

= The F Word (South Park) =

" The F Word " is the twelfth episode of the thirteenth season of the American animated television series South Park . The 193rd overall episode of the series , it originally aired on Comedy Central in the United States on November 4 , 2009 . In the episode , the boys attempt to change the official definition of the word " fag " from an anti @-@ homosexual slur to a term describing loud and obnoxious Harley bikers .

The episode was written and directed by series co @-@ creator Trey Parker , and was rated TV @-@ MA L in the United States . " The F Word " argues language is ever @-@ changing and that taboo words only carry a stigma if society allows them to , and attempts to reclaim and disempower the word " fag " .

" The F Word " received generally mixed reviews , with commentators differing on the success behind the episode 's underlying message . According to Nielsen ratings , " The F Word " was seen by 1 @. @ 99 million households among viewers aged between 18 and 49 , making it the highest rated episode of the season , and surpassing the viewership of the NBC primetime comedy talk show , The Jay Leno Show .

= = Plot = =

Kyle , Cartman , Stan , and Kenny enjoy a nice day outside with the weather being warm until a large group of Harley riders disturb them . The residents of South Park are frustrated by a large group of Harley riders frequently making noise in town . The Harley riders eat lunch and talk about how nobody is paying attention to them , so one of the Harley riders comes up with a noise to get everyone 's attention . Before the Harley riders take off , Cartman confronts the bikers , describing them as insecure losers who ride loud motorcycles to draw attention to themselves . Cartman tells them their behavior makes them look like " fags " and , when other children begin referring to the bikers with the same slur , the bikers assume they are being insulted because they are not being loud enough . They believe that they should be louder because after all , children are around loud stuff today (such as the Xbox 360 and Surround sound system) . The motorcyclists equip their motorcycles with horns , sirens and various musical instruments . The boys devise a plan to rid the town of the bikers . However , once Butters reveals that he likes Harley motorcycles , he is not allowed to participate in the scheme . As the riders eat at a diner , Cartman defecates on the seats of their motorcycles while Kyle and Stan spray paint " FAGS GET OUT " on several buildings around town . The boys are pleased when the bikers temporarily leave town , but the graffiti alarms Big Gay Al and Mr. Slave because they interpret it as homophobia .

The boys readily admit to the spray painting , and explain to the city council that the word " fag " is not intended as an insult to homosexuals , and is being used only in reference to a contemptible person who rides a Harley motorcycle , or " an inconsiderate douchebag " , as Stan puts it . They call upon the council to formally recognize this new usage . Support from the town , including the local gay community , results in a town ordinance declaring a change in the word 's definition . This action leads to negative publicity from the rest of the nation , and further angers the displaced bikers who refuse to be labeled as " fags " (one rider even assaulted a news reporter for calling him fag to his face three times) . They look up the word in the dictionary and learn its definition has adapted over the years : it previously meant " an unpleasant old woman " and a bundle of sticks .

Upset by the national attention , Mayor McDaniels wants to resolve the situation , and the boys suggest getting the official dictionary definition updated . The town invites the English Dictionary Officiates , led by the head editor , former child actor Emmanuel Lewis , to review the proposal and consider making the definition change official . As the town celebrates the arrival of Lewis and the Officiates , the bikers suddenly crash the event and begin to riot . After inflicting damage to the town and scaring off the citizens , they corner the boys in an alley . The bikers demand they stop being called " fags " , but the boys refuse to do so , asserting their behavior further justifies the application of the term . Butters steps between them and comes to the defense of the riders by expressing his admiration for the Harley @-@ Davidson lifestyle . Confronted by gun @-@ wielding residents led

by Big Gay Al , the riders ultimately accept their new label , and Lewis (who was roughed up during the riot) is happy to declare the definition officially changed . The town rejoices and celebrates , and the episode cuts to an ending title card with an updated definition :

Fag (f?g) n .

- 1 . An extremely annoying , inconsiderate person most commonly associated with Harley riders .
- 2 . A loud and obnoxious person who owns or frequently rides a Harley .

