
S4C Internal Guidelines on the Use of Swearing and Offensive Gestures in Television and Online Broadcasts

2017

Warning: this document contains a range of words which may cause offence.

1. Introduction

- 1.1 These Guidelines are based on research by Ofcom into attitudes to potentially offensive language and gestures on television and radio, published in September 2016 (English-language only. See [here](#).)
- 1.2 These Guidelines summarise the responses of participants that took part in Ofcom's English-language research, and includes an assessment of the acceptability of Welsh terms (which include both translations of the English words assessed in Ofcom's research and unique Welsh-language terms) based on the principles of the English-language research.
- 1.3 These Guidelines provide guidance on the extent to which viewers consider potentially offensive language and gestures to be generally acceptable or unacceptable.
- 1.4 Although Ofcom's research focuses on the use of language and gestures on television and radio, these guidelines also refer to their use on other platforms such as social media accounts.

2. The Importance of Context

- 2.1 Assessing language that is 'potentially offensive' can be difficult because of the need to decide on the basis of individual cases. As part of Ofcom's research, participants considered a number of contextual factors, based on certain key concerns regarding language and gestures. The main concern was the need to protect children and avoid offence and harm, particularly to minority groups. Avoiding personal social discomfort and personal offence was also an important concern, but there was less emphasis on this overall. There was a general desire to ensure that television reflects real life as far as possible, where appropriate and suitable for the likely audience.
- 2.2 The following contextual factors are important when making decisions about the acceptability of language.
- 2.3 **The time of broadcast and/or the potential and likely audiences**
 - 2.3.1 For television broadcasts, the most important factor in determining audience views on acceptability is the time a particular programme or particular content is broadcast. A direct link is made between time of broadcast and potential viewers. The 9pm watershed is crucial for managing expectations

about offensive language, but some mild language is seen as acceptable in the run-up to the watershed.

- 2.3.2 Of course, the watershed does not apply to content published on other platforms, such as social media platforms and other websites. For these media, more emphasis should be placed on the likely audience (rather than the time of broadcast). (See section 3 below for further guidance on platforms.)
- 2.3.3 The potential audience (all those who might reasonably be expected to watch the content) should be considered as well as the likely audience (the most probable audience, given the time of broadcast and/or the target audience). Viewers are generally fairly conservative and regard the *potential* audience as the most important consideration when deciding on acceptability. But more flexibility is given to specialist channels, programmes that are unlikely to appeal to children before the watershed, and social media accounts that are unlikely to appeal to children.

2.4 The frequency or repetition of 'potentially offensive' language

- 2.4.1 Repetition exacerbates the impact of the language. This gives the impression that the programme maker wants to draw attention to the language through repetition. Therefore, at all times, consideration should be given to whether the language used serves a purpose or adds to the content. There should be editorial justification for including any offensive language, it should not just fill a gap.
- 2.4.2 Swearing substitutes and bleeping offensive words is less acceptable if this is done frequently. Most people will understand what the actual swear word is, and therefore the effect is similar to using the real word, especially if it is repeated. The use of bleeping should therefore be avoided as much as possible (especially within 'Hansh' content).

2.5 Audience expectations of broadcasters, content, genres and media

- 2.5.1 Views vary. It is considered that language or gestures that are out of line with audience expectations are much less acceptable because they could cause discomfort, surprise or shock.
- 2.5.2 The audience expects the use of stronger language in certain genres and at certain times. Below is a list of various genres. The list is not exhaustive but shows how audience expectations can vary, and points to the main genres of programmes in which the audience expects there to be strong language:
- a) greater flexibility is given to hard-hitting dramas (after the watershed / on accounts unlikely to appeal to children) since the audience expects the dialogue to reflect real-life use of offensive language and gestures;
 - b) In an educational context, the use of strong racist language in content about racism is considered acceptable if it is used to report on real life.

(This can be extended to the use of milder language in documentaries before the watershed);

- c) strong language in a comedy is to be expected and is enjoyed by the audience. The language should be in line with audience expectations and should be broadcast after the watershed or on accounts that are unlikely to appeal to children.

