

Vulgar Language



I hear it walking to class. It's all throughout media — television, social media, music — you name it. Bad words seem to be unavoidable. The internet has allowed for profanity to appear everywhere and to appear uncensored, thus making these words lose their head-turning value.

My professors — authority figures — sometimes swear during class, yet it doesn't even phase me anymore. In order to gain attention these days, a person must use a myriad of words strung together creatively in order to cause an effect of maximum vulgarity.

It starts out slowly — you begin to say swear words in your head, then out loud on occasion and then out loud on a regular basis. Some curse as a way to blow off steam in negative situations. Some use profanity because everyone else seems to be doing it. And still,

some swear because they're joking around with their friends.

What is this culture of cursing doing to society?

For starters, most swear words are derived from an intent to insult another person. Interestingly enough, many of these words have very feminine connotations.

Yes, context is everything, but as recently proven to me through a discussion in one of my classes, these derogatory comments are the seemingly invisible impact of the mentality society holds that women are less than men. Why continue to perpetuate that stigma?

Another issue is the nature of profanity itself. Discussions with topics of a sensitive nature can quickly turn to arguments, leading to violence if things get out of control. This is

because swearing can create a more hostile environment than one where foul language is absent.

Curse words slowly creep into our vocabulary without us realizing until they become a natural reaction in a variety of circumstances. Swearing can leave someone with a bad impression, signal a lack of control and indicate a bad attitude or immaturity. This is even truer when it comes to our generation interacting with members of older generations.

We should be conscious of the situations in which we choose to use profane language, and try to limit it all together. Nobody wants to be the person who has a slip-up at an important event within a professional setting or in front of the entire family at a holiday dinner.

where
lots of places
common places

- walking to class
- media
- television
- social media
- music
- internet
- professors
- authority figures
- culture
- society
- situations
- important event
- professional setting
- entire family
- holiday dinner

vulgar language

- bad words
- profanity
- words
- swear
- myriad of words strung together creatively
- maximum vulgarity
- curse
- profanity
- swear
- cursing
- swear words
- profanity itself
- swearing
- foul language
- curse words
- a slip-up

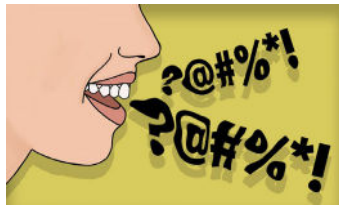
reason; intent (negative)

- blow off steam in negative situations
- joking around
- intent to insult
- feminine connotations
- derogatory comments
- perpetuate that stigma

effect; impact (negative)

- violence
- out of control
- hostile environment
- bad impression

Vulgar Language



MAIN IDEA: Although vulgar language is commonplace, its intent and impacts are negative.

Online Posts

Dear Student,

This year, 10 high school students were admitted to Harvard University. But then Harvard changed its mind about them and decided to not let them in. Why? They belonged to a private Facebook group that shared pictures and messages that could have been hurtful and upsetting to other people. Was Harvard right to make this decision? What about freedom of speech? Do young people know the dangers of social media?

I'm a business teacher at a college and a job services counselor. I have also worked as a recruiter to help companies find the right employees. People now have a personal "brand" which is how you appear to the world. I've seen how social media becomes part of a person's brand. Your brand can help you or hurt you.

People who work in college admissions, future employers and even dates have one thing in common. They are likely to search for you on social media sites. What will they find? They will make decisions about you based upon it.

Here's what you should know. Don't end up like those students who applied to Harvard.

1. Social Media Posts Disappear, Right?

Let's be clear about one thing: You've been building your online presence since your first Snapchat. Think the posts disappear? Think private pages are private? Think again.

You might feel like your life and opinions are no one's business. But you can't always control who sees what you post. Everything you post could be saved by your friends (or people who aren't your friends). You might make a public post that you think is

private — or, you might post to the wrong account. How easy is it to find something you believe is hidden? Easier than you might think!

2. Do Employers And Colleges Actually Look At This Stuff?

College admissions officers and employers want to learn about you, and are very likely to look at your social media posts. The job website CareerBuilder performed a social media survey in 2017. It showed that more employers than ever are searching social media accounts of people who apply for jobs. The survey found that:

- Six hundred percent more employers use social media to screen people than they did in 2006.
- Seventy percent of employers use social media sites to learn more about people who apply for jobs.
- Thirty-four percent of employers found bad information online about people who worked for them. This information caused them to scold or even fire those people.

