



## AN ANALYSIS ON THE ACCEPTABILITY AND THE USAGE OF PROFANE LANGUAGE AMONG UNIVERSITY STUDENTS IN INDIA

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### ABSTRACT

Using profane language has become increasingly common among university students. Previous researches considered the habit of using profane words in day to day conversation both positively and negatively. In some ways, the current study is unique in that it focuses on university students. In this article, we will explore the reasons behind the rise in profanity among youth and the potential impact it can have on their lives. The researchers of this study require to identify the common influences young students that lead to their use of profane language and to ascertain which factors contribute to this behaviour. For data analysis, 410 samples were chosen using stratified random sampling statistical tools such as reliability test, KMO Barlet, descriptive statistics, communalities test, variance analysis, rotated component matrix, correlation and multiple regression, and ANOVA. SPSS package is used in this research to analyze the data. The findings of the study suggest that the factors like Society & culture, cognition, digital media and semantic & language have significant influence on the acceptance and the usage of profane language among university students.

**Keywords -** *Absurdity, Abusive Language, Profane Language, Swearing words, Youth*

### INTRODUCTION

The literature on the usage of profane language is vast and covers a range of topics, including its social and cultural significance, psychological and linguistic aspects, and the impact of profanity on individuals and society (Ryan, E. B., and Giles, H., 1982). Studies have explored the sociolinguistic aspects of profanity, including its role in group identity and its use as a tool for social control. Other research has investigated the psychological aspects of profanity, including its effects on

emotion regulation and the relationship between profanity and aggression. In addition, there is a growing body of research on the impact of profanity on individuals and society. For example, studies have found that excessive use of profanity can negatively affect mental health, leading to increased stress and anxiety, while also damaging personal and professional relationships (Dewaele, J., 2004). Furthermore, the prevalence of profanity in media and popular culture has led to concerns about its impact on young people, with some

studies linking excessive profanity usage to a lack of empathy and increased aggression (Zhang, Q., 2018). Despite these negative effects, profanity continues to play an important role in many cultures and is often used as a form of creative expression. Some scholars have argued that profanity is a fundamental aspect of human language and communication, and that its usage is an important aspect of individual identity. Overall, the literature on profanity provides a complex and nuanced picture of its usage and impact. While it is clear that excessive use of profanity can have negative consequences, it is also important to recognize the role that profanity can play in individual and cultural expression (Wang, X., 2008).

### **Use of Profane language among the young generation**

The use of profane language among youth has become a growing concern for many parents, teachers, and communities (Stenström, A. B., 2017). While swearing has been a part of human language for centuries, the frequency and level of explicitness in which it is used by young people today is causing alarm for some (Stephens, R., & Umland, C., 2017). One of the main reasons for the increased usage of profanity among youth is the widespread access to and consumption of media that contains explicit language (Shakiba, N., & Dewaele, J. M., 2022). Television shows, movies, music, and video games are often filled with vulgar language and slurs, and young people are exposed to this content at a younger age than ever before (Karyn et al., 2022). This constant exposure can desensitize them to the power and impact of profanity and lead to an increase in its usage in their own language (Fägersten, Kristy & Stapleton, Karyn., 2017)). Additionally, young people may turn to profanity as a way to express their emotions and to assert their independence. Profane language can serve as a way to rebel against authority and to distinguish oneself from older generations (Fägersten, Kristy., 2023).). For many youths, using profanity can be a way to express their individuality and to assert their independence (Kiel Christianson et al., 2017). However, the overuse of profanity can have serious consequences for young people. Using explicit language can make them appear unprofessional, uneducated, and disrespectful, and can limit their opportunities in life

(Richard Stephens & Claudia Umland, 2011). In the workplace, for example, the use of profanity can make them appear unprofessional and can negatively impact their ability to secure job promotions and opportunities for advancement (Dewaele, Jean-Marc, (2018). In academic settings, the use of profanity can detract from the quality of their work and harm their grades and reputation (O'Driscoll, J. (2020).

