My poster presents the results of a fresh survey on language user attitudes in Finland towards swearing. The survey is inspired by the surveys conducted by Andersson (1977, 2012) and Stroh-Wollin (2010) in Sweden on general attitudes to swearing and Rathje (2009) in Denmark on the perception of language users as to what constitutes a swearword. It also provides continuation to a previous Finnish survey (reported in, e.g., Hjort 2009) which examined the attitudes of language users towards swearwords in subtitles and measured perceptions of the emotional force of individual swearwords. By means of multiple-choice and open-ended questions, the present survey investigates, firstly, the general attitudes contemporary Finnish users report having towards swearing. Secondly, it enquires into what Finnish language users believe is covered by the semantic fields of ’swearword’ and ’swearing’ (or more specifically ’kirosana’ and ’kiroilla’ in Finnish). Thirdly, the survey examines the respondents’ views of the allowed or non-allowed contexts for swearwords in contemporary Finnish society. The results are contrasted to those of the above studies.

List of references


Keywords: swearing, swearword, attitude.