= = Production = =

" The F Word " was written and directed by series co @-@ founder Trey Parker , and was rated TV @-@ MA L in the United States . It first aired on November 4 , 2009 in the United States on Comedy Central . The day after " The F Word " was originally broadcast , T @-@ shirts and hooded sweatshirts based on the episode were made available at South Park Studios , the official South Park website . It featured Butters standing in front of a motorcycle , standing above the word " bike @-@ curious ? "

= = Theme = =

" The F Word " advocates a philosophy that language is malleable and ever @-@ changing , and that the idea of taboo words are only assigned their stigma because society allows them to become so . The word " fag " is used casually and extremely frequently by the characters throughout the episode , and Comedy Central agreed not to censor the word . The characters use the word " fag " very frequently throughout the episode as an attempt to insult the Harley bikers .

Although LGBT activists acknowledged the noble intentions behind the episode , the Gay & Lesbian Alliance Against Defamation objected to " The F Word " , stating the episode still uses the word in a very derogatory context , even though it is directed against bikers instead of homosexuals . As a result , GLAAD said " The F Word " still reinforced the usage of the word " fag " as a means of insulting others , and could be unintentionally harmful to the gay community . GLAAD officials called it a " slur @-@ filled episode " and demanded an apology from South Park creators Trey Parker and Matt Stone . Comedy Central declined to respond to the comments .

= = Cultural references = =

" The F Word " makes prominent use of Harley @-@ Davidson , the largest motorcycle manufacturing company in the United States . Also featured in the episode is Emmanuel Lewis , a former child actor who is portrayed as the head editor of the dictionary . This is a reference to Webster 's Dictionary and Lewis ' most famous role , the title character in the sitcom , Webster . During one scene , a television reporter repeatedly refers to a Harley biker as a " fag " until he attacks the camera . This is a reference to an on @-@ air confrontation between NFL quarterback Jim Everett and sports talk show host Jim Rome , whom Everett attacked during a Talk2 interview .

In the scene where Emmanuel Lewis arrives at South Park , the music played by the orchestra is Pomp & Circumstance March No. 1 in D Major by Sir Edward Elgar

= = Reception = =

" The F Word " was the highest rated episode of the thirteenth season of South Park . The episode was seen by 1 @. @ 99 million households in the subgroup of adults between the ages of 18 and 49 . The episode earned a higher rating than that of The Jay Leno Show , a primetime late night talk show on NBC . Nevertheless , it was seen by fewer cable viewers than the FX drama series Sons of Anarchy (coincidentally , a show about a motorcycle club) , which drew 2 @. @ 32 million households ; the E ! reality show Keeping Up with the Kardashians , which drew 2 @. @ 19 million households ; and a television special about reality show star Kate Gosselin , which drew 2 @. @ 3 million households .

" The F Word " was considered particularly controversial , even by South Park standards due to the excessive use of the word " fag " . The episode received generally mixed reviews . Carlos Delgado of iF magazine said " The F Word " marks a return of South Park 's tradition of tackling sensitive social issues with intelligent and politically incorrect writing , which Delgado said had been lacking in recent episodes . Delgado said " The F Word " served as a reminder that society is always changing and that although the thoughts or intentions behind words are harmful , the word itself is not . Ramsey Isler of IGN compared " The F Word " to " With Apologies to Jesse Jackson " , an eleventh season episode that contained frequent use of the racial slur " nigger " . However , Isler said " The F Word " was not as skillfully crafted as the " Jesse Jackson " episode and , although some moments were entertaining , the episode " had a habit of running some gags into the ground " . James Hibberd , of The Live Feed , said he found the episode " well @-@ intended and funny " , and that it forced viewers to face a difficult issue and reexamine their beliefs about it . Hibberd wrote , " This is also , by the way , precisely what great art does " . Genevieve Koski of The A.V. Club said the word " fag " has not lost its associations with homosexuals , so she did not believe in the episode 's statements about the changing use of the word . Koski also called the episode " preachy " , and said , " It took too long to get going , seemed confused about what its point was , and , most egregiously , had very few laughs . "

= = Home release = =

" The F Word " , along with the thirteen other episodes from South Park 's thirteenth season , were released on a three @-@ disc DVD set and two @-@ disc Blu @-@ ray set in the United States on March 16 , 2010 . The sets included brief audio commentaries by Parker and Stone for each episode , a collection of deleted scenes , and a special mini @-@ feature Inside Xbox : A Behind @-@ the @-@ Scenes Tour of South Park Studios , which discussed the process behind animating the show with Inside Xbox host Major Nelson .