### **Society and Culture in Profanity**

An organised group of people operating in various sociocultural contexts is called a society. The socio-cultural environment encompasses social institutions, religious beliefs, conventions, traditions, and personal preferences (Upizio, S., et al., 2019). Every one of these influences how individuals behave. Through language, the individual converts his meanings into communal values (Bednarek, M., 2019). A community's sociocultural behaviour is reflected in its language, which is a product of social reality. To put it another way, language is a reflection of the attitudes, beliefs, and cultural practices of its users. Thus, linguistic changes are a result of social changes (Wintari et al., 2021). Since cultural changes are unavoidable, we can observe how language is expressing some of these changes. Without being unbiased bystanders, we can see how cultural changes affect language because we may be right in the middle of the action (Lestari, P. S. et al., 2019). In fact, it appears that certain quite unwelcoming developments that were formerly intolerable have become normal in just ten years. As societal conventions are challenged, modified, and possibly even rejected in today's environment of rapid social change, revolt takes place. The new Indian generation's paradigm shift in attitudes, beliefs, and ethics is mirrored in the change in language usage (Kaye, B. K., & Sapolsky, B. S., 2009). The main factor influencing a person's classification is his culture. Language, ethics and religion, art and music, media, and education are all examples of a culture. One component of language that has a significant cultural influence is the use of profanity. Profanity or curse words are a subset of vocabulary that is considered harsh, vulgar, and usually filthy (Allan, K. 2019). However, these terms can still be used in regular conversation and are still "acceptable to use" in certain situations. The use of profanity is culturally acceptable since

society defines what it is. Every culture has a different definition of what social norms are, thus some phrases and behaviours that are normal in one are blasphemous and sacrilegious in another. Cultural definitions of profanity give people permission to use them (Izaak L. Williams & Michael Uebel, 2021). Different cultures define social norms differently, therefore actions and words that are considered normal in one society may be considered sacrilegious and blasphemous in another. Morality and immorality are determined by culture, not by what is common or acceptable in other contexts. The line separating the morally acceptable from the inappropriate separates right from wrong and emphasises how important it is to act and speak morally (Blessed Parwaringira & Phillip Mpofo, 2023).

### **Cognitiveness and Profanity**

Profanity, commonly known as "swearing" or "cussing," has long been frowned upon in many cultures, including India, where respect and decency are highly valued. Yet, especially among college students, the social and cognitive use of profanity is a complicated topic (Burrige Kate, 2012). As a stress-reduction technique, swearing can assist students in controlling their annoyance, rage, or discomfort. The use of profanity has been shown to relieve pent-up tension by activating emotional centres in the brain. Profanity may provide a rapid and efficient way to express complicated feelings without the need for lengthy explanations in times of cognitive overload or high-pressure circumstances, such as during tests or project deadlines (Dewaele Jean-Marc, 2015). Although there are social and cognitive advantages to using profanity, there are also worries about desensitisation to unpleasant language and possible effects on relationships. In formal or delicate settings, excessive or improper use of profanity can cause miscommunication, conflict, or the reinforcement of unfavourable stereotypes (Jdetawy, L.F., 2019). The use of profanity by Indian university students is a complex phenomenon that is impacted by social, cultural, and emotional variables. Its effects vary depending on the situation and are indicative of larger cultural shifts, even if it can be a useful tool for peer bonding and emotional control. In order to effectively traverse the changing linguistic and cultural terrain of Indian adolescents, educators and

policymakers should benefit from an understanding of this dynamic (Marston, J.M., 2007).

### **Digital Media and Profanity**

The use of profane language in movies and media has been a controversial issue for many years (J. Bret Becton et al., 2019). On one hand, proponents argue that the use of vulgar language reflects real-life situations and adds authenticity to the characters and story (Helena Bilandzic et al., 2017). On the other hand, opponents argue that the use of explicit language is inappropriate and offensive, and that it contributes to the coarsening of society (Bhatt V. et al., 2018). In recent years, the use of profanity in movies and media has increased significantly. This is in part due to a shift in societal attitudes towards language and a more relaxed approach to censorship (Daniel M. Shafer & Barbara K. Kaye., 2015). Additionally, the rise of streaming services has allowed filmmakers and content creators greater freedom to incorporate explicit language into their works without fear of censorship. As a result, profanity has become more common in all types of media, from dramas to comedies, and in all age-ratings, from PG to R (Danette Ifert Johnson, 2012). However, the use of profanity in movies and media has the potential to have a negative impact on young people.

The constant exposure to explicit language can desensitize them to its power and impact, and can lead to an increase in its usage in their own language (Danette Ifert Johnson & Nicole Lewis, 2010). Additionally, the use of profanity can make young people appear unprofessional, uneducated, and disrespectful, and can limit their opportunities in life (DeFrank, M., & Kahlbaugh, P. (2018). Furthermore, the use of profanity in movies and media can also have a negative impact on society as a whole. The overuse of explicit language can contribute to the coarsening of public discourse and can harm relationships between people (O'Driscoll, J. (2020). The use of profanity can also make some individuals feel marginalized and excluded, especially if they find the language offensive or inappropriate (Stapleton, K. (2020). It is important for filmmakers and content creators to consider the impact their works may have on society and to find alternative ways to express themselves.