2.5.3 As noted above, audience expectations are linked to the time of broadcast and/or the likely audience. Mitigation (e.g. in the form of warnings or apologies) help to manage audience expectations, particularly if there is a sudden change around the time of the watershed, or between different genres.

2.5.4 Viewers have different expectations for long-established television channels with a broad appeal, such as BBC1 and ITV. These channels are considered to have a wider audience and they do not expect the use of strong language before the watershed. On the other hand, channels such as Channel 4 and Channel 5 are given more flexibility because they are associated with youth culture, experimentation, and a less formal tone.

2.5.5 Overall, the audience has more conservative expectations of mainstream television channels (S4C also falls into this category) than more specialist channels.

2.6 Audience expectations of live and pre-recorded content

2.6.1 Occasional, accidental strong language may be tolerated on live television before the watershed or in live content on accounts that appeal to children. Viewers acknowledge the limits of broadcaster control during live programmes, and especially where participants are invited on to a programme.

2.6.2 But offensive language during live programmes is far less acceptable where professional broadcasters are deemed to have acted negligently or used strong language intentionally.

2.7 The role of mitigating actions such as warnings, bleeps or apologies

The different mitigating actions that can be taken help to manage expectations, moderate the level of the offence and reduce the likelihood of harm, for example helping parents to control the content watched by their children. But these mitigating actions should not be used to justify the excessive use of offensive language before the watershed or on accounts that are likely to appeal to children.

2.7.1 Warnings are essential in signalling the type of language that viewers can expect, and to ensure that they can make an informed choice about whether or not to view the content.



- 2.7.2 Before the watershed, effective bleeping should be used for offensive words. Excessive use should not be made because repeated bleeping can draw attention to strong language, especially for children.
- 2.7.3 Apologies following the use of offensive language help to increase acceptability before the watershed, particularly in the case of accidental usage. However, apologies must be sincere and they must happen soon after the incident. Ideally, the person responsible should do so.

2.8 The perceived tone and intent of content

- 2.8.1 The audience is likely to consider why, in their opinion, offensive language was included. The overall programme or content is considered and the rationale behind editorial decisions. E.g. does the language reflect reality, highlight the emotion of a particular scene, or shock? The audience will assess whether those decisions can be justified, in their opinion.
- 2.8.2 The tone or manner in which the offensive language is conveyed can increase or reduce acceptability. An aggressive, malicious, angry or mocking tone heightens the impact of the language, and increases its emotional intensity. Language that is offensive from a religious perspective also reduces its acceptability.

3. S4C Platforms

Taking the above into account in each individual case, the following guidance may be followed in general when considering S4C's various platforms and media. (See the Appendix for examples of 'mild', 'medium', and 'strong' language.)

3.1 On screen (promotions)

- 3.1.1 The 9pm watershed is extremely important when considering content to be broadcast on S4C. In general, the audience expects S4C to maintain high standards that are comparable with the expectations of BBC audiences. Therefore, there should be a conservative attitude to offensive language and gestures on S4C's main television channel.
- 3.1.2 Before the watershed, language that is stronger than 'mild' should not be broadcast without specific justification. After the watershed, strong language may be broadcast with caution. There must be particular justification for broadcasting the strongest language on all occasions.

3.2 Social media

It must be remembered that the watershed does not apply when considering online platforms and therefore the importance lies with the specific platform or account used, taking heed of the likely audience for those specific accounts.

- 3.2.1 **S4C corporate accounts and accounts for family programmes (@s4c):** it should be remembered that most social media are targeted towards those aged 13+. So it is possible, and likely, that children will see or watch

content published on S4C's social media accounts. However, audience expectations are not as rigorous as expectations for content broadcast on television. Nevertheless, S4C is expected to maintain standards that are similar to standards for television programmes on these accounts because there is a clear connection with the television service.

