



Choosing Equivalents for Very *Bad* Words – 3 hours CIMCE

I. A Chip or more in One's Shoulder: 35 min.

- A. Four Letter Expletives
- B. Insult to Injury Terminology
- C. Gesture Insults

II. Racial Slurs and Hate Speech: 35 min.

- A. Ethnicity
- B. Religious Beliefs
- C. McLife-Styles

III. Sexual innuendo: Some of Shakespeare's courtly idioms: 10 min.

IV. A few bricks shy of a load: 35 min.

- A. Cerebrally Challenged
- B. Mad Hatter

52 Exercises: 40 min.

We talk about language taboos changing over time: from Samuel Johnson to John Hamilton to James Murray, to D.H. Lawrence, to learn how these bad words made their way into our language, even in courts of law, and find out what is the *best dynamic equivalent that would elicit the same response from listeners*.