### **Semantic & Language in Profanity**

Language is one of the most effective communication tools available to humans. Language undergoes changes in use that reflect a society's social and cultural development (Hendrix, J., Kennedy, E. and Trudeau, J., 2019). This dynamic results from the interaction of emotive and logical components, capturing the complex space of feelings and emotions in communication (Stephens, R., & Umland, C., 2017). In order to fully appreciate the significance of this linguistic dynamism, it is essential to investigate a worldwide phenomenon associated with the subject matter. This phenomenon is a prime example of how profanity develops and adapts to fit changing social norms (Blakemore Diane, 2015).

Profanity is an essential part of human language and a powerful tool for expressing personal feelings and opinions (Thelwall, M., 2008). It is an example of a useful language expression method that skillfully combines tone and expression to convey the whole range of sentiments and emotions verbally. These feelings can be released in an inward or even an external direction.

Profanity has its own grammatical structure and is an essential component of language expression (DeFrank, M., & Kahlbaugh, P., 2019). With very few exceptions, people who stand in for the social order, such as parents, schools, and governments, have labelled some terms in a language as profane and prohibited people from using them. Most languages, with the exception of Japanese, have terms classified as "swear words." Cultures might differ in how acceptable swearing is at different times. For instance, in 19th-century England, speech restrictions peaked (Reeves, L. M et.al., 2017). Profane words are still frowned upon today, yet they are used somewhat frequently (Burrige Kate, 2012).

In India and United States, cursing is accepted and often begins at a young age. By the time they are sometimes two years' age, children are using swear words; by the time they are school age, they have about thirty to forty swear words in their vocabulary; and by the time they reach preadolescence, the swear words they know and use start to sound more like those of adults (Jay & Janschewitz, 2012).

### **RESEARCH OBJECTIVES**

Objectives of this research are-

- To explore the acceptance and usage of profane language among university students.
- To investigate the Cognitive factors, Digital Media, semantic and language factors and socio cultural factors contributing to the acceptance and usage of profanity among university students.
- To assess the overall acceptability and prevalence of profane language among university students across different socio-cultural, cognitive behaviour, media, and semantic and language.

### **Hypothesis-**

- Socio-cultural factors do not have any influence on the acceptance and the usage of profane language among university students.
- Cognitiveness do not have any influence on the acceptance and the usage of profane language among university students.
- Digital Media do not have any influence on the acceptance and the usage of profane language among university students.
- Semantic and language do not have any influence on the acceptance and the usage of profane language among university students.
- Factors like Society & culture, cognition, digital media and semantic & language do not have any influence on the acceptance and the usage of profane language among university students.

### **Data Collection**

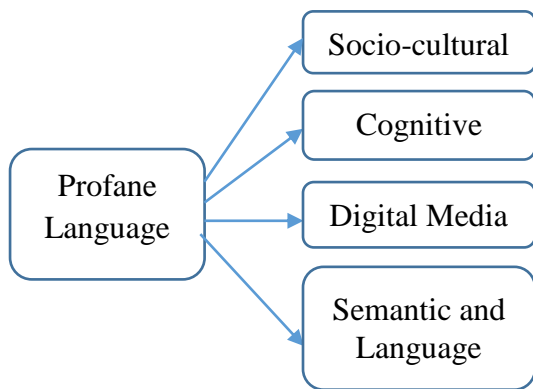
For data analysis, 410 samples were chosen using stratified random sampling statistical tools such as using stratified random sampling statistical tools such as reliability test, KMO Barlet, descriptive statistics, communalities test, variance analysis, rotated component matrix, correlation and multiple regression, and ANOVA.

### **METHODOLOGY**

The underlying causes of profanity used in communications among students were examined a mixed-methods design (Creswell, 2015), collecting both quantitative data (via questionnaire) and qualitative data (via interviews). The Likert scale questionnaire

have been used as the research instrument in this study. The questionnaire is segregated into two parts; the A section dedicated to the basic demographic information of respondents (age, ethnicity, gender, and the place they belong to) was supplied. And the second section Inquiries the various components Cognitive factors, media factors, semantic and language factors and socio cultural factors concerning the reasons for the profanity among youth.

