

Mind Your Language Please: A Gender Analysis Of Offensive Language Used In Children's Cartoon Shows

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Abstract

This research aimed to examine the differing categories of abusive language that have become commonplace within children's cartoons today. For the sake of variety, said content analysis spanned over 150 differing programs that aired upon contemporary child television: Nickelodeon, Disney, and Cartoon Network specifically. To further categorize sub-genres of offensive language, three niches were established: strong vulgarity, mildly abusive tones, and toilet humor. Within the 34 hours or so of recorded content, an estimated 500 instances of abusive language were noted. The most notable point of commonality between the programs would be mildly abusive language. Within this sub-category, the most common phrases of insult were doofus, dweeb, idiot, dumb, loser, and sucker. In terms of gender bias, male characters would frequently employ abusive language as a form of expression for negative emotions. The content alerts and age ratings are not serviceable as competent safeguards for preventing profane language from reaching the ears of children

Keywords: Offensive Language; Strong Vulgar Language; Mild Abusive Language; Toilet Humor

Introduction

The very concept of children's programs being unsuitable for children is a concept that rarely tends to register within the minds of parents everywhere. It is this very lax attitude on part of the parent's that allows for multiple hours of unsupervised content consumption on part of the children. Focused reporting conducted by concerned bodies, such as the Parents Television Council, has very plainly highlighted the dangers of unsupervised viewing, and continues to implore that parents be more vigilant. Ever since their conception, many a notable scholar has attempted investigations within the scope of children's television as a means of discerning how it effects every-day behavior. The age of cable tv and internet have brought an almost limitless

catalog of cartoon's for children to choose from. It is now a proven fact that children, via content repetition from unsupervised consumption, learn traits (Rich, 2005).

With the advent of animated content came incredibly niche themes from various cultures, such as excessive acts of egregious violence commonly found within Japanese anime.. Even American classics, such as *Rugrats*, would lean heavily upon toilet humor and themes of disobedient defiance to carry their plot progression. Are cartoons a depiction of pop-culture or simply a means for acculturation? Either way, many of the themes prevalent within said cartoons, such as violence, bullying, disrespect, and sexual innuendos have become core dynamics (Fyfe, 2005).

The National Institute of Mental Health has observed that television paves the way for observational learning and can act as a force for socialization, both for positive and negative behaviors (UCLA, 1995). Television, and its cumulative effects, are no longer something that can be casually brushed off: they have a pervasive and influential role within the lives of children, often acting as educators for a plethora of behaviors. Learning from television is not intentional or formal but mainly incidental as its acculturation role is significant (Pitts, 2005). By growing up within an era heavily influenced by values and culture dictated by popular media, newer generations of children are more vulnerable to being swayed, especially considering how their branding is also prevalent outside of just fictional media. The deterioration of cultural values has not only influenced primetime scripts but it has also found its way in children's cartoon shows (Davidow, 2005).

Literature Review

Television programs, especially those aimed for teens and young adults, come part and parcel with profane language. Viewer concern over profanity tends to be proportional with how young the person uttering said profanity is. In 1997, an uproar took place amongst concerned parents who were worried by the inappropriate content airing upon television, forcing relevant authorities to apply a content and age rating guideline. In addition to simple age limits being applied per program based on content, specialized alerts were created to inform viewers on the specific nature of inappropriate content, be it abusive language or sexual references. . The rating system was birthed primarily to derail any harmful exposure that might befall younger audiences, such as profanity and sexual imagery. The controversy still continues as it did not alter the decisions of the producers to decrease the frequency of objectionable content (Kaye & Sapolsky, 2004).

The need for content that was family friendly continued to be emphasized: dissatisfied and apprehensive parents, policy makers, and caretakers would continue to oppose the excess of objectionable content upon contemporary media. In terms of profanities, the fear that children would begin to replicate reprehensible speech patterns was ever-present. As Social Learning theory emphasizes the learning of certain behaviors through observation (Baxter & Kaplan, 1983).

Who should take blame for a child's ill-mannered behavior? This is a question of great importance as people mostly hold parents responsible for it and parents, in turn, put the blame

on media for the disrespectful behavior of their children ("Aggravating Circumstances," 2002). Notable literature upon profanity has deemed it a social construct relating to discursive style and identity management. Discourse patterns and languages as social constructs are unable to objectively state themselves as positive or negative, that is wholly dependent upon current societal norms. Profane and taboo words are not criticized for their denotive meanings but the meanings associated with them in a society where it's acceptable in a culture or not and mostly the meaning of bad words change over time and gradually become more acceptable (Andersson & Trudgill, 1990).

