

CHAPTER I

INTRODUCTION

This chapter presents an overview of the research entitled “*An Analysis of Men’s and Women’s Language Features and Communication Style Dimensions in the Podcast ‘Andrew Tate And Chian Do Not Get Along | Grilling S2 Ep 7.’*” It introduces the main issues of the study and provides the foundation for the research.

This chapter consists of several sections. The first section, Background of the Research, explains the context of the study, particularly the relationship between language, gender, and communication style, as well as the relevance of the selected podcast as the source of data. The second section, Research Questions, presents the questions that guide the investigation. The third section, Research Objective, describes the objectives formulated based on those research questions.

The fourth section, Research Significance, explains the expected academic and practical contributions of the study. The fifth section, Definition of Key Terms, clarifies the important concepts used in the research to ensure a clear understanding of the discussion. Finally, Organization of Writing provides an overview of the structure and content of each chapter in this thesis.

Overall, this chapter establishes the foundation of the research and provides readers with a clear understanding of the topic, direction, scope, and organization of the study.

1.1 Background of the Research

In recent years, digital communication has significantly expanded the ways people express opinions, exchange information, and interact with others. Social media platforms and digital audio media, including podcasts, provide spaces where

speakers can discuss social, cultural, and personal issues with broad audiences. Unlike highly structured forms of communication, podcast conversations may contain spontaneous responses, disagreements, explanations, and personal expressions that reveal how speakers construct their messages during interaction. This characteristic makes podcasts relevant sources for examining language use beyond isolated words or grammatical structures. Recent research has demonstrated that podcast interviews can provide rich spoken data for analyzing language styles, communicative functions, and the relationship between language and social context (Dewi et al., 2025). Therefore, podcasts provide an appropriate contemporary setting for investigating how speakers use language and communication styles in naturally occurring spoken interaction.

The selected episode is particularly relevant because the conversation between Andrew Tate and Chian involves contrasting perspectives and frequent interaction between the two speakers. Rather than presenting a formal interview in which participants simply provide information, the episode contains disagreement, questioning, responses, evaluations, and attempts to defend particular viewpoints. Such interaction provides opportunities to observe how linguistic features are used in relation to different communicative purposes. It also allows the researcher to examine whether the speakers' linguistic choices correspond with particular communication style dimensions. Therefore, the episode offers a suitable source of data for investigating both gender-linked language features and communication styles within the same conversational context. By examining the two speakers within one interaction, this study can compare their linguistic choices while maintaining the same general communicative setting.

The phenomenon of contrasting communication styles has become increasingly relevant in contemporary society. Differences in language use between men and women continue to receive attention because language is not only a means of conveying information but also a reflection of social identity, cultural values, and gender expectations. This phenomenon raises questions about whether these

differences are influenced by gender and how they are manifested through linguistic features and communication styles in natural conversations.

The phenomenon described above demonstrates that gender differences in communication remain relevant in contemporary digital interactions. Such differences can be observed not only through linguistic features but also through the communication styles employed by speakers during spontaneous conversations. Therefore, podcasts provide an appropriate context for investigating how gender influences language use in modern society.

Communication style refers to the way speakers organize, express, and deliver messages during interaction. In gender and language research, communication style is useful for examining not only the linguistic forms speakers use but also how those forms function in interaction. Recent research suggests that communication patterns associated with men and women should be interpreted in relation to conversational context, communicative goals, and interactional roles rather than treated as fixed gender characteristics (Plug et al., 2020). In the present study, communication style is examined through Mulac's four-dimensional model, which consists of direct versus indirect, succinct versus elaborate, personal versus contextual, and instrumental versus affective dimensions. These dimensions provide a systematic way to examine how speakers present information, express their positions, relate their utterances to themselves or the surrounding context, and pursue interpersonal or task-oriented purposes. Therefore, analyzing these dimensions alongside gender-linked language features can provide a more comprehensive understanding of how Andrew Tate and Chian construct their communication styles during the podcast interaction.

The development of digital media has provided new contexts for examining language and communication in contemporary society. One of these contexts is podcasting, which allows speakers to engage in extended conversations involving opinions, arguments, personal experiences, and responses to other participants. The relatively spontaneous nature of podcast conversations makes this medium useful