**Conceptual Framework**



**DATA ANALYSIS**

The analysis was conducted on a dataset comprising 410 university students. The Case Processing Summary table below outlines the number of valid and excluded cases used in the analysis.

**Table 1: Case Processing Summary**

Case Processing Summary			
		N	%
Cases	Valid	410	100.0
	Excluded <sup>a</sup>	0	.0
	Total	410	100.0
a. List wise deletion based on all variables in the procedure.			

The dataset comprised 410 cases, all of which were valid and included in the final analysis, resulting in a 100% inclusion rate. No cases were excluded due to missing data, as listwise deletion was employed. This indicates that the data quality was high, with complete information available for all variables used in the analysis. Consequently, the results are based on the full sample, enhancing the robustness of the findings.

**Reliability Analysis**

The internal consistency of the questionnaire used in the study, Cronbach's Alpha calculated. The results are summarized in the table below.

**Table 2: Reliability Statistics**

Reliability Statistics	
Cronbach's Alpha	N of Items
.838	34

The Cronbach's Alpha coefficient for the 34-item questionnaire is 0.838, which indicates a high level of internal consistency among the items. In general, a Cronbach's Alpha value above 0.7 is considered acceptable, while a value above 0.8 is regarded as good. Therefore, the reliability of the scale used in present study is strong, suggesting that the items consistently measure the underlying construct related to the acceptability and usage of profane language among university students in India. Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity were conducted. The results are presented in the table below.

**Table 3: KMO and Bartlett's Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.757
Bartlett's Test of Sphericity	Approx. Chi-Square	3866.776
	df	212
	Sig.	.000

The Kaiser-Meyer-Olkin (KMO) measure is 0.757, which indicates that the sampling adequacy is "middling" to "meritorious." A KMO value closer to 1 suggests that the data are likely to yield distinct and reliable factors in a factor analysis, making this dataset suitable for such analysis. Bartlett's Test of Sphericity is highly significant ( $\chi^2 = 3866.776$ ,  $df = 212$ ,  $p < 0.001$ ), indicating that the correlation matrix is not an identity matrix. This suggests that the variables are sufficiently correlated to warrant factor analysis. In summary, the KMO and Bartlett's Test results confirm that the dataset is appropriate for exploratory factor analysis.

Table 4: Descriptive Statistics

Descriptive Statistics								
	N	Mean		Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error
Soc_Cul1	410	4.1045	.03584	.80691	-.940	.108	1.272	.217
Soc_Cul2	410	3.9329	.03519	.79240	-.454	.108	-.011	.217
Soc_Cul3	410	3.7732	.04266	.96060	-.836	.108	.582	.217
Cognitive1	410	2.8738	.05283	1.18948	.090	.108	-.886	.217
Cognitive 2	410	3.1045	.05303	1.19407	-.070	.108	-.920	.217
Cognitive 3	410	2.0473	.04709	1.06030	.924	.108	.174	.217
Digital_Media1	410	3.7515	.04320	.97264	-.676	.108	.082	.217
Digital_Media2	410	3.8856	.03845	.86587	-.694	.108	.441	.217
Digital_Media3	410	3.6114	.04513	1.01613	-.492	.108	-.253	.217
Digital_Media4	410	3.5740	.04343	.97800	-.488	.108	-.237	.217
Digital_Media5	410	4.0552	.03388	.76284	-.603	.108	.221	.217
PF_Lan1	410	2.7199	.04845	1.09095	.060	.108	-.794	.217
PF_Lan 2	410	2.9310	.05158	1.16146	-.025	.108	-.908	.217
PF_Lan 3	410	2.6331	.05087	1.14533	.150	.108	-.906	.217
PF_Lan 4	410	2.7357	.04871	1.09669	.078	.108	-.799	.217
PF_Lan 5	410	2.8008	.05091	1.14629	-.023	.108	-.910	.217
PF_Lan 6	410	3.3708	.05027	1.13190	-.469	.108	-.432	.217
Sem_Lang1	410	4.3984	.04377	.98559	-1.910	.108	3.493	.217
Sem_Lang 2	410	4.2939	.03604	.81149	-1.209	.108	1.997	.217
Sem_Lang 3	410	3.8955	.04296	.96731	-.539	.108	-.284	.217
Sem_Lang 4	410	3.9724	.04306	.96951	-.964	.108	.823	.217
ValidN Listwise)	410							

The table 4 represents the descriptive statistics indicate that university students in India tend to agree more with society & culture and semantic factors while showing a more neutral stance towards cognitive factors and profane language usage. The data also exhibit a mix of symmetric and skewed distributions, with varying degrees of kurtosis, reflecting the diverse opinions among the student population.