Profanity is stated as strong, bad, vulgar, coarse and foul language intended to cuss someone: often in anger, frustration, surprise, pain, depression or happiness. There are varying subcategories: scatology, blasphemy, obscenity, slang, name calling, expletives, ethnic, as well as racial disgrace, and crudeness. *Why We Curse* is a prominent read, based upon the Neuro-Psycho-Social Theory of Speech. Said theory states cursing is, for the most part, reliant on three inter dependent factors of behavior: neurological control, socio-cultural restrictions and psychological restrains. Neural development occurs within a person, with social context responsible for the blueprint of said development, and societal context as it relates to taboos, social values, religion, gender identification, and censorship (Jay, 2000b).

Self-identification is a portion within the language we absorb and use, it expresses our emotional state when we cuss. A fairly aggressive human would be likely absorb insults and curse words so as to express his emotions, the same being the case when a person is the victim of sexual anxiety. said taboo vocabulary would be a part of the speech patterns typical of an individual who is sexually anxious. Strong words, such as slut, honkey, pansy, faggot, motherfucker, bastard, and asshole do not simply exist as expressions, it shows personal identity and how we see the world (Jay, 2000b).

Children learn cuss words very early on, almost as soon as they hear it. A child can learn to cuss by simply imitating his/her parents and can start in the very first year of their life (Jay, 1992a). There are many other sources from which children learn profanity including television, songs, films, and friends (Kadaba, 1999; Wright, 1992).

Profanity efficiently tends to replace juvenile displays of anger: screaming, biting and yelling. This is used, for the most part, to increase emotions that are mostly unachievable in the case of using non-cussing words (Andersson & Trudgill, 1990). Profanity being a portion of verbally aggressive behavior used to target another human's self-esteem. Verbal obscenities, for the most part, are used for a source of catharsis for emotions like frustration, anger and tension. It is also used to take control of the situation, receive attention, to demean someone and to discredit or provoke someone (Fine & Johnson, 1984). A victim of aggressive verbal outbursts could possibly feel embarrassment in the longer term, as well as have a lowered self-esteem and anger. It may also be responsible for triggering physical aggression (O'Connor, 2000; Potter, 2003).

The theory of social learning postulates that some commonly repeated, and often witnessed behaviors, influence the decisions of viewers: causing them to imitate said behaviors within their daily lives. It is factual that television can be the most powerful socializing agent

within the day to day of young children. Although children imitate physical violence, they feel easier using verbal aggression as it is easier to imitate (Potter, 2003; Bryant & Thompson, 2002). Repeated exposure towards profanity aired on television can result in desensitization among the populace. A constant stream of abusive and vulgar language within shows tends to normalize the impact of words so children would be less reluctant to incorporate them into their daily communication patterns (Kaye & Sapolsky, 2004).

The concern parents have is also backed by Cultivation theory, which states that excessive and continuous viewing of messages propagated by media can create a false conceptualization of social norms within the viewer's brain. The symbolic governing environment that is media will breed concepts of a falsified social reality. It also suggests that long-term heavy viewing will have cumulative and significant effects on viewers perception of reality (Gerbner, Gross, Morgan, & Signorielli, 1986).

Surprisingly the first severe word "fuck" was uttered during the live transmission of a children show *The Small Fry Club*, when a cameraman accidentally hit a hot light (Ritchie, 1994). The Parents Television Council report revealed that profanity has increased by more than 500% in the last ten years (Brownback, 2000). The acceptance of profanity has also increased over the years, in 1990 people were flabbergasted when a six-year-old child said "You suck" and in 2001 a five-year-old said, "I have a vagina" (Friend, 2001). Various forms of profane and abusive language rose to become central parts of verbal communication. Mass media has been accused of the rapid growth of profanity as it has pushed the limits and words once taken as taboo are now the part of the normal TV media entertainment language (Mercury, 1995; Aucoin, 1999; Sampson, 1999).

