

## 4. FINDINGS AND DISCUSSION

This chapter presents the second stage of the analysis, that is, the results of the first stage of the analysis, identification and classification of the data presented in the Appendix. In this chapter, the writer will present the findings in the form of tables and explanation of the tables in the form of words.

### 4.1 The Swear-words Used by Gary Vaynerchuk

The first table which the writer will present below answers the first research question in the statement of the problem, what swear words are used by Gary Vaynerchuk and what patterns do they have in common.

*Table 4.1 Patterns of the Swear-words Used by Gary Vaynerchuk*

Fuck	Fucking	Fuckers	Shit	Shitless	Crap
10	26	3	35	1	2

As we see in the Appendix, Gary Vaynerchuk uses 76 swear words in his speech. These 76 swear words have a lot in common. They use key words such as *fuck* (*whatever the fuck, oh fuck*), *fucking* (*fucking eating, you fucking hired, fucking with*), *fuckers* (*old fuckers, fucking fuckers*), *shit* (*certain shit, buy shit*), *shitless* (*scared shitless*), and *crap* (*oh crap*).

From the table above, we can see that the patterns commonly used by Gary Vaynerchuk are *shit*(35), *fucking*(26), and *fuck*(10); while the other forms like *fuckers*, *crap*, and *shitless* are not very productive.

### 4.2 Functions of the Swear-words Used by Gary Vaynerchuk

The second table which the writer will present below answers the second research question in the statement of the problem, that is, what functions the swear words have. As we see in the table below, there are two swear words functions, Stand-Alone Functions and Slot-fillers.

Table 4.2 The Functions of Swear words Used by Gary Vaynerchuk

Swear Words Functions											
Stand - Alone Functions							Slot Filler				
Expletive Interjections	Oaths	Curses	Affirmation Contradiction	Unfriendly Suggestion	Ritual Insults	Name-Calling	Adverbial or Adjectival Intensifier	Adjectives of Dislike	Emphasis	Modal Adverbials	Anaphoric Use of Ephetets
6	0	4	0	2	0	3	2	3	20	22	14

#### 4.2.1 Stand-Alone Functions

Out of 7 categories from the Stand-Alone Functions, 4 of the productive categories are: Expletive Interjections (6), Curses (4), Name-Calling (3), Unfriendly Suggestion (2); while Oaths, Affirmation and Contradiction, and Ritual Insults (0).

The first category is Expletive Interjection. Expletive interjections are swear-words that express cathartic, frustration, anger, or surprise. The following is the example of expletive interjection:

##### Example 1

18:01 Next, me, which is really not me, next: “Oh shit<sup>5.12</sup>, I have four employees right now that are scared shitless<sup>5.13</sup> and they're anxious.”

This example is categorized under expletive interjection because in “Oh shit” in this utterance, Gary Vaynerchuk shows his stressful reaction to his team for not following the correct procedure.

The second category is Curses. Curses are swear-words that is used to cause harm, known as serious or formal cursing, distinguishing it from non-serious cursing, which only expresses dislike. The following is the example of Curses:

##### Example 2

11:41 You mean 1920 to 1990, when the world was at the height of dictatorship and fascism, war? “What the fuck<sup>2.6</sup> are you talking about?

This example is categorized under Curses because in “What the Fuck” in this utterance, Gary Vaynerchuk raises doubts regarding people's perceptions of mainstream media, arguing that the mainstream media, during its time when wars were happening everywhere was better than social media taking over the world. Therefore, Gary Vaynerchuk addresses the individual he is questioning by using the swear word "what the fuck.

The third category is Name-Calling. Name-Calling is used for a direct insult to the addressee, referring to a third party, and describing either the addressee or a third party. The following is the example of Name-Calling:

##### Example 3

36:07 All right, let's clap it up for us “old fuckers<sup>25.74</sup>.”

Here Gary Vaynerchuk uses the word “fuckers” as a replacement for calling some of the audience and himself as an old person. The writer thinks that Gary Vaynerchuk did this on purpose to gain a closer relationship with the target group of audience that Gary Vaynerchuk invites to show

their hands. The writer thinks that this is happening because Gary Vaynerchuk and the target group of the audience share the same age. Therefore, Gary Vaynerchuk wants to treat them as someone close to him.

The fourth category is Unfriendly Suggestion. Unfriendly Suggestion is a mockery that starts with any of the verbs like kisses, lick, suck, or bite. The following is the example of Unfriendly Suggestion:

Example 4

32:01 Bro, where are you going? You better be taking a shit<sup>19.59</sup>.

This example is categorized as Unfriendly Suggestion. Here, Gary Vaynerchuk swears directly towards the audience for leaving the ballroom when the show is not finished yet. The swear word happens 10 minutes before the show ends. Gary Vaynerchuk implies that the person leaving the ballroom should make the most of their time there since the good things that Gary Vaynerchuk wants to say is on the way.