The Principal Component analysis carried out for this research identified five constituents accounting for 57.39% of the overall variance in the data. This has served the purpose of isolating the various dimensions that deal with the acceptability and the usage of profane language among University students. Communalities imply that some of the variables like, for instance, “Sem\_Lang2,” “Sem\_Lang1,” and “Digital\_Media3” have a very high degree of representation within the factor as well as aided those constructs. In comparison, lower communalities of items such as “Cognitive2” imply that such factors measure something ‘added’ to the particular data set which is not important to the factor itself, thus underscoring the need for some variables and the need for other factors as well.

Table 5: Communalities

Communalities		
	Initial	Extraction
Soc_Cul1	1.000	.568
Soc_Cul2	1.000	.525
Soc_Cul3	1.000	.559
Cognitive1	1.000	.538
Cognitive 2	1.000	.490
Cognitive 3	1.000	.634
Digital_Media1	1.000	.571
Digital_Media2	1.000	.607
Digital_Media3	1.000	.687
Digital_Media4	1.000	.599
Digital_Media5	1.000	.501
PF_Lan1	1.000	.655
PF_Lan 2	1.000	.655
PF_Lan 3	1.000	.626
PF_Lan 4	1.000	.560
PF_Lan 5	1.000	.527
PF_Lan 6	1.000	.549
Sem_Lang1	1.000	.695
Sem_Lang 2	1.000	.782
Sem_Lang 3	1.000	.576
Sem_Lang 4	1.000	.646

Extraction Method: Principal Component Analysis. In the primary eigenvalues, it is observed that the first component explains 18.98% of the variance with the next four components

explaining 13.11%, 12.47%, 6.91%, and 5.92%, respectively. After rotation, these values clarify the dimensions more with the first component containing 16.34% of variance,

while the other dimensions contain 7.13%, 8.29%, 11.85% and 12.94% of variance, respectively.

**Table 6: Total Variance Explained**

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.987	18.984	18.984	3.987	18.984	20.430	3.431	20.430	20.430
2	2.753	13.107	32.092	2.753	13.107	33.368	2.718	16.125	33.368
3	2.619	12.470	44.562	2.619	12.470	44.762	2.618	16.125	44.762
4	1.451	6.910	51.471	1.451	6.910	54.572	1.787	12.513	54.572
5	1.243	5.919	57.390	1.243	5.919	61.390	1.498	11.141	61.390
6	.959	4.566	61.955						
7	.801	3.816	65.771						
8	.764	3.636	69.407						
9	.740	3.522	72.929						
10	.697	3.319	76.248						
11	.620	2.954	79.202						
12	.601	2.863	82.065						
13	.542	2.582	84.647						
14	.516	2.459	87.106						
15	.502	2.390	89.496						
16	.460	2.189	91.685						
17	.444	2.116	93.801						
18	.384	1.830	95.631						
19	.348	1.659	97.290						
20	.309	1.472	98.762						
21	.260	1.238	100.000						

Extraction Method: Principal Component Analysis.

Table: 7 represents the Rotated Component Matrix provides the variance of the variables on the five components that were retrieved with varimax rotation which aids in the understanding of the factor pattern. The first component tends to be associated with the variables that describe the use of profane language with higher loadings on PF\_LAN1 to PF\_LAN6 which range from 0.617 to 0.795. The second component instead refers primarily to semantic language, and, therefore, it shows considerable loadings of Sem\_Lang1 to Sem\_Lang4 which has the range of 0.754 to 0.883. It can be noted that this component captures certain aspects of digital media, as confirmed by the loadings on

Digital\_Media1 to Digital\_Media5 (0.529, and 0.816). The fourth component is attributed to society and culture aspects and is reflected in loadings of Soc\_Cult1 to Soc\_Cult3 ranging from 0.684 to 0.712. The last component relates to factors of cognitive understanding with the most important having loadings Cognitive1 to Cognitive3 of 0.522 to 0.772. The rotation serves to further define the boundaries among the various components in the data with each component illustrate a separate factor latent within that can be clearly understood in relation to their attitudes and behavior towards profane language exhibited by the students.