In spite of the instigation of age and content-centered rating systems, contemporary media is definitely not creating enough protective seals for their young viewers: this becomes all the more apparent when considering their inability to highlight the presence of abusive words in seemingly inconspicuous shows. Parents are worried about the effects of such indecent language to which their children are frequently exposed to and they might learn and use this socially unacceptable language (De Klerk, 1991). This constant exposure and repetition may lead towards a desensitization wave, propagating the acceptability of inappropriate language. Revisions in basic, respectable, and morally acceptable strains of communication would be the contributing factor that will make society ruder and crude (Parents Television Council, 2011).

The categorization of offensive words is comprised of different groups. The seven dirty words are "tits, dick, piss, shit, motherfucker, fuck, cocksucker, and cunt" (FCC, 2006). Words signifying sexual activities, such as jerk off, jerk off, in general, as well as sexual organs like boobs, cock, pussy or testicle tend to be inclusive of sexual profanity. Excretory words refer to body waste process and parts like shit, asshole, old fart, and dumb ass. Examples of mild cursing include words like God Damn, Jesus, and many others (Jay, 1992). Parents are also worried about the constant use of offensive words like shut up, idiot, loser, and stupid as children will use them on regular basis (Conrad, 2009). Profane discourse used to be limited to specific content-central programs, however, it has been applied in public functions, like

commentaries, international and national award shows, as well as political personalities or celebrities. This trend is irritating for many people and it's been admitted by many dignitaries that coarse content and language has become a regular feature of media and it is invading cultures (Brick, 2005; 'Fritts', 2001).

A thorough content analysis upon swearing was conducted upon ninety highly rated teen films, said results indicated a lack of change within the profanity and vulgar language uttered by young teens and adults across the decades. Youngsters are typically inclined towards using the seven abusive words, this is compared with adults and typically male characters who use more vulgar language as compared to females. Female characters use mild dirty words as compared to adults and teenagers (Cressman, Calisster, Robinson & Near, 2009). Gender is part of a few of the instances where males tend to be more permissive when using abusive language, this is in comparison to smaller children and women. Profanity is typically considered as a predominantly male domain within which children and women are forbidden from entering. A Women swearing is not considered decent but over time it has become less taboo (De Klerk, 1991; Fine & Johnson, 1984). Gender psychology tends to also be an important consideration when discussing profanity. Men tend to use abusive and vulgar language more often, this allows for emotional release and the show of social power (Foote & Woodward, 1973). Anger as a motivating force is fairly predominant for both males and females, however, females as compared to males still use it less. As a stress relief mechanism and as an anger management therapy, cursing is generally seen as effective. Females are more inclined to use profanity as compared to the previous research results (Bate and Bowker, 1997). Profanity is less acceptable when children use it with their parents or elders as compared to when spoken with their friends (Mercury, 1996).

Children cartoon shows are often witnessed using vulgar language. In *Animaniacs*, a program aired by the Warner Bros, Yakko, Dot, and their sister, Wakko are fighting when Yakko shrieks to distract them "look it's a big fat fanny" this obviously meant to represent the female genitalia. within the *Regular Show*, Rigby used phrases with word shit: "how we are going to fix this Shit" and holy crap. In *Dexter's Laboratory* the word crap was used. The word dick was used in *Power puff Girls* at least at seven different occasions and bubble was butt raped by Jelly monster ('Bad stuff cartoons', 2013).

Objectives of the Study

- To pinpoint the frequency of vulgar language in cartoon programs for children.
- To explain how gender is being represented in tandem with vulgar language themes within children cartoon programs.

Research Questions and Hypothesis

RQ 1. What are the general patterns of abusive language used in children's cartoon shows?

RQ 2. What is the ratio of male and female characters in using abusive language??

RQ 3. Is there a difference between mild abusive language scores for males and females?

R Q 4. Is there a difference between strong abusive language scores for males and females?

R Q 5. Is there a difference between toilet humor scores for males and females?

H1. The proportion of male characters using abusive language is higher than that of female characters in children entertainment channels.