It is therefore suggested that these accounts should be treated in the same manner as programmes that are broadcast on screen around the watershed. The audience does not expect much change to what would be acceptable for broadcasting before the watershed, but a little more flexibility is permitted. Language that is stronger than 'mild' should not be broadcast without particular justification.

3.2.2 Accounts associated with children's programmes (e.g. *Tag* Facebook Page): since the content is associated with children's programmes, published content on these accounts should be treated as content broadcast before the watershed. Therefore, it should not include any offensive language or gestures that are stronger than 'mild'.

3.2.3 Accounts with mature content (e.g. *Hansh*): These accounts are given much greater flexibility because of the target audience. Audience expectations can be very different from the platforms set out above. Content published on these accounts can therefore be treated in a similar way to content that is broadcast after the watershed on television, but with greater flexibility. Strong language may be included, but there must be justification and approval by S4C on all occasions when broadcasting the strongest language.

It is important that any such account delivers an appropriate warning on the account itself. In addition, all videos containing strong language should include a warning with the wording: "*Rhybudd: Rhegfeydd*" (Warning: Strong language). Since most devices allow videos to play automatically, the first 10 seconds of any video should not contain any offensive language.

4. General Guidance

In the attached Appendix, we include a list of potentially offensive words and gestures. This list should be regarded as a guide only. When assessing individual cases, the following should be borne in mind:

- a) When assessing the acceptability of language and gestures, their offensive nature should be considered in their wider context (see section 2 above for further guidance).
- b) The likely audience should be considered (while recognising that not all channels/media are considered in the same way – see section 3 above for further guidance) – but the potential audience is also important before the watershed on television.

- c) The television watershed continues to be an important way of protecting children, but it is also a way of helping adults who do not want to encounter offensive language.
- d) Before the 9pm watershed, or on accounts that are likely to appeal to children, 'potentially offensive' language should be relevant and serve a purpose – and should not be very strong, it should not be gratuitous, and it should not be used frequently.
- e) Language that is 'potentially offensive' and related to race, sexuality, gender identity and disability (e.g. discriminatory language) should be treated with the greatest care.
- f) Consideration should be given to what is acceptable to most viewers, while protecting minorities.
- g) A higher standard is expected for pre-recorded content than for live broadcasts. But reasonable steps should be taken to avoid offensive language during live content broadcast before the watershed or on accounts that are likely to appeal to children.
- h) Warnings are important so that the audience understands what to expect, and warnings should be as specific as is appropriate.

APPENDIX

PART 1 – Non-discriminatory Language

1. Non-discriminatory language is categorised as: mild language (not distressing), medium language (potentially unacceptable before the watershed on television but acceptable after the watershed), strong language (generally unacceptable before the watershed on television but generally acceptable after the watershed), and the strongest language (very unacceptable before the watershed on television but generally acceptable after the watershed).
2. For **general swear words (Section A below)**, the emotional impact associated with specific words is important. In particular, words like ‘fuck’ are considered to be among the strongest language and not acceptable before the watershed, with some viewers having concerns about the frequent use of such words after the watershed.
3. Words with clear links to **body parts (Section A below)** like ‘ffwrch’ and ‘cunt’, are generally viewed in a way that is analogous to the more, or most, offensive general swear words. However, many viewers believe that less crass or vulgar words such as ‘tits’ are more acceptable before the watershed.
4. **Sexual references (Section B below)** such as ‘prickease’ are evaluated in a similar way to the more, or most, offensive general swear words. Such words are considered distasteful and often unnecessary, but acceptable if used in line with audience expectations after the watershed.
5. **Offensive gestures (Section C below)** are viewed as generally unacceptable before the watershed, but mostly acceptable after it. The ‘blow job’ gesture is the least acceptable because it is perceived as the most vulgar.

