse Alyssa. In this situation, it can clearly be seen that this student said *gap-toothed bitch* as a form of insulting and bullying another student. The motive of this profanity usage is psychological with a negative purpose; she used the term *bitch* to insult Alyssa's physical appearance and as a weapon of verbal abuse against her.

Data 14:

Janis : He broke up with Regina and guess what.

Janis : He still doesn't want you.

Janis : So why are you still messing with Regina, Cady? I'll tell you why.

Janis : Because you are a mean girl!

Janis : You're a bitch!

In data 14, Cady threw a school party in her house and didn't invite Janis and Damian, her own friends. There was a fight between them where Janis called out Cady for her bad behavior and how it had changed since they first met. Janis referred to Cady as having a whole different personality because she took revenge on Regina. Janis called her a bitch as a response to the fact that she was angry and upset at the moment when she felt that they were being betrayed by Cady. As she was being angry, this caused her to say profanity and bitch to Cady. She used this term on purpose to insult her for her changing behavior and obsession with being the new Queen of the school.

Bitch, in this dialogue uttered by Janis, is categorized as abusive swearing. In this scene, she said this term to express her disappointment toward Cady along with her anger. She used

this profanity to give her a harm response and to insult her for being a mean girl. Janis expressed her strong emotion in purpose to punish and intimidate Regina by uttering the word "bitch," which referred to Cady. The usage of this profanity is classified as psychological motives, where Janis conveyed her anger and emphasized her feelings of losing friends because of her changing behavior.

Categorize of Profanity: Aggression

Data 15:

Janis : Now, Cady, if we want this to work,

Janis : You're gonna have to keep hanging out with them like nothing is wrong

Janis : Can you do it?

Cady : I can do it

Janis : OK, let's rock this bitch

In the next scene, there's a scene when Janis and Cady arrange their strategy to make Regina down in every aspect. As a response to Regina's betrayal, Cady teamed up with Janis and Damian to sabotage Regina. In this scene, Janis asked Cady whether she could do this, and she said yes. As a response to her excitement, Janis said, Let's rock this bitch. This is a form of aggressive swearing where she is interested in doing something. It shows the excitement of Janis to execute their strategy to sabotage her. Profanity can be divided into two outcomes: positive and negative. This term refers to a positive outcome of profanity where the character emphasizes her feelings in a positive way.

Janis used this profanity with psychological motives to emphasize her excitement against Regina. And it can be seen that Janis used this profanity to relieve tension between them. The term bitch for this scene is categorized as emphatic swearing. Emphatic swearing enables people to convey greater emotional force through the construction of words that describe more of the speaker's feelings toward something, certain situations, or others (Pinker, 2007)

Data 16:

Gretch: You let it out, honey.

Gretch: Put it in the book.

Cady : I know it may look like I'd become a bitch,

Cady : But that's only because I was acting like a bitch.

Data 16 shows a line where Cady said she was acting like a bitch. In this scene, she was writing something bad about Ms. Norbury in the burn book, and suddenly she felt so powerful. She was feeling high because Regina lost all her privileges, such as her perfect body and boyfriend, and even her followers all turned into Cady's. In this case, she started to think that she was the main person now and said that she was acting like a bitch herself. It shows aggression and profanity. Cady referred to herself as a bitch as a result of her pride as the new impactful person in the school. This term is a positive response from herself, where she was interested and excited because there was no competition anymore with Regina.

The word selection of bitch in this scene can be classified as emphatic swearing. It's when Cady uses an expletive to claim the problem or draw attention to the problem at hand. She used this term as a form to convey her greater emotional force through the construction of words. Janis used this profanity with psychological motives to emphasize her excitement against Regina because Regina had lost all of her privilege, and it turned out that Cady became the new famous girl in the school.

Data 17:

Janis : Look. I'm a queen.

Damian : As am I.

Cady : Hi!

Janis : Hi!
Cady : So, are we still in a fight?
Janis : Are you still an asshole?
Cady : I don't think so.
Janis : Well, then I guess we're OK.

Data 17 shows a conversation between Cady and Janis; they met at a party, and in fact, they were still in a bad relationship. But Cady asked Janis whether they were still friends or not. And Janis said, Are you still an asshole? Janis said this word to emphasize her emotions about making sure that Cady wasn't a bad person anymore. The word asshole means a vulgar word used to describe a human's body, which is anus. Janis said asshole as a result of an aggressive type of profanity.

Janis used asshole in this scene as an example of emphatic swearing. She used this term to indicate her curiosity and emotions about her friend's behavior by emphasizing the profanity and to make Cady pay attention to what she was talking about. In this case, Cady implied that she wasn't a mean girl anymore. During this scene, the purpose of the profanity usage is psychological. It is explained that Janis felt emotional and emphasized her feelings by using the word *asshole* in a positive outcome.