Methodology

This portion of the following study is conducted in reference to a content analysis of cartoon shows which aired on Nickelodeon, Cartoon Network and Disney in Pakistan. Quantitative manifest of content analysis techniques was employed to explore the various offensive themes that are present in children cartoon programs. Nickelodeon, Cartoon Network and Disney were the channels that were selected for the following content analysis. Said channels are present 24/7 on Pakistani, airing on cable networks within the country: each channel is equally popular among the children of Pakistan. A thorough survey performed by the researcher stipulated that 98% of viewers watch cartoon shows that are available and airing on cable network. Overall, 30 shows randomly selected were analyzed: Nickelodeon, Cartoon Network and Disney were the selected channels. 150 episodes were examined, this entailed a lump sum of 2022 minutes: nearly 34 hours. Each frame, word, gesture, sound and character were examined in accordance with the categories presently defined in methodology. On average, a singular episode was of 13.48 minutes ($n=150/2022$). Violent themes that were observed were labeled regarding their gender, they were listed as male or female. The basic goal of the research was to determine gender representation in terms of offensive language regarding the programs that were selected for review.

Three large categories were labeled to record instances of offensive language within the selected cartoons, they comprised of strong abusive language, mildly vulgar language, and toilet humor.

3.7.2 Offensive Language

abusive or offensive language depicts bad, vulgar, foul, and coarse words adopted by cartoon characters. It also entails the instances of cursing, cussing and adoption of expletives by cartoon characters. Offensive language, in context of this study, is split into two comprehensive categories, the intensity of abusive language instances was decided by detailing the number of instances per episode that fell into each respective category. Categories were based upon the classification system defined by Jay, 1992 and Kaye and Sapolsky, 2004.

This research tracked the number of instances regarding the use of inappropriate language: words such as bullshit, bastard, or bitch alongside other tamer words such as hell, damn, goddamn, Christ, Jesus, God, Lord. Additionally, calling others horrifying and disgusting words whilst screaming or yelling also counted as instances.

Strong Vulgar Language

There exist seven taboo words that are considered way too indecent to be uttered on national television, so they are included in the strong or high abusive language category (Kaye & Sapolsky, 2004). Common abuses include strong profanities such as words like bastard, bitch, ass, jerk and fuck. The seven taboo words: tits, balls, piss, shit, fuck, motherfucker, cunt and

cocksucker were also recorded within this category. For every occurrence of vile language, the gender of whichever character uttered it was also recorded.

Mild Abusive Language

It includes threats, name calling, verbal insults, bullying, mocking someone to humiliate them, gossiping, yelling, damaging relationships, inflicting emotional harm, diminishing another's self-esteem by abusive language and throwing around insulting remarks. Other milder words such as hell, damn, Christ, Jesus, and bloody or goddamn are also included within this category when uttered in distress (Kaye & Sapolsky, 2004). Euphemisms, expletive oaths or minced words are also notable instances within these cartoons, they tend to be used as a substitute for more offensive words, for example, the word shit is substituted by shoot, and fudge replaces fuck. Each of said occurrences within these shows were documented alongside the gender of the one uttering the remarks.

Toilet Humor

“Excretory words are direct and literal references to human waste products and processes (poop, asshole)” (Kaye & Sapolsky, 2004, p.11). The words represent excretory processes like defecation, flatulence, and urination. Actions that reference a defecatory process are a part of this category. Said actions include acts of defecating in an open or public area: anywhere the character can be visible to their surroundings when occupied with other people. Toilet humour focuses on actions and speech that involve the activities that usually take place in a toilet along with actions that are linked to human waste products and processes (Fyfe, 2005).

Data Analysis and Discussion

RQ 1. What are the general patterns of abusive language used in children's cartoon shows?

Table No 1.1 Total Abusive Language in Cartoon Shows

	Strong Abusive Language	Mild Abusive Language	Toilet Humor
N	150	150	150
Time	34 Hrs.	34 Hrs.	34 Hrs.
Mean	0.73	1.81	1.35
Total %	15.8%	39%	46.4%
Sum	79	271	150
Per Hour	2.32	7.97	4.41

Table 1.1 illustrates the summary findings of the total abusive language occurrences and its subcategories including strong abusive language, mild abusive language, and toilet humor. This table illustrates all the frequencies in 3 subcategories of abusive language, its mean score by male and female and its average per episode (n=150). It also shows the overall frequency of abusive language usage per hour (n=34 hours) and per episode (n=150) in each

category. A total of 500 abusive language themes were recorded in 34 hours of viewing time in 3 channels, Disney, Cartoon Network and Nickelodeon each with 10 shows and 5 episodes.