A. General swear words and body parts

Word	Acceptability
Arglwydd	Mild. Does not generally cause concern.
Ast	Medium, potentially unacceptable before 9. An aggressive tone or a specific intent to hurt has greater impact.
Asuffeta	Mild. Does not generally cause concern.
Asu mawr	Mild. Does not generally cause concern.
Bastad	Strong language, generally not acceptable before 9. An aggressive tone or a specific intent to hurt has greater impact. Less of a problem if used to refer indirectly to someone who is cruel or nasty.
Beic	Medium, but potentially unacceptable before 9. Use in a humorous context is more acceptable. If used in an aggressive context or with a specific intent to

	hurt, then it is less acceptable.
Bitsh	Medium, potentially unacceptable before 9. An aggressive tone or a specific intent to hurt has greater impact.
Blydi	Mild. Does not generally cause concern. Used frequently in everyday language to express emotion, and not usually as a direct insult.
Bolycs	Medium, but potentially unacceptable before 9. Not generally offensive but somewhat vulgar where used to refer to testicles. Less unacceptable where used to mean 'nonsense'.
Brych	Mild. Does not generally cause concern.
Bwced	Strong. Considered vulgar and distasteful.
Bygyr	Mild. Does not generally cause concern. Used frequently in everyday language to express emotion upon making a mistake. Much stronger when used in an obviously sexual context.
Cachfa / Cachu	Mild. Does not generally cause concern.
Cachgi	Mild. Does not generally cause concern.
Cer i grafu	Mild. Does not generally cause concern.
Coc	Strong language, generally unacceptable before 9. Regarded by many as vulgar and distasteful. Less unacceptable if used in a humorous context.
Coc oen	Strong language, generally unacceptable before 9. Regarded by many as vulgar and distasteful. Less unacceptable if used in a humorous context.
Crap	Mild. Does not generally cause concern.
Cont / Contio	Strong language, generally unacceptable before 9. Regarded by many as vulgar and distasteful. Less unacceptable if used in a humorous context.
Cotsan / gotshan	Strong language, generally unacceptable before 9. Regarded by many as vulgar and distasteful. Less unacceptable if used in a humorous context.
Cunt	The strongest language, unacceptable to many even after 9. Vulgar, derogatory and shocking to both men and women. Particularly distasteful and offensive to women and older people.
Cŵd	Medium, but potentially unacceptable before 9. Not generally offensive but somewhat vulgar when used to refer to testicles. Less unacceptable when used to mean 'twpsyn' (<i>simpleton</i>).
Damia/Damo	Mild. Does not generally cause concern.
Diawl	Mild. Does not generally cause concern.

Dic	Strong language, generally unacceptable before 9. Regarded by many as vulgar and distasteful. Less unacceptable if used in a humorous context, and regarded as a little more moderate than 'coc'.
Dic 'ed	Strong language, generally unacceptable before 9. Regarded by many as vulgar and distasteful. Less unacceptable if used in a humorous context.
Duw Duw / jiw jiw	Mild. Does not generally cause concern.
Ffani	Strong language, generally unacceptable before 9. Vulgar, particularly unacceptable if used to refer to a gay person.
Effin	Medium, but potentially unacceptable before 9. Often considered humorous. Older people are more likely to regard it as unacceptable.
Fflaps	Strong language, generally unacceptable before 9. Vulgar and derogatory, particularly to women.
Ffwrch	Strong language, generally unacceptable before 9.
Fuck	The strongest language, unacceptable before 9. Regarded as strong, aggressive and distasteful.
Ffycin 'el	Strong language, generally unacceptable before 9. Less unacceptable if used in a humorous context.
Gash	Strong language, generally unacceptable before 9. Vulgar and derogatory, particularly to women.
Iyffach / Iesgob	Mild. Does not generally cause concern.
Jadan	Mild. Does not generally cause concern.
Jinjyr	Mild. Does not generally cause concern. Generally regarded as a humorous insult, but an aggressive tone or a specific intent to hurt has greater impact.
Git	Mild. Does not generally cause concern. Generally regarded as a humorous insult.
God	Medium. Does not generally cause concern when used to express emotion. Causes concern among older people or more religiously-sensitive people when used as an obscenity. Considered potentially offensive to religious people.
Iesu Grist	Medium. Does not generally cause concern when used to express emotion. Causes concern among older people or more religiously-sensitive people when used as an obscenity. Considered potentially offensive to religious people.

