

San Antonio Express-News

FOUNDED 1865 + A HEARST NEWSPAPER

John C. McKeon, Publisher and President

NEWS AND OPINION

Mike Leary, Editor, Senior VP

Jamie Stockwell, Managing Editor

Bruce Davidson, Editorial Page Editor

ANOTHER VIEW *by J. Ronald Carey*

3 reasons not to use profanity

Recently, while addressing the large crowd outside the arena in Toronto, the general manager of the Toronto Raptors dropped the F bomb while attacking the Brooklyn Nets.

Later he apologized. But not to the country for embarrassing Canada, or to the parents of children present. Instead, he sought the forgiveness of the opposing team!

The members of his staff and team saw nothing wrong with his outburst. They said that he is excitable and intense. They did not say what they should have said: He was disgusting.

We are supposed to be a civilized society that does not engage in, or tolerate, this type of behavior. Perhaps we used to be. We no longer are.

Everywhere, we see and hear the prevalence of profanity. From the media to words on T-shirts, it surrounds us.

And it is wrong.

There are three reasons people should swear off swearing. I'll count down in opposite order.

3. It interferes with communication. Let's say your pickup truck motor dies. You could tell the

mechanic, "My truck won't start." That is clear, simple and direct. Contrast that with, "My (expletive) truck won't start." The anger is time-consuming and puts the emphasis more on the message form and less on the content.

2. It shows an obsession with the problem. The time we spend swearing at a difficulty delays working on a solution. Instead of foaming about it, we ought to fix it.

For example, we hear golfers who make a bad shot curse the ball or the club. They will ask God to damn the creek they landed in. (I have spoken to God about this and she doesn't give a darn about fixing anyone's slices or hooks.)

What the players should do is admit to the truth, which is that they were responsible and perhaps a few more lessons would do some good.

And the No. 1 reason to never swear:
It makes your mother look bad.

J. Ronald Carey is an emeritus marketing professor at Our Lady of the Lake University.