Overall mild abusive language occurred at the highest rate of 54 % (n=271/500) with almost 8 activities per hour (n= 34hours) and 2 activities per episode (n=150). Toilet humor at 46% (n=150/500) is at the second number with an average of 4 incidents per hour (n= 34hours) and a single incident per episode (n=150) followed by strong abusive language at 16 % (n=79 /500) with an average of 2 incidents per hour (n= 34hours).

RQ.2 What is the ratio of males and females using abusive language?

Table No 1.2 Abusive Language and Difference Between Gender

Gender	Strong Abusive Language	Mild Abusive Language	Toilet Humor	
Male	Mean	.47	1.35	.85
	Per Hour	2.08	5.94	3.73
	Sum	71	202	127
	% of Total	89.9%	74.5%	84.7%
Female	Mean	.05	.46	.15
	Per Hour	.083	2.02	0.67
	Sum	8	69	23
	% of Total	10.1%	25.5%	15.3%
Total	Mean	0.73	1.81	1.35
	Sum	78	271	150
	% of Total	15.8%	54.2%	46.4%
	Per Hour	2.32	7.97	4.41

Table 1.2 illustrates the frequencies of abusive language exhibited by males and females in abusive language variables and its subcategories including strong abusive language, mild abusive language and toilet humor. This table explains a visible difference between the males and females in all three subcategories of abusive language. Table no 1.2 shows the frequencies of abusive language committed by males and females in Cartoon Network, Disney and Nickelodeon.

This table explains a visible difference between the males and females in all three subcategories of abusive language. Strong abusive language ratio for males is higher at 90% (n=71/78) with an average of 3 incidents per hour as compared to females at 10% (n=7 /78). Male characters also exhibited higher levels of mild abusive language at 74% (n=202/271) with an average of 6 incidents per hour as compared to females who exhibited 25 % (n= 69 /249) mild abusive language usage with an average of 2 incidents per hour. There’s also a difference in descriptive results of toilet humor displayed by males being 85 % (n= 157/249) with an average of 4 activities per hour as compared to females 15% (23/ 150).

R Q.3 Is there a difference in mild abusive language score for males and females?

Table No 1.3 Mild Abusive Language and Gender

Gender	N	Mean	Sum	% Sum	Time/ 34 Hrs.
Male	150	1.35	202	74.5%	5.94
Female	150	.46	69	25.5%	2.02
Total	300	1.81	271	100%	7.97

Table 1.3 shows the descriptive results of mild abusive language score for males and females. Overall, 271 incidents of mild abusive language occurred in 150 episodes in 34 hours at the average of 8 incidents per hour and 2 occurrences per episode. Mild abusive language frequencies by males shows a higher number of occurrences at 74% (n=202/271) with an average of 6 incidents per hour as compared to females who exhibited 25 % (n= 69 /249) mild abusive language usage with an average of 2 incidents per hour.

R Q.4 Is there a difference in strong abusive language score for males and females?

Table No 1.4 Strong Abusive Language and Gender

Gender	N	Mean	Sum	% Sum	Time/ 34 Hrs.
Male	150	.47	71	89.9%	2.08
Female	150	.05	8	10.1%	.12
Total	300	.52	79	100%	2.32

Table 1.4 shows the descriptive results of strong abusive language scores for males and females. Overall, 79 incidents of strong abusive language occurred in 150 episodes in 34 hours at the average of 2 incidents per hour. Strong abusive language frequencies by males show a higher number of occurrences at 90% (n=71/79) with an average of 2 incidents per hour as compared to females at 10 % (n= 8 /79) strong abusive language usage in children cartoon shows telecasted on children foreign cartoon channels Disney, Cartoon Network and Nickelodeon broadcast by Pakistan Cable Networks.

R Q 5. Is there a difference in toilet humor score for males and females?

Table No 1.5 Toilet Humor Language and Gender

Gender	N	Mean	Sum	% Sum	Time/ 34 Hrs.
Male	150	.85	127	84.7%	3.73
Female	150	.15	23	15.3%	.12
Total	300	1.35	150	100%	4.42

Table 1.5 shows the descriptive results of toilet humor language scores for males and females. Overall, 150 incidents of strong abusive language occurred in 150 episodes in 34 hours at the average of 4 incidents per hour. Toilet humor frequencies by males show a higher number of occurrences at 85 % (n=127/150) with an average of 4 incidents per hour as compared to females who performed at 15 % (n= 23 /150) usage regarding toilet humor in children cartoon shows telecasted on children foreign cartoon channels Disney, Cartoon Network and Nickelodeon broadcast by Pakistan Cable Networks.