Lembo	Mild. Does not generally cause concern.
Llinyn trôns / llipryn	Mild. Does not generally cause concern.
Llo	Mild. Does not generally cause concern.
Llyfwr tân	Mild. Does not generally cause concern.
Nob	Strong language, generally unacceptable before 9. Regarded by many as vulgar and distasteful. Less unacceptable if used in a humorous context, and regarded as a little more moderate than 'coc'.
Malu cachu	Mild. Does not generally cause concern.
Mingyr	Mild. Does not generally cause concern. Generally regarded as a humorous insult. Distasteful rather than offensive. An aggressive tone or a specific intent to hurt has greater impact.
Mwlsyn	Mild. Does not generally cause concern.
Penbwl	Mild. Does not generally cause concern.
Pen pidyn	Mild. Does not generally cause concern.
Pissed / pissed off	Medium, but potentially unacceptable before 9. Not particularly offensive, but more problematic if used aggressively or repeatedly.
Piso ar ei chips / pisho pans	Mild. Does not generally cause concern.
Pric	Strong language, generally unacceptable before 9. Less unacceptable if used in a humorous context.
Putain	Strong language, generally unacceptable before 9. Considered derogatory.
Pwrs / pwrsyn	Medium, but potentially unacceptable before 9. Not generally offensive.
Rhacsyn	Mild. Does not generally cause concern.
Racsan / Rhacsan	Medium, but potentially unacceptable before 9.
Rhech	Mild. Does not generally cause concern.
Sguthan	Mild. Does not generally cause concern.
Shit	Medium, but potentially unacceptable before 9. Language commonly used in everyday life but problematic if used aggressively or repeatedly. There are concerns about children learning the word.
Tits	Medium, but potentially unacceptable before 9. Vulgar use or use in a sexual

	context has greater impact.
Twat	Strong language, generally unacceptable before 9. Considered vulgar and distasteful when used in referring to the vagina. Less problematic if used to describe a rude or disagreeable person, but still potentially offensive.
Twmffat	Mild. Does not generally cause concern.
Twlsyn	Medium, but potentially unacceptable before 9.
Tyrdyn	Medium, but potentially unacceptable before 9.
Uffern dân	Mild. Does not generally cause concern.
Wew	Mild. Does not generally cause concern.

B. Sexual References

Word	Acceptability
Bonc / Boncio	Mild. Does not generally cause concern. Usually in a humorous context. More problematic for older people.
Clynj	Strong language, generally unacceptable before the watershed. Considered vulgar and overtly sexual, but more acceptable in a humorous context.
Dildo	Strong language, generally unacceptable before 9. Refers to a sex toy. Considered distasteful, especially by older people. Causes discomfort rather than offence.
Dyrnu	Refers to having sex or masturbating. Medium, but potentially unacceptable before 9, particularly when used in an aggressive manner.
Fflanj	Strong language, generally unacceptable before the watershed. Considered vulgar and overtly sexual, but more acceptable in a humorous context.
Ffwrcho	Strong language, generally unacceptable before 9.
Ffycio	The strongest language, unacceptable before 9. Considered strong, aggressive and vulgar. Older people are more likely to consider it unacceptable.
Halio / Haliad / Haliwr	Strong language, generally unacceptable before 9.
Hwren / Hŵr / Hwrrio	Strong language, generally unacceptable before 9. Considered generally derogatory to women.



Pricktease	Strong language, generally unacceptable before the watershed. Considered vulgar and overtly sexual. Causes greater concern among women.
Pwdin blew	Strong language, generally unacceptable before the watershed. Considered vulgar and overtly sexual, but more acceptable in a humorous context.
Pwnio	Refers to having sex. Medium, but potentially unacceptable before 9, particularly when used in an aggressive manner.
Rimio	Strong language, generally unacceptable before 9.
Shelffo	Mild. Does not generally cause concern. Usually in a humorous context. More problematic for older people.
Slag	Strong language, generally unacceptable before 9. Considered derogatory, particularly by women.
Slwt / Slwten	Strong language, generally unacceptable before 9. Considered generally derogatory to women.
Twll	Refers to the female sexual organ. Medium, but potentially unacceptable before 9.
Wanc	Strong language, generally unacceptable before 9.
Wancar / Wancyr	Strong language, generally unacceptable before 9. An aggressive tone or a specific intent to hurt has greater impact.
Wiwar	Refers to the female sexual organ. Medium, but potentially unacceptable before 9. More acceptable in a humorous context.