Data 18:

Janis : This is ass, you guys. It's been a month
Janis : And all we've done is make Regina's face smell like a foot.
Damian : I've been really busy with choir.
Janis : We gotta crack Gretchen Wieners.

In the next scene, Janis, Cady, and Damian execute their strategy to sabotage Regina's relevance in the school. During this scene, there's a scene when Janis and Cady arrange their strategy to make Regina down in every aspect. Janis cut Regina's clothes on purpose so she couldn't wear them, but Regina is still wearing them, and now all girls in the school wear cut clothes like Regina did yesterday. This strategy didn't work out, and as a response, Janis said this is ass. This word uttered by Janis refers to the frustration of using profanity. It is said by Janis to show her frustration and confusion about their strategy that went wrong.

Ass in this scene refers to a sensitive part of a human's body, which is the buttocks, and it's considered vulgar. In this case, this is considered emphatic swearing. It can be seen when Janis uttered the word ass that she was not in an angry mood, but more likely she was trying to express her confusion about something. She used this word to convey the greater emotional force of its strategy and emphasized it in order to make Cady understand the situation at the moment. This scene showed a psychological motive where the character, Janis, uttered the profanity to emphasize her confusion.

Data 19:

Mr. Duvall : Good Lord.
Mr. Duvall : What's that say? "Kaitlyn Caussin is a..."?
Regina : Fat whore
Mr. Duvall : OK, calm down, Miss George.
Regina : Why would someone write that? That's just so mean.

In the final data, there's a scene when Mr. Duvall, as the principal of the school, talks to Regina in his room. In this scene, Regina lied and told Mr. Duvall that she found a burn book, and it consisted of some bad words targeted at some people they hate. It was actually written by Regina herself, but she was lying and playing the victim. Mr. Duvall asked about something in the book, about what Kaitlyn Cassie was writing, and Regina directly answered, Fat whore.

This term shows the frustration side of this profanity. It is uttered by Regina out of frustration because Kaitlyn was bullied and called out as a fat whore. In this context, a fat

whore in this scene is counted as abusive swearing. This term is used to mock and verbally abuse someone. A fat whore is written in the book as an insult and verbal weapon against Kaitlyn. This profanity is used for psychological reasons, where people tend to offend because of their anger and to emphasize their power over something. In this, someone wrote about a fat whore as a response to offending Kaitlyn.

The Effect of Profanity

Profanity usage in the *Mean Girls* movie has both positive and negative effects on the audience and the overall movie experience. Here are some effects of the profanity usage:

1. Realism and Authenticity

The odd swearing in "*Mean Girls*" adds to the picture of high school life and the language teens usually use. By using profanity, the movie tries to show how students interact socially and talk to each other in a more realistic and approachable way. This can help people relate to the characters and what they are going through.

2. Satirical Commentary

"*Mean Girls*" uses profanity on purpose to make fun of and criticize the shallowness, cruelty, and harmful behavior of some high school cliques. Profanity can bring out the meanness and bad parts of the characters' actions and show what happens when people misbehave. This satirical piece is meant to make the audience think about how gossip, bullying, and social structures affect people.

3. Comedic Effect

Profanity is often used in "*Mean Girls*" for comic effect. The movie is funny because of the clever insults, sharp comebacks, and witty conversation with a few mild swear words. The timing and delivery of these lines make them funny and make the audience laugh. When used correctly and in balance, swearing can add to the comedy of a story.

4. Character Development

The use of profanity in "*Mean Girls*" contributes to the development of the characters and their personalities. The choice of language, which occasionally includes profanity, reflects the characteristics and attitudes of particular individuals. For instance, the use of profanity by Regina George reinforces her assertive, intimidating, and rebellious nature. The characters' profanity is used to impart their personalities and establish their identities within the narrative.

5. Emotional Intensity

In "*Mean Girls*" swearing is sometimes used to make emotional scenes more intense or to show strong feelings. It can show how angry, frustrated, or passionate a character is during a fight or other important scene. By using bad language in a planned way, the movie increases the emotional effect and gives the dialogue more weight, making certain scenes more memorable.

CONCLUSION

Mean Girls, a classic teen movie used profanity in the dialogue to emphasize their feelings about something, express their powerful emotions, and show their excitement or disappointment about something. There are three main points of this research. First, the writers found four purposes for profanity usage in this movie. From the 19 data found by the writer, there are seven findings of anger purpose, seven of insult purpose, four of aggression purpose, and two of frustration purpose.

Second, the female characters used profanity for several functions in different situations. There are ten data classified as abusive, five as emphatic swearing, and four as dysphemistic swearing. The third point is the findings of the effects on this movie are realism & authenticity, satirical, comedic, character development, and emotional intensity.

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