

**A COMPARATIVE ANALYSIS OF THE EXTENT OF VIOLENCE
IN *BEAVIS AND BUTTHEAD* AND *SOUTH PARK***

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ABSTRACT

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The study is a comparative content analysis of the cartoon movies *Beavis and Butthead Do America* and *South Park Conjoined Fetus Lady*. It compared the extent of violence in language and action in these two movies.

The objectives of the study are: to compare the extent of violence in language; and to compare the extent of violence in action in the movies *Beavis and Butthead* and *South Park*.

The researchers used the criteria of violence entitled "Language and Action Criteria at BBFC" (ccp.ucla.edu/webreport) to analyze the extent of violence in each movie. The levels of violence were either: very mild, mild, moderate, strong, and very strong. The criteria for language and action had different indicators identified as follows:

Language: **very mild**- damn, hell, god, son of a bitch, crap; **mild**- screw, ass, slut, Jesus, Christ, bitch, shit; **moderate**- pissed off, asshole, bastard; **strong**- fuck, sucks, butt; **very strong**- Motherfucker, god damn.

Action: **very mild**- indecent behavior, cruelty to animals, harmful to emotional development; **mild**- harmful to physical health, intimidation, indecent representation of children; **moderate**- discrimination, humiliation; **strong**- racism, violence towards women, sexual orientation, sadism; **very strong**- harmful to psychological development, morally bad behavior.

The content analysis table was used to discuss the extent of violence in language and action in the two movies.

Using the criteria in determining the extent of violence in language and action, the researchers found out that the movies *Beavis and Butthead* and *South Park* contain violent words and action. Based on the analysis, *Beavis and Butthead* was found to be more violent than *South Park* in terms of the number of times violent words were mentioned. However, the study revealed that *South Park Conjoined Fetus Lady* was more violent because it contained more strong violent words compared to *Beavis and Butthead Do America*.

The researchers would like to recommend that creators of cartoon movies lessen violence in the movies they produce. They should be aware of the effects of violence on the audience who watch violent movies especially children, which are the target audience of these kind of movies.

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