Hypothesis 1. The ratio of male characters is higher in using abusive language as compared to female characters in children entertainment channels.

Table No 1.6 Difference in Males and Females Using Abusive Language

Variables	N	Mean	Std. Dev	t	Df	Sig
Male	150	2.67	4.209	5.458	298	.000
female	150	.67	1.557			

An independent sample t test was applied to compare the abusive language scores for males and females. There was a significant difference between scores for males (M= 2.67, SD= 4.209) and females (M= .67, SD=1.557; t (298) =5.458, p= .000. The magnitude of the differences in the means (mean difference=, .2.00, 95% CI: 2.721 to 2.723) was very large (eta squared = .037).

The result of the independent sample t test indicates that there is a huge difference in abusive language use between males and females and males are highly active at using abusive language in children cartoon shows telecasted on children foreign cartoon channels Disney, Cartoon Network and Nickelodeon broadcast by Pakistan Cable Networks.

Scholars have witnessed a visible disparity between both genders when using vulgar language, men tend to swear quite frequently, often using slang within daily conversations. Women tend to avoid vulgar language, often trying to adopt more sophisticated speech patterns in their daily discourses. Dissatisfied and apprehensive parents, policy makes, and other concerned bodies continued to wage war against the sheer overabundance of objectionable content, emphasizing vehemently upon the requirement for family-friendly television.

The frequent use of offensive language on television is most likely to result in the use of these belligerent words by little children in their everyday language, as Social Learning theory emphasises the learning of certain behaviours through observation (Baxter & Kaplan, 1983). A sum of 78 incidents of abusive language took place, only 8 were spoken by females. Profane and vile language is an inescapable part of television programs that are aimed at young adults and teens. Viewers who are concerned by television swearing tend to be more offended in instances when a profanity is uttered by a young individual. Most cartoon characters that tended to use profane speech as an expression of frustration were minors. Profane words efficiently replace juvenile expressions of anger such as screaming, yelling, and biting and this

is mostly used to intensify emotions which are unachievable when using non-cursive words (Andersson & Trudgill, 1990).

There exists a permanent causation of strife between the media and parents, with parents blaming contemporary media for displaying vulgar content upon television. As characters on television shows act as the perfect role model for younger children, if the cartoon characters are using 15 bad words per hour than the magnitude of the disaster could be easily measured in terms of its effect on children (Kaye & Sapolsky, 2004). Males tend to use profanity as a display of strength and masculinity; however, females tend to avoid cussing altogether to appear socially desirable. As opposed to women and younger children, it is much more permissible for males to curse. Women and children are barred from entering the mostly male domain of abusive language. Women swearing is not considered decent but over the time it becomes less taboo as it was in the past (De Klerk, 1991; Fine & Johnson, 1984).

The sheer quantity of salty language within children's cartoons has reached levels that are wholly unacceptable. Mild oral abuse tends to be a common occurrence: they include words such as idiot, imbecile, jerk, loser, dumb head, dumb face, pee brain, sucker, dumbo, geek, doofus, nut, creep, dark, sissy, jiggle, walnut brain, buffoon, and flat face. The most repeated words uttered in the sample analyzed are sucker, idiot, lousy, and creep. In cartoons such as Adventure Time, there are a large quantity of adults doing regular jobs, their language tends to contain words such as screwed, jerk, and piss off.

Children cartoon shows are often witnessed using vulgar language. In Animaniacs, a program aired by the Warner Bros, Yakko, Dot, and their sister, Wakko are fighting when Yakko shrieks to distract them "look it's a big fat fanny" this obviously meant to represent the female genitalia. within the Regular Show, Rigby used phrases with word shit: "how we are going to fix this Shit" and holy crap. In Dexter's Laboratory, the word Crap was used many times. The word Dick was uttered in Power puff Girls on at least seven different occasions and bubbles were butt raped by a Jelly monster ('Bad Stuff Cartoons', 2013). multiple incidents of wholly abusive language were noted, they include dork, freak, stupid, and loser. Aggression in the form of verbal abuse is mostly used to target others. Commonly used words were fancy pants, nutshell, jerk, sucker, garbage, snot, butt and idiot. In abusive language, butt was a word used multiple times and characters tended to kick each to determine if their butts were sensitive.