#### 4.2.2. Slot-Fillers

The second part of the swear words functions, the Slot-Fillers, the most categories are Modal Adverbials (22), Emphasis (20), Anaphoric Use of Epithets(14); while the Adjectives of Dislikes, Adverbial or Adjectival Intensifier are 3 and 2 each. This may imply that the Slot-Fillers are more productive than the Stand-Alone Functions. The Slot-Fillers is four times more productive than the Stand-Alone Functions, the Stand-Alone Functions and Slot-fillers are 15 and 61 respectively.

The first category is Modal Adverbials. Modal Adverbials are swear-words that modify verbs to express speakers' points of view on particular actions or events. The following is the example of Modal Adverbials:

Example 5

13:10 Anybody who's standing right now just this is the easiest- my favorite framework- this is probably the most simplistic sentence that I genuinely- this is not some foofy-foofy, let's do a show-shit<sup>3.7</sup>.

This example is categorized under Modal Adverbials in Slot-Filler because here Gary Vaynerchuk wants the audience to understand that he is not joking around by making some of the audience to stand up from their chairs.

The second category is Emphasis. Emphasis are used to draw attention to the next noun that follows an adverb or pronoun that poses a question. The following is the example of Emphasis:

#### Example 6

7:42 You're not worried about fucking fresh-kicks<sup>1.1</sup>, you're worried about fucking eating<sup>1.2</sup>.

The swear word is identified as an Emphasis in Slot-Filler. Related to the topic of immigrants only care and only worry about how they can eat, the swear word "fucking" is used to emphasize the next word, "eating"

The third category is Anaphoric Use of Epithets. Anaphoric Use of Epithets are descriptive swear-words commonly used as a substitute to characterize a person or an object. The following is the example of Anaphoric Use of Epithets:

#### Example 7

7:45 And so, when you have that, and then you have a little bit of a frugal mom like I did, my parents didn't buy me shit<sup>1.3</sup>

The swear word is identified as the Anaphoric Use of Epithets in Slot-Filler. Here Gary Vaynerchuk uses the word "shit" as the replacement for the word "stuff". The writer thinks that Gary Vaynerchuk wants the audience to focus on his frugal parents who never bought him anything when he was in his first decade as an immigrant.

The fourth category is Adjectives of Dislikes. Adjectives of Dislikes are swear-words used to express disapproval towards the subject of the pronoun, typically a person or an inanimate object. The following is the example of Adjectives of Dislikes:

#### Example 8

29:15 This, this fucking little swoosh<sup>14.47</sup> is worth one trillion dollars.

The swear word is identified as Adjectives or Dislikes in Slot-Filler. The writer thinks that Gary Vaynerchuk is attempting to explain to the audience that the seemingly little swoosh mark on his shoe—which the writer believes is a Nike logo—is worth \$1 trillion. The swear word is identified as Adjectives or Dislike because the writer thinks that the swear word is used to make the little swoosh mark look trivial. Therefore, the word "fucking" is used before the word "little swoosh"

The fifth category is Adverbial or Adjectival Intensifier. Adverbial or Adjectival Intensifier are swear-words that emphasize the high-degree meaning of a subsequent adjective or adverb, similar to highly, very, and extremely. The following is the example of Adverbial or Adjectival Intensifier:

#### Example 9

18:01 Next, me, which is really not me, next: “Oh shit<sup>5.12</sup>, I have four employees right now that are **scared shitless<sup>5.13</sup>** and they're anxious.”

The swear word is identified as Adverbial or Adjectival Intensifier in Slot-Filler. Here Gary Vaynerchuk expresses his team’s high degree of being scared for not following the correct procedure. Therefore, the swear word “shitless” is added after the word “scared” to give a higher feeling of being scared.

### 4.3 The Social Factors Governing the Swear Words Functions Used by Gary Vaynerchuk

The third table which the writer will present below answers the third research question in the statement of the problem, what social factors govern the use of swear-words.

*Table 4.3 The Social Factors Governing the Use of Swear Words Used by Gary Vaynerchuk.*

Social Factors			
Topic		Functions	
Personal	Impersonal	Informative	Affective
7	19	19	7

As we see in the table above, the social factors table consists of two components, the topic and the functions, and each element has two different sub-variables which show where the 26 swear-words-related Units of Utterances in the Appendix belong to. The Participants and the Setting component has all the 26 results each in one sub-variables, the Who sub-variable and the Formal sub-variable respectively (see Appendix 4). However, due to no differences between sub-variables, both Participants and Setting component are not discussed even though the results are still used to find out the social factors governing the swear-words. The Who sub-variable in the Participants shows that Gary Vaynerhuks’ speech is indeed a one-way-communication, where Gary Vaynerchuk does most of the talking. The Formal sub-variable in

the Settings component could mean that Gary Vaynerchuk speaks in a serious situation, mainly about business and opportunities.

Out of the 26 Units of Utterances, the Personal and the Impersonal sub-variable in the Topic component are 7 and 19 each. The second part of the table, the Functions, the sub-variables are Informative (19) and Affective (7).

