

# Amazon & Spivey defend the use of the c-word in one of the on-line retailer's adverts as being 'lighthearted and not offensive'

The Daily Mail



The C word is like any other word. Say it over and over again and it ceases to mean anything good or bad. That's because it is just that... A fucking word.

There are Kids being raped by our Royal Family and Politicians, day in day out and no one bats a fucking eyelid.

Everyday, thousands upon thousands of people up and down the country are losing their homes while contributing to the cost of our useless, self serving, nonce, politicians SECOND homes... Yet people are more interested in what's on TV.

Every time people make their children clean their teeth or get their babies vaccinated they are slowly murdering them...  
"Really? Well it never did my Johnny no harm".

Every year, millions of children die needlessly of starvation... Then again, no one cares, its not their problem.

But fuck me! Print the C word in an advert, and people are ready to lynch the company directors... The Nation has become nothing more than a pathetic bunch of warped minded Cunts.

Anyone who isn't offended by the word, go to this [website](#) and nominate all those you know who are.

- It said it was not likely to offend any particular group, such as women
- Advert featured on site which showed a christmas card for sale
- It said 'You're a c\*\*\*. Sorry, I meant to say "Merry Christmas".'
- Company behind it used BBC documentary about word in its defence

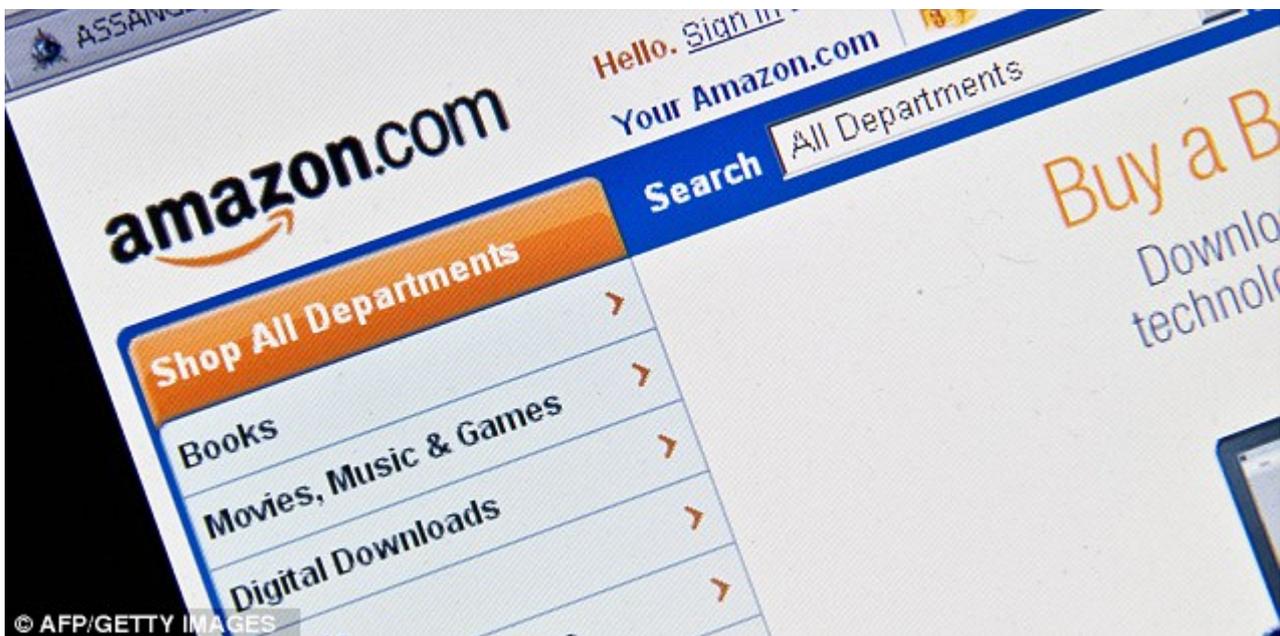
By [AMANDA WILLIAMS](#)

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Amazon has caused outrage by defending the use of the c-word by a retailer on its website as 'light-hearted' and inoffensive.

The internet retail giant argued the word – widely regarded as the most offensive of all swearwords – was not likely to offend any particular group, such as women.

The Advertising Standards Authority banned the internet advert for a Christmas card which featured the text: 'You're a c\*\*\*. Sorry, I meant to say "Merry Christmas".'



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The ASA said it was banning the ad under harm and offence rules in the advertising code, and on the grounds that it was likely to cause serious or widespread offence.

Defending its use, Amazon wrote to the ASA claiming it should not have been banned because 'the card was not offensive, aggressive or lewd in its message. It was meant as a bit of light-hearted, irreverent fun', the Guardian reports.

It added that the card did not target any particular group, and was not likely to cause offence to any particular race, religion, gender, sexual orientation, disability or age.

The company behind the card, Smellyourmum.com, used a BBC documentary devoted to the word and its derivation as part of its defence.



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It argued that as The History of the C-Word, broadcast on BBC3 in 2007, used the word repeatedly and reached a larger audience than its adverts, it was acceptable for the company to use it in its advertising.

It also said it had added ‘Merry Christmas’ as a ‘positive qualifier’.

Nicola Mendelsohn, chairman of advertising agency Karmarama, told the Guardian she was stunned at Amazon’s attitude, as it is one of the most ‘vulgar, dreadful words.’

In its submission to the ASA Amazon said that just because a ‘small minority’ find the word offensive the product should not be banned from being made available for sale the public.

It also asked whether the ASA should be ruling on the card at all, as it was a product not an advert.

The ASA said that the product listing was an advertisement and therefore it was ‘entirely appropriate’ for it to be investigating the complaint.

Read

more: <http://www.dailymail.co.uk/sciencetech/article-2300492/A-mazon-defends-using-c-word-lighthearted-offensive.html#ixzz20u6huFs5>

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