Table 7: Rotated Component Matrix

Rotated Component Matrix					
	Component				
	1	2	3	4	5
Soc_Cul1				.712	
Soc_Cul2				.700	
Soc_Cul3				.684	
Cognitive1					.522
Cognitive 2					.598
Cognitive 3					.772
Digital_Media1			.735		
Digital_Media2			.771		
Digital_Media3			.816		
Digital_Media4			.631		
Digital_Media5			.529		
PF_Lan1	.795				
PF_Lan 2	.791				
PF_Lan 3	.776				
PF_Lan 4	.707				
PF_Lan 5	.692				
PF_Lan 6	.617				
Sem_Lang1		.832			
Sem_Lang 2		.883			
Sem_Lang 3		.754			
Sem_Lang 4		.801			

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 a. Rotation converged in 5 iterations.

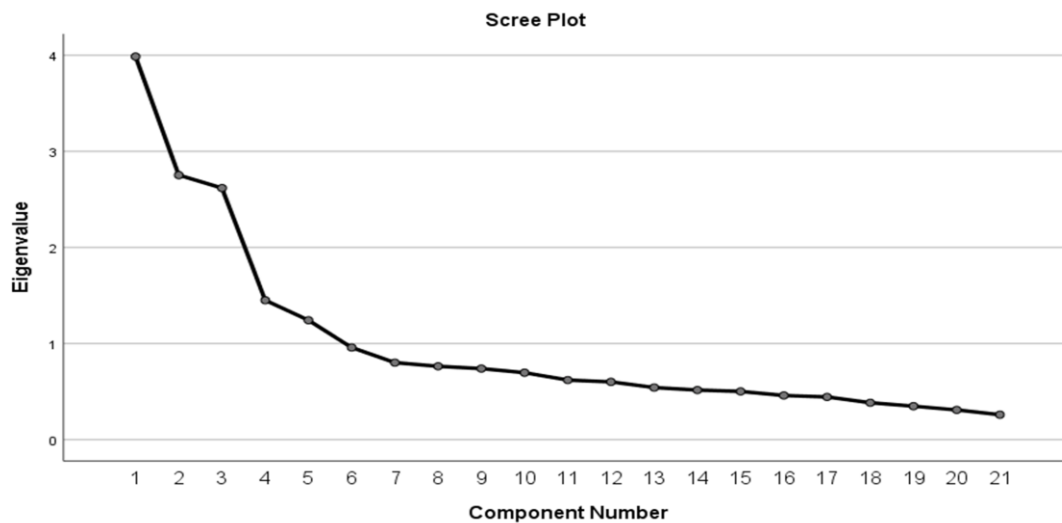


Fig: 2

The scree plot fig: 2 also enhances the decision to keep five components since it shows a steep decrease in eigenvalue after the third component, with a more gradual fall after the fifth, where the elbow created shows the clear components and the extra ones bring less and less use. Refrain from changing the labels of the variables.

Table-8 Reliability Analysis (After-EFA)

Factors after conducting EFA	Cronbach's
Profane Language	0.871
Digital Media	0.821
Semantic & Language	0.796
Society & Cultural	0.835
Cognitive	0.892



As seen in the Reliability Analysis (After-EFA) table, factors display very good internal consistency as evidenced by the calculated Cronbach's alpha ranging from 0.796 to 0.892. In this study, every construct Profane Language, Digital Media, Semantic & Language, Society & Cultural, and Cognitive has registered above the acceptable reliability value of 0.7 which implies that the items within each factor are measuring the concept that they are intended to measure without undue distortions. The Cognitive factor has the highest reliability index ( $\alpha = 0.892$ ), indicating that all of the items in this construct are particularly well correlated. In general, the confirmed high reliability values indicate that the causative structure obtained from EFA is stable and appropriate for subsequent processing.

The variables exhibited in Table -9 shows a significant positive relationship at the level of 0.01 (2-tailed) using Spearman's rho correlation analysis. There was a moderate correlation between Profane language tendencies and Digital Media ( $\rho = .389$ ),

Society & Culture ( $\rho = .254$ ), Cognitive factors ( $\rho = .367$ ), and Semantic & Language factors ( $\rho = .369$ ). Similarly, the Digital Media factor shows a moderate correlation with Society and Culture ( $\rho = .265$ ), Cognitive ( $\rho = .465$ ), and Semantic and Language factors ( $\rho = .373$ ). In addition, the Society and Culture domain also has strong relationships with the Cognitive ( $\rho = .236$ ) and the Semantic & Language domains ( $\rho = .488$ ). The Cognitive domain correlates with the Semantic & Language domain at  $\rho = .310$ . Such findings point out that social media, culture, cognitive, and language are probably aspects of the same phenomenon, which is the use of profane language by the respondents and that one variable may inform the other as far as language use behavior is concerned.

