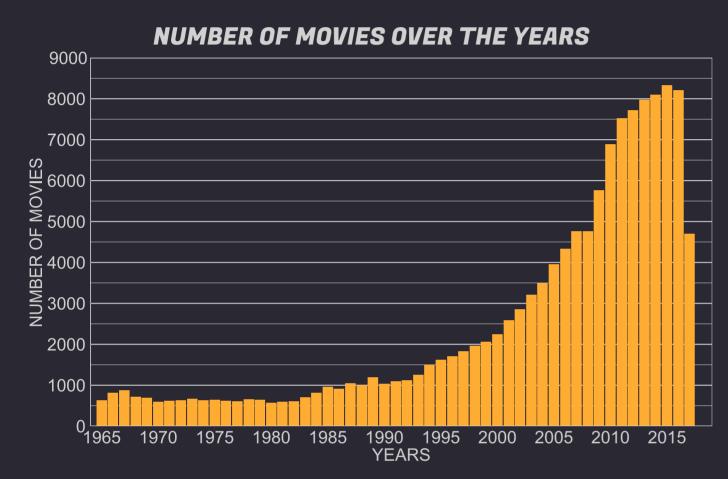
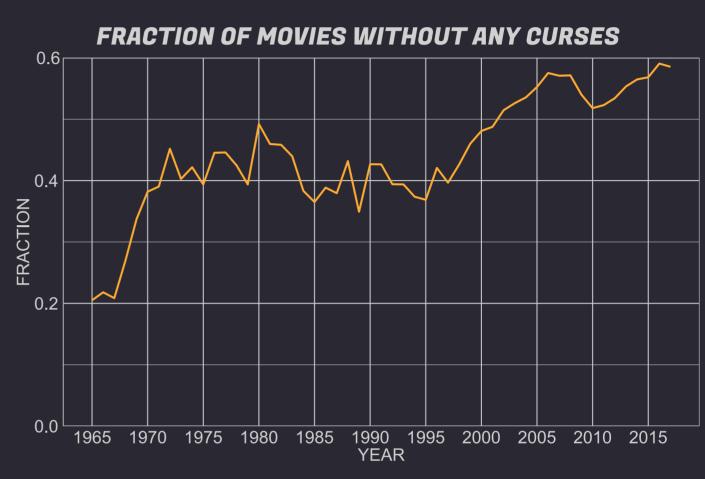
"PARDON MY FRENCH, BUT..."

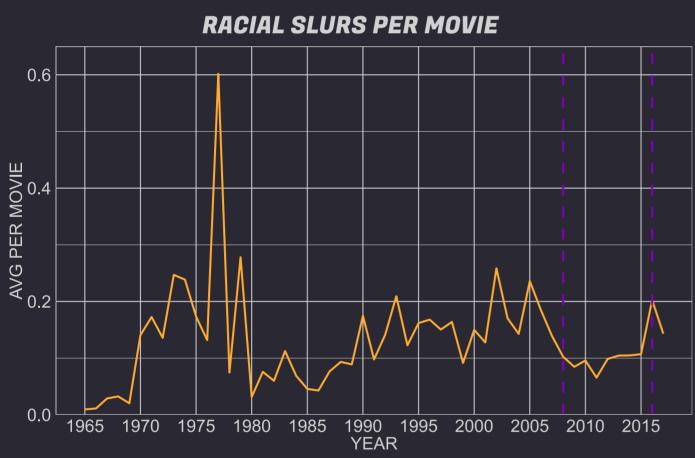
...MOVIE DIRECTORS DON'T CARE

WE ANALYZED THE USAGE OF COURSE WORDS OVER THE YEARS IN OVER 130000 MOVIES









5 SOFT CURSES 5 SOFT CURSES 2 2

HARD AND SOFT CURSES PER FILM

HARD CURSES

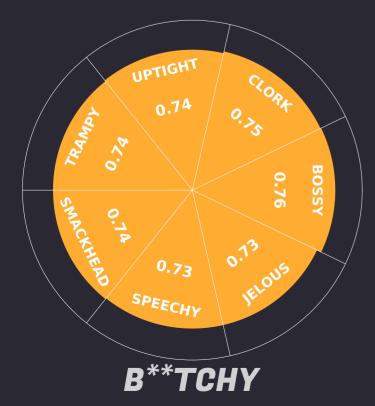
1975 1980

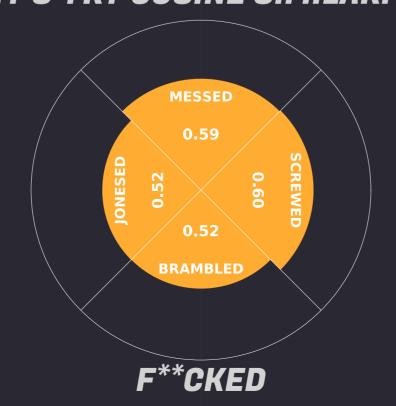
These two dotted, which in between there is a drop of racial slurs, lines mean respectively moment when Barack Obama won his first president election and moment when Donald Trump won a president election.

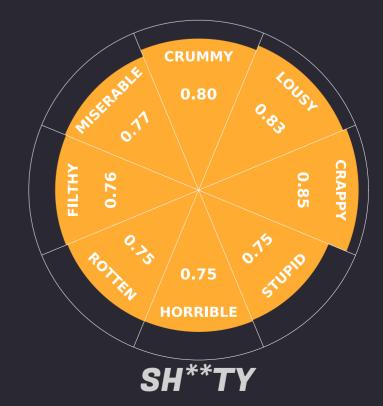
Hard curses are any f-word variations. Soft curses are any other. You can see all the curses in a word map on the top of the poster. The bigger the word, the more often it is used.

1985

IS THERE ANY WAY TO REPLACE THESE WORDS? LET'S TRY COSINE SIMILARITY







1990 1995 2000 2005 2010 2015

The idea is simple - the bigger the radius of a slice (or value inside the slice) the bigger the similarity to the curse word.