Adventure Time is a show cluttered with abusive language, it was used mostly by males, what the..., oh my shred and darn were used as minced oaths. Mild abusive words like stupid, jerk, dweeb, bozo, sucks, monster and Dingdong were also used. Verbal anger and frustration were the justifications behind most of these instances. Butt and bottom were also commonly used in this show.

As Grunkle Stan is depicted as a chaotic good character in Gravity Falls, there were frequent incidents of crude language that were present within the show. The most used expletives within the show were 'what the,' shut your yap, jerk, butthead, and shut up. The language depicted within the show, Star vs. the Forces of Evil, consisted of crude words used frequently: many characters would love to use expletives like 'what the ...' There were also many other vulgarities in the phrases used by characters in the show: butthead, jerk, lousy,

dipstick, and bloody. Some strong words were also used by a character titled Suga Mama such as butt out and boobs in a show. A program titled the T.U.F.F. Puppy was littered with multiple instances of profanities, and the words bombastic, butt, butt hole, cushy cushy, darn, tended to be repeated often. Holy cow is the repeating swear word used by Snaptrap. During the starting portion of every episode, a character Dudley was witnessed licking a toilet and knowing upon his oversized rear. Holy cow, weirdo, idiot, stupid, bottomless, moron, monster, looser, nut job, punk, dumb, rascal, crackpot, stinky bottom, snot nose brats, dweeb, curse you, Scum bag, dumb, monster, lousy, and idiot, are the commonly used abusive words.

Findings of the research supports previous literature, in cartoon shows males tend to use toilet humor more as compared to females. Overall, 150 incidents of toilet humor were recorded in the data and only 23 incidents were displayed by the female characters with 127 exhibited by the males. The absolute worst kinds of toilet humor were present in many shows, and included vomiting, farting and spitting. The Toots, from the show Chowder, is an episode containing crude as well as gross toilet humor, Chowder was strongarmed into eating a food which makes him gassy, he then proceeded to invent a new music genre where he would farts into a microphone, and people would go crazy. The entire episode was focused on farting, vomiting and singing through his butt. The most horrifying scene would be when Chowder sits on top of his music agent, continuously farting into his mouth. Disgusting toilet humor was used to create entertainment within the show. Farting, as well as discussing excretory functions and body waste were used terribly often. The concept of making a diaper bomb and using it to knock out people was another disgusting instance. Words like Scum bag, dumb, monster, lousy, what the..., and idiot were used in the analyzed episodes. Toilet humor was also prevalent in The Amazing World of Gumball, explicit references to poop and diapers with farting were used for entertainments sakes, alongside a few strong words such as boobs, butt, butt out.

The 'Toot Toot' episode depicts Bessie, a character who farted during class, being accused by a jury for performing this heinous act. Bessie stipulates her intolerance to glucose as justification for her accidental fart. The Judge then proceeded to brand her as a stinky bottom, charging her with first-degree flatulence. Bessie pointed out that it is impossible for honeybees to fart, and she would take her honor and respect back. The following day, newspaper headlines stated Bessie 'she was stripped because she ripped'. Bessie sad it was unintentional; I didn't even feel the knock at the door. She was belittled by her entire town, even her own brother said she slipped the goose. Benjamin said he is always loud and proud and farts many times but Bessie said it's different for girls. Bessie was rendered so upset over her farting and ended up feeling ostracized. Bessie then called a doctor, tasking him to help with her gassy stomach. Bessie was demonized by her school and friends after said farting incident, however, one day Bessie perused her bee badge handbook noticing that bees can indeed fart. She and Happy had eaten too much beans then proceeded to go underground so as to take part in a fart competition and win a badge. This entire episode is focused on toilet humor and labelled farting as being a simple natural process for boys and a shameful action for girls.

Conclusion

It is fair to state that children's cartoons are absolutely riddled with offensive language, and a majority of parents are seemingly unaware of this. Offensive language tends to be an outlet for

repressed rage and emotion when physical outbursts are not an option. This study has only explored the varying types of abusive language. Further research to dissect the language patterns of children watching cartoon shows, so as to determine whether they adopt particular vocabulary and speech patterns from cartoons needs to be conducted.

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