

UCSD Emeriti Association's October Meeting:

What the F: What Swearing Reveals About Our Language, Our Brains, and Ourselves

Presented by Professor Benjamin K. Bergen
Cognitive Science



Wednesday, October 11, 2017 Ω 3:30 PM – 5:00 PM
at the Ida and Cecil Green Faculty Club

Please register online at <https://hrweb.ucsd.edu/ea/>
or call (858) 534-4724, if you have no online access.

Nearly everyone swears—in pain, inebriation, anger, or occasionally joy. And yet adults censor themselves in public and even punish children for profanity. Swearing, it seems, is an intimate part of us that we decide to selectively deny. But cognitive scientists have begun to look under the hood of profanity and the results are remarkable. How can stroke patients left otherwise speechless still swear fluently? Why do words like “zounds” or more recently “sucks” that were once taboo eventually lose their sting? What is it about Tourette Syndrome that can lead to uncontrollable production of taboo words? The cognitive science of profanity opens a new window onto how our brains process language and what gives words the social and personal power they have.