

Winter 12-1-2017

#buckfyu

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Myself

Logan, Utah

01 December 2017

#BuckFYU

E-Lore

POINT OF DISCOVERY/Informant

My name is Zachary Grant Bess, I'm a student with a Dual Major in English Teaching and History Teaching. I'm in the military, as well as a student, and currently serve in the USUSA as the Senator for CHaSS here at USU. I was raised in Southern Utah. I am a frequent user of social media and have had twitter for 7 years or more, besides Snapchat, Facebook, Instagram etc. (as well as the defunct, Myspace, Bebo, Hi5, Google+, etc.) I follow internet culture as a participant quite often. I'm also in the circles of which USU Athletics are talked about online.

Context

I've seen this hashtag #BuckFYU used at least since my freshman year, 2011-2012, but with some looking around the earliest usage is 2009 that I was able to find. It is used both by Utah State Aggie Fans, as well as University of Utah Utes Fans. This is because of a shared mutual distain both student groups feel towards their Private religious rival. That rivalry, is founded much upon a perceived uppity and self-righteousness of BYU, whether actual or not. The use of the hashtag is short and simple and used for trash talk, particularly right before the user's institution is going to face off against BYU (i.e. before Utah State v. BYU Men's Basketball etc.)

Buck FYU, the separated phrase, is a play on the more vulgar real term "Fuck BYU." They letter-swap is not unique to these rivalries, and is used against Michigan [Muck Fichigan] and also against Washington Huskies [Huck the Fuskies] and likely others.

It was used as recently as the December 2nd 2017 basketball game online, and is regularly recirculated by rival teams. More recently it is sometimes used by other teams, before BYU games, even though the rivalries are much smaller.

Online, it is sometimes used a stand-alone tweet," #buckfyu" or added to the end of a long post about the game, the rivalry, or

anything pertaining to the event. It sometimes exists outside of the hashtag, simply "Buck FYU" used in a sentence or context.

Text

[My Personal Usage of it recently]



Grants the Wrapper of gifts @ZGrantBess · Dec 1

If this video doesn't give you straight chills. You aren't prepared for this weekend. Come out. show up. #beatbyu #goaggies #buckfyu #wherethesagebrushgrows

Utah State University (USU) vs. BYU Basketball 11/...
Utah State University vs. Brigham Young University Men's Basketball game time lapse and "I Believe That We Will Win" cheer.
youtube.com

[A Ute Fan's Instagram Post, used in conjunction with making fun of Max Hall, a Former BYU Quarterback who went into Rehab for Cocaine Use, something that would have got him kicked out of BYU]



Follow
Utah Utes Tailgating Lot

_801 Busted! Stay Classy BYU! 🙄🙄🙄
#cocaine #maxhall #stayclassy #byusucks
#goutes #uofu #utah #utes #utahutes #rivalry
#holywar #football #tailgating #tailgate
#halloween #costume #likes
801 #buckfyu #rivalryweek

31 likes
OCTOBER 25, 2014
Add a comment...

[General usage on Twitter]

Jeremy follows

 **Kaci** · 30 Sep 2011
What was that byu?? 80 YARD TOUCHDOWN!! #AGGIELIFE #buckfyu

   

 **Mike** · 23 Sep 2011
I want to rip the BYU hat off the kid sitting behind me! #buckfyu #AggieLife #AggieFootball #transferifuwant

 1  1  

FSL at Utah State and 1 other follow

 **Donner** · 17 Sep 2011
Wow byu needs to put in the other goalie. 12-2 with a period to play. #BuckFYU #usuhockey

   

 **Braden** · 17 Sep 2011
Hope the #Utes destroy #BYU in the #holywar tonight! #BuckFYU

   

 **Jorge** · 15 Sep 2011
Why do I hate byu so much? #buckfyu

   

Utah McDonald's and 2 others follow

 **Jason** · 5 Jan 2011
Classy! RT @theupsetblog @rebelfan1_ #BuckFYU #UNLVMBB

   

 **Jacob** · 5 Jan 2011
U-N-L-V Go Fight Win! #BuckFYU #UNLVMBB

   

[Former USU Basketball User, at the time a Professional BB player, wishing his former teammates good luck against BYU]

Char Char Binks liked

 **Spencer Butterfield** @sbutterfield_21 · 2 Dec 2014
Goodluck to my boys tonight against BYU 🏀 @BigSeanHarris @VeekoNomaaea @JalenMoore14 @dcol713 @_ChrisCrosss #BuckFYU #stallionz

  5  30 

Texture

The general usage of the hashtag is done both humorously, and with some jest, much like other athletic-rival sentiments. It takes on a special usage here in Utah because "Fuck BYU" is vulgar, and many of the fans, on both sides of the rivalries, are religious and avoid the word "Fuck." Thus, "Buck FYU" is a cleaner way of expressing the exact same sentiment. In most ways this phrase is used like any other athletic rivalry material, however, it is particularly effective against BYU as they find it offensive (compared to U of Washington for example.)

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Utah State University

Introduction to Folklore/English 2210

Dr. Lynne S. McNeil

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