#### 4.3.1 Topic

The first sub-variable of topic is personal. The following is an example of a personal topic.

##### Example 10

7:20 The fact that I get to go to America, a foundational country in our society that cherishes and applauds entrepreneurship, when I was born a purebred entrepreneurship, luck.

7:32 The fact that I was an immigrant and— you know, for all the immigrants in here— you know, immigrant life in that first half-decade or decade is basically about food and shelter.

7:42 You're not worried about **fucking fresh-kicks<sup>1.1</sup>**, you're worried about **fucking eating<sup>1.2</sup>**.

7:45 And so, when you have that, and then you have a little bit of a frugal mom like I did, my parents didn't **buy me shit<sup>1.3</sup>**

The topic in the utterances above is personal. Because Gary Vaynerchuk talks about his harsh childhood as an immigrant from a former Soviet Union country, moving to the United States.

The second sub-variable is impersonal topic. The example below discusses the impersonal topic.

##### Example 11

12:41 Now, now, this is very important.

12:47 For the people that are standing, the number one most obvious thing that I see every day of my life over the last 20 years is they think somebody in their company, is at fault for something without realizing it's their fault.

13:06 This is the breakthrough- you like that one? You're excited about that?

13:10 Anybody who's standing right now just this is the easiest- my favorite framework- this is probably the most simplistic sentence that I genuinely- this is not some foofy-foofy, let's do a **show-shit<sup>3.7</sup>**.

13:31 This is **real as fuck<sup>3.8</sup>** to me, Everybody who's standing right now, the quickest way for your business to get much-much bigger is for you to realize right now, every single thing that's wrong

in your company- is not Johnny or Sally's fault, it is 100 percent your fault because **you fucking hired<sup>3,9</sup>** Johnny and Sally.

13:45 You can sit.

The topic in the utterances above is impersonal. Because Gary Vaynerchuk tells the audiences in the ballroom that the quickest way for their business to get much bigger is by realizing their fault, rather than talking about himself.

#### 4.3.2 Functions

The first sub-variable of function is informative. This is an example of informative function.

Example 12

22:18 From TikTok to Meta, to YouTube, to podcast, you are now pretty much capable of reaching almost any person on earth if you're good enough.

22:27 My favorite other non-accountable thing, "My Instagram is down because Meta wants me to just run ads, and they're **fucking with<sup>9,30</sup>** the algorithm these **fucking fuckers<sup>9,31</sup>**."

22:41 My favorite part of that is, not true, Rick.

22:48 Here's what's actually happening— from Facebook, to TikTok, to Twitter, to YouTube, they're just a blank supply and demand machine.

The functions in the utterances above is informative, because Gary Vaynerchuk talks about people's mindset in general towards how a social media machine works.

The second sub-variable of function is affective. The following example discusses affective function.

Example 13

30:40 You love a good confrontation.

30:44 Love it- my dad once got so I- I once saw my d- ,we had a beer truck delivering beer, the beer truck was leaving, they- it's a big truck, a beer truck!

30:57 The guy didn't have a lot of room in the parking lot, he ran over a flower.

31:04 I saw my dad from the corner, this man was so happy that he was about to get into a fight with the beer driver, he would have thought he won the **fucking lottery<sup>17,56</sup>**!

31:16 He ran so fast, he was looking for it.



The functions in the utterances above is affective, because Gary Vaynerchuk talks about his dad confronting a beer truck to the audience, rather than giving his ideas or opinions about confrontation.

#### **4.4 Interpretation**

Swear terms like fuck, fucking, fuckers, shit, shitless, and crap have specific patterns. Slot-fillers are discovered to be more common than stand-alone functions when it comes to the swear-word functions. This suggests that the majority of Gary Vaynerchuk's swear-words are employed as linguistic placeholders in sentence structures to highlight certain points in his speech. In this role, Gary Vaynerchuk mostly uses the categories of Modal Adverbials, Emphasis, and Anaphoric Use of Epithets to fill in the designated positions.

For the social factors, this implies that the Impersonal sub-variable in the Topic component and the Informative sub-variable in the Functions component in the second part of the table is almost three times more productive than the Personal sub-variable in the Topic component and the Affective sub-variable in the Functions component. The Impersonal sub-variable in the Topic component could mean that Gary Vaynerchuk maintained a distant relationship, or focus on speaking objectively, or stay on the business ideas. The Informative sub-variable in the Functions component could mean that Gary Vaynerchuk's speech is based on cognitive, or ideas, or facts.

From the facts above, despite the swear-words delivered, which implies that there may have been an attempt of having a closer relationship with the audiences, Gary Vaynerchuk maintained his professionalism as a motivator, which is to present his ideas and knowledge in his speech.

If Gary has used a lot of swear-words in his motivational speech and his audience do not seem to mind, maybe because it is Gary Vaynerchuk's idiosyncrasy, his ideas about business opportunities in technology are very good (fresh and inspiring), and the swear-words are not meant for any particular individual in the ballroom; many of the swear-words are in fact aimed at himself.