This is common at colleges, too. In 2017, Kaplan Test Prep surveyed over 350 college admissions officers. It found that 35 percent have looked up applicants on social media. Many said social media affects their admission decisions.

3. What Are Recruiters Watching Out For?

So what type of content should you avoid posting online? Stay away from posting:

- Damaging or embarrassing photos or videos.
- Mean or hateful language or remarks.
- Politically charged attacks.
- Spelling and grammar mistakes.
- Complaining or bad-mouthing.

4. What Can I Do To Build A Positive Online Reputation?

Remember that social media is not all bad. In many cases it helps recruiters get a good feel for who you are. It will also give them an idea of how well you will fit within the company. The CareerBuilder survey found 44 percent of employers who screened people applying for jobs using social media found good information about them. This information actually caused them to hire those people. This good information includes:

- Your education and experience are what the recruiter wants.
- Your profile picture and summary is professional.
- Your personality and interests are similar to those of the company or university.
- You're involved in your community.
- You have positive, supportive comments.

5. How Do I Clean Things Up?

Research. Both the college of your dreams and your future employer could Google you. So you should do the same thing! Also, check all of the social media sites you use, even the ones you haven't used for a while. Get rid of anything that could send the wrong message. Remember, things can't be unseen.

Bottom line: Would you want a future boss, college admissions officer or blind date to read or see it? If not, don't post it. And if you already have, remove it.

Sincerely,

Your Career Counselor

(Thao Nelson is a lecturer at Kelley School of Business, Indiana University, in Indiana.)

colleges

- college
- college admissions
- College admissions officers
- admission decisions
- university
- college
- college admissions officer

Employers

- companies find the right employees
- future employers
- employers
- people who apply for jobs
- company
- future employer
- future boss

check out,
evaluate,
assess

- searching social media accounts
- screen people
- learn more about people
- scold or even fire
- get a good feel for who you are
- fit within the company
- found good information
- hire those people

online
presence;
how you
project
yourself

- personal "brand"
- how you appear to the world
- online presence
- your life and opinions
- content
- damaging or embarrassing
- mean or hateful
- political
- complaining
- bad-mouthing
- education
- experience
- profile picture
- personality and interests
- your community
- comments
- wrong message

Online Posts

MAIN IDEA: Colleges and employers assess applicants' online presence.

Binge-Watching

(Binge-watching) has its roots in the 1990s with DVD sets and TV marathons, but the practice reached a new level of recognition in 2013 as Netflix and other video services experimented with original content (like *Orange Is the New Black*) and offered numerous catch-up opportunities for critics' favorites (like *Breaking Bad*). Despite its increased prominence, though, there's never really been a good, single working definition of what binge-watching actually is.

...The Oxford Dictionary defines binge-watching as "watch[ing] multiple episodes of a television program in rapid succession, typically by means of DVDs or digital streaming." Dictionary.com takes a much broader stance on what types of entertainment can be binge-watched, and it suggests that it happens without ever getting up: "To watch (multiple videos, episodes of a TV show, etc.) in one sitting or over a short period of time."

Trend stories about binge-watching rarely get into precise numbers (because)... the minimum number of episodes does not distinguish between hour-long dramas and shorter sitcoms.

...

Joris Evers, the director of global corporate communications for Netflix, says over email that in the vast majority of experiences, the are-you-still-watching prompt appears after three episodes.



The show freezes and is replaced by a dull, gray little dialogue box. The box offers a "continue watching" button to click. Otherwise, the freeze continues, indefinitely.

Regardless of its intended effect, for some viewers, it actively incorporates the element of guilt into the experience. "The auto-play function is responsible for most of

my binge-watches," Notes social media editor Chris Heller says. "If it'll keep playing, I'll probably keep watching until it asks me to make a decision. You know, the 'Are you still watching?' prompt that appears after a while. It's Netflix shaming. After that, I shut it down and try to not think about how my TV just judged me."

...

Sometimes there are clear reasons to feel guilty: Health channel fellow Judith Ohikuare said she felt bad about her all-nighter binge on *Sons of Anarchy* during the holidays because "I knew that I was supposed to be spending time with my family, not crouching over my laptop and screaming and crying about what was going on television." But the more common response was along the lines of what senior editor Jennie Rothenberg Gritz described as "a yucky feeling, like my consciousness was being overtaken by the show and I wanted to get back to the real world."