C. Offensive Gestures

Gesture	Acceptability
<i>Blow job</i>	Strong gesture. Generally unacceptable before 9. Considered vulgar and overtly sexual.
Middle finger	Medium gesture, potentially unacceptable before 9. Less problematic in a humorous context. A little stronger than the 'two fingers' gesture.
Two fingers	Medium gesture, potentially unacceptable before 9. Less problematic in a humorous context.
Two fingers and tongue (cunnilingus)	Strong gesture. Generally unacceptable before 9. Considered vulgar and overtly sexual.
Iberian slap	Medium gesture, potentially unacceptable before 9. Less problematic in a humorous context.

Wanker	Strong gesture. Generally unacceptable before 9. Considered vulgar and overtly sexual.
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PART 2 – Discriminatory Language

1. Viewers have a different attitude towards the acceptability of such terms. Discriminatory language is generally seen as more problematic than more general offensive language. A number of respondents to Ofcom’s research considered that stronger forms of discriminatory language were potentially unacceptable both before and after the television watershed (although context was an important factor). Particular care must therefore be taken regarding the broadcast of the strongest language in the discriminatory category.
2. Unlike other forms of discriminatory language, terms that may be potentially offensive relating to **older people (Section D below)** do not cause as much concern. These may be a little distasteful to older viewers, but many (from a range of age groups) do not consider these terms offensive, and that they are humorous to a certain degree.
3. Words that discriminate on the grounds of **religion** are unfamiliar to many viewers, therefore we have not listed any specific terms here. However, to those who recognise terms such as ‘*Taig*’ and ‘*Fenian*’ (Northern Ireland), they are potentially offensive and unacceptable.
4. Views regarding words associated with **mental health** and **physical disability (Section F below)** vary greatly. Words such as ‘*spaz*’, ‘*mong*’ or ‘*retard*’ are considered offensive and derogatory, and therefore as unacceptable as the strongest racial abuse, with their use requiring significant contextual justification. On the other hand, words such as ‘*nytyr*’ and ‘*mental*’ are considered similar to milder insults in frequent use, and therefore much more acceptable, both before and after the watershed.
5. The strongest **homophobic** and **transphobic** terms (**Section E below**) such as ‘*ffagot*’ and ‘*homo*’ are considered very problematic among viewers. This is again due to the offensive and derogatory nature of the language. These words are considered far less acceptable than general swear words.
6. **Racist language (Section G below)** such as ‘*goliwog*’ and ‘*nigger*’ are among the most unacceptable words overall. They are considered derogatory, discriminatory and offensive. Many of Ofcom’s research participants were concerned about the use of these words on any occasion, with their use requiring significant contextual justification. Other words in this category are more open for discussion, and viewers have different perspectives regarding their acceptability after the watershed, based on how offensive they are considered to be.

D. Older People

Word	Acceptability
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Coffin dodger	Mild. Does not generally cause concern. Considered humorous, even by some older people.
Hen wrach	Mild. Does not generally cause concern.