### Multiple Regression Analysis for Predictor of Profane Language

The Model Summary table 10 indicates that the final model with the inclusion of four variables (Cognitive, Semantic & Language, Digital Media, and Society & Culture) as predictors accounts for 27.2% of the variation

**Table: 9-Correlations**

Correlations								
			Profane	Social Media	Social Cultural	Psychology	Linguistic	
Spearman's rho	Profane Language	Correlation Coefficient	1.000	.389**	.254**	.367**	.369**	
		Sig. (2-tailed)	.	.000	.000	.000	.000	
	Digital Media	Correlation Coefficient	.389**	1.000	.265**	.465**	.373**	
		Sig. (2-tailed)	.000	.	.000	.000	.000	
	Society & Cultural	Correlation Coefficient	.254**	.265**	1.000	.236**	.488**	
		Sig. (2-tailed)	.000	.000	.	.000	.000	
	Cognitive	Correlation Coefficient	.367**	.465**	.236**	1.000	.310**	
		Sig. (2-tailed)	.000	.000	.000	.	.000	
	Semantic & Language	Correlation Coefficient	.369**	.373**	.488**	.310**	1.000	
		Sig. (2-tailed)	.000	.000	.000	.000	.	
	**. Correlation is significant at the 0.01 level (2-tailed).							
	Listwise N = 410							

**Table:10**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.521 <sup>a</sup>	.272	.265	4.145	2.089
a. Predictors: (Constant), Cognitive, Semantic_Language, Digital_Media, Society_Culture					
b. Dependent Variable: Profane_Language					

in profane language use measured with R Square as .272. The Adjusted R Square (.265) explains the small decline in the expectations of the amount of R square because of use of more than one predictor variable. The R value of the model which is .521 implies that there is a medium positive correlation between the dependent variable and its predictors. In addition, the Durbin-Watson statistic value of 2.089 indicates low possibility of autocorrelation that is, the residuals are mostly independent.

Also the ANOVA table 11 provides evidence for the practical relevance of the model ( $F = 39.644$ ,  $p < .001$ ), which suggests that the overall predictors Cognitive, Semantic & Language, Digital Media and Society & Culture have a strong impact on the performances of profane language usage. This proposes these entities interact and could predict the profane language usages significantly.

In the Coefficients table 12, each predictor is non-trivially significant. It is revealing that the Cognitive factor has the greatest standardized effect size ( $\beta = .275$ ,  $p < .001$ ) on the likelihood of using profane language among the predictors. This means that the relationship between the cognitive aspect and the attitudes towards profanity is most likely to provoke use on the part of the respondents. Also, Society Culture has a beneficial impact ( $\beta = .179$ ,  $p < .001$ ) indicating that language, even the use of obscene words, is helped in a big way by societies and cultures. Likewise, Semantic Language ( $\beta = .112$ ,  $p = .010$ ) is also significantly high, which shows that language and choice of words contribution to the tendency to use profane language. Digital Media is also significant yet smaller ( $\beta = .126$ ,  $p = .015$ ) which indicates that tendencies of usage on media, which are significant, are not as significant as the other predictors.

**Table: 11**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2717.992	4	679.498	39.644	.000 <sup>b</sup>
	Residual	7270.847	405	17.957		
	Total	9988.839	409			
a. Dependent Variable: Profane_Language						
b. Predictors: (Constant), Cognitive, Semantic_Language, Digital_Media, Society_Culture						

**Table: 12**

Coefficients <sup>a</sup>						
Model		Unstandardized	Standardized	t	Sig.	95.0% Confidence
		Coefficients	Coefficients			Interval for B
		B	Beta			Lower Bound
1	(Constant)	5.987	1.956		3.061	.002
	Digital_Media	.154	.063	.126	2.450	.015
	Society_Culture	.463	.108	.179	4.287	.000
	Semantic_Language	.187	.072	.112	2.598	.010
	Cognitive	.552	.085	.275	6.494	.000
a. Dependent Variable: Profane_Language						

**Table: 13**

Residuals Statistics <sup>a</sup>					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.5567	23.5243	17.1245	1.724	410
Residual	-12.5874	14.3245	.0000	4.142	410
Std. Predicted Value	-3.014	3.129	.000	1.000	410
Std. Residual	-3.036	3.248	.000	1.004	410
a. Dependent Variable: Profane_Language					

