

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter contains two sections. The first section is conclusion which the research analysis is summarized and concluded. The second section is suggestions in which particular matters are suggested to other researchers.

5.1 Conclusions

This research aimed to analyze the types and functions of swear words used by Ashley in her reaction video *Horny Shakespeare has Risen *Short N Sweet Album Reaction** and to understand the role of swearing within her commentary. Through the application of Hughes's classification of swear words and Andersson & Trudgill's theory on the functions of swearing, this study successfully categorized Ashley's swearing into eight types, namely swear words related to sex, excrement, the names of animals, personal background, mental illness, sexual activities, taboo or religion, and racism. Among these categories, five types were identified in the data, which are swear words related to sexual activities, the names of animals, taboo or religion, excrement, and sex. The most frequently used type was related to sexual activities, which appeared 22 times or 40.00%. This was followed by swear words related to the names of animals with 16 occurrences or 29.09%, and taboo or religion with 14 occurrences or 25.45%. Swear words related to excrement appeared 2 times or 3.64%, while swear words related to sex appeared once or 1.82%. No swear words were found in the categories of personal background, mental illness, or racism.

In terms of function, the findings indicated that expletive swearing was the most dominant function with 26 occurrences or 49.06%. This function was mainly used to express strong emotions such as surprise or excitement and was not directed at any particular person. The other three functions, namely abusive swearing, humorous swearing, and auxiliary swearing, each appeared 9 times or 16.98%. Abusive swearing was used to criticize or insult, humorous swearing added a comedic or entertaining tone, and auxiliary swearing functioned to emphasize or intensify Ashley's speech.

The overall patterns of swearing in Ashley's video reflect the nature of reaction videos as informal, spontaneous, and highly personal. In contrast to films or scripted content, where swearing often serves to build character interaction or create dramatic tension, Ashley's swearing primarily functions to engage the audience, amplify emotional responses, and enhance the entertainment value of her unscripted commentary on the album. Therefore, this study highlights that context and medium, in this case a reaction video, play a crucial role in shaping not only the frequency of swearing but also the reasons behind its use. This research contributes to a broader understanding of swearing in online content, especially in how it reflects personal emotions, builds audience connection, and supports the expressive yet casual nature of reaction videos.

5.2 Suggestions

This study provides a foundation for further exploration into the role of swearing in various forms of online content, particularly unscripted media such as reaction videos, vlogs, and live-streams. Future research could expand the scope by examining swearing across different content creators and how their use of language varies depending on the type of media they produce. A comparative study involving different social media platforms (YouTube, TikTok, Instagram) could reveal interesting insights into how swearing functions in various online settings, where audience expectations and the nature of content are constantly evolving. Additionally, future studies could focus on the cultural context of swearing in reaction videos. This research was limited to one video featuring an American content creator, and cultural differences may influence how swearing is perceived and used. Exploring how swearing in reaction videos differs across cultures or comparing creators from different countries would provide valuable insights into the universality or cultural specificity of swearing as a form of expression. Moreover, it would be valuable to investigate how the audience perceives the use of swear words in reaction videos. Understanding whether viewers are more engaged or repelled by certain types of swearing could inform content creators on the effectiveness of language in fostering viewer interaction and community-

building. Audience feedback, comments, and interactions can reveal how language choice, including swearing, contributes to the relationship between content creators and their audience.

Finally, researchers could examine how social media algorithms and content moderation policies affect the use of swearing in online content. As platforms like YouTube increasingly rely on algorithms to filter content, it would be interesting to explore how creators adapt their language to comply with platform rules while maintaining authenticity and engagement with their audience. Investigating the intersection between language use, platform policies, and creator strategies would provide a comprehensive understanding of how language in online spaces is shaped by both creator intention and external regulations. In conclusion, further research into swearing across various online platforms and content types can offer deeper insights into the function and perception of swearing in modern digital communication, ultimately helping to better understand how informal language use influences both content creation and audience engagement in an increasingly digital world.