E. Sexual Orientation and Gender Identity

Word	Acceptability
Bendyr	Strong language, generally unacceptable before 9. Considered old-fashioned but derogatory to gay men.
Ffagot	The strongest language, highly unacceptable without strong contextual justification. Considered derogatory to gay men and extremely offensive.
Ffani	Strong language, generally unacceptable. Old-fashioned but considered derogatory to gay people when used as an insult.
Gay	Using 'gay' in general terms is not problematic. But there are concerns when it is used in a derogatory manner or to mean 'not very good' or 'not cool'.
Homo	Strong language, generally unacceptable. Old-fashioned but considered derogatory to gay people when used as an insult.
Lesbo	Strong language, generally unacceptable. Old-fashioned but considered derogatory to gay people when used as an insult. But it may be used by gay women in a light-hearted manner.
Nansi	Strong language, generally unacceptable. Old-fashioned but considered derogatory to gay men when used as an insult.
Pansi / Pansan	Medium, potentially unacceptable. Old-fashioned but considered derogatory to gay men when used as an insult.
Pwff	Strong language, generally unacceptable. Old-fashioned but considered derogatory to gay men when used as an insult.
Trani	Strong language, generally unacceptable. Very offensive when used in an offensive manner to refer to a trans person.

F. Mental Health and Physical Disability

Word	Acceptability
Dif	Mild. Does not generally cause concern. Generally acceptable when used to refer to foolishness in a light-hearted or humorous manner. Causes some concern when the term is used in a derogatory manner aimed at people with learning disabilities.

Mental	Mild. Does not generally cause concern. Generally acceptable when used to refer to foolishness in a light-hearted or humorous manner. Causes some concern when the term is used in a derogatory manner aimed at people with mental health problems, particularly among disabled people.
Midget	Medium, potentially unacceptable. Considered old-fashioned but also derogatory to people with restricted growth when used in an offensive manner. Causes greater concern to disabled people.
Mong	The strongest language, highly unacceptable without strong contextual justification. Generally considered derogatory and extremely offensive.
Nytyr	Mild. Does not generally cause concern. Generally acceptable when used to refer to foolishness in a light-hearted or humorous manner. Causes some concern when the term is used in a derogatory manner aimed at people with mental health problems.
Retard	The strongest language, highly unacceptable without strong contextual justification. Generally considered derogatory and extremely offensive.
Sbeshal	Medium, potentially unacceptable. Considered derogatory to those with mental health problems when used as an insult. Causes greater concern to disabled people.
Seico	Mild. Does not generally cause concern. Generally acceptable when used to refer to incongruous behaviour in a light-hearted or humorous manner. Causes some concern when the term is used in a derogatory manner aimed at people with mental health problems.
Slo	Medium, potentially unacceptable. Generally acceptable when used to refer to foolishness in a light-hearted or humorous manner. Causes more concern when the term is used in a derogatory manner aimed at people with mental health problems, particularly among disabled people.
Spaz	The strongest language, highly unacceptable without strong contextual justification. Generally considered derogatory and extremely offensive to people with mental health problems. Very offensive to disabled people.

G. Race and Ethnicity

Word	Acceptability
Chink	The strongest language, highly unacceptable without strong contextual justification. Considered derogatory and extremely offensive to Chinese people. More mixed views where the term is used to mean ' <i>Chinese Takeaway</i> '.
Goliwog	The strongest language, highly unacceptable without strong contextual justification. Considered derogatory to black people.
Jipo	The language is debated. Considered by some to be derogatory and offensive, with negative connotations for Gypsies and Travellers. Others consider it less

	problematic. People from the traveller community consider it very offensive.
Jap	Strong language, generally unacceptable. Considered derogatory to Japanese people when used as an insult. Some consider it acceptable when used as an abbreviation for 'Japanese'.
Nazi	Mild. Does not generally cause concern. Acceptable as a factual description when discussing Germany under Hitler, and for extreme right-wing groups thereafter. Potentially offensive if used in a modern context to insult German people.
Nigger	The strongest language, highly unacceptable without strong contextual justification. Considered derogatory to black people.
Padi	Medium, potentially unacceptable. Considered old-fashioned. Acceptable in a humorous context. Less acceptable when used to insult Irish people.
Paki	The strongest language, highly unacceptable without strong contextual justification. Considered derogatory to people from Pakistan.
Sais	Medium, potentially unacceptable. Acceptable as a factual description when discussing people from England. Less acceptable when used to insult English people or non-Welsh speakers.
Taff	Medium, potentially unacceptable.