The Residuals Statistics table 13 reveals that the residuals are clustered around a mean of zero and have a standard deviation of 4.142. The predicted values span a range from 11.56 to 23.52 with a mean of 17.12, which suggests that the model can make accurate predictions across a large portion of the observed values in the range. To conclude, the findings show that there are significant predictors of profane language which include Cognitive, Society Culture, Semantic & Language, and Digital Media, where the strongest lay in Cognitive, and Society Culture. This model suggests the roles of cognitive attitudes, society & culture, digital media, and semantic & language in the use with respect to profane language.

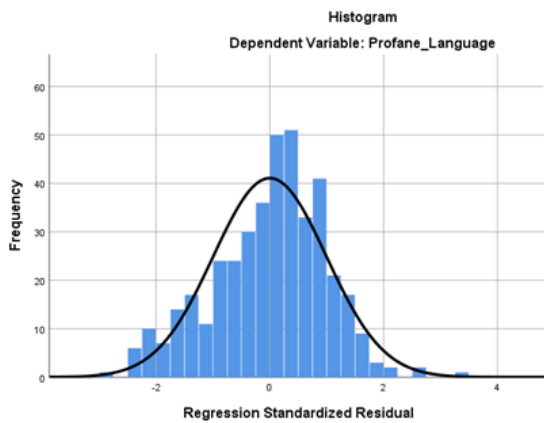


Fig:3

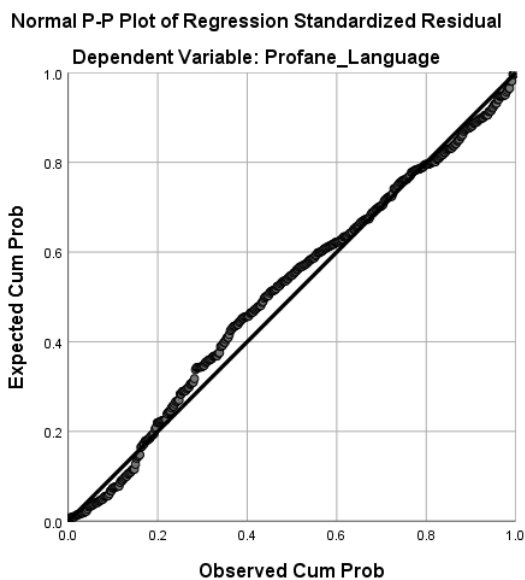


Fig:4

The histogram of the regression standardized residuals and the Normal P-P Plot for the dependent variable Profane Language support

the idea that the residuals are normally distributed which is a basic assumption in any regression analysis. The histogram indicates the presence of residuals with most values concentrated at the center with a mean value of zero (Mean =  $-1.58E-17$ ), a standard deviation of near one (Std. Dev. = 1.004), which appears like a normal graph. It can also be noted that the overlay normal curve fits well with the histogram bars which also confirms this fact. In line with this, the Normal P-P Plot indicated that the observed cumulative probability was very close to that of the expected probability with respect to the 45 degree angle therefore showing that normality was not so much departed from. Therefore, all these results affirm the presence of normality in regression models, thus enhancing the trustworthiness and credibility of the analysis.

### CONCLUSION

This paper aimed to discussion and analyse various aspects acceptability and the usage of profane language among university students in India particularly identifying the socio cultural, psychological, digital media/ social media related and linguistic factors. Our objective was to present an empirical response to differing opinions about the connection between profanity and socio cultural variables, digital media content, cognitive behaviour and semantic and language aspect. Based on the results, we found that that a higher rate of profanity use was associated with all components that we had in hypothesis. We found that the socio-cultural factors have a greater influence on the acceptance and the usage of profane language among university students as the social environment including peer groups effect significantly language use. Cognitiveness has also proven as one of the signifying components on the acceptance and the usage of profane language among university students as the young generation is more liberal attitude towards language and may be more accepting profanity. Digital Media also emerged as very significant factors on the acceptance and the usage of profane language among university students as social media, media, movies, web series serves profane language in a very common and normalize way. Another variable that was taken to prove the acceptance and the usage of profane language among university students was Semantic and language, which also gave

significant reflections. Therefore, based on the literature review and data analysis, we infer that the factors like Society & culture, cognition, digital media and semantic & language have significant influence on the acceptance and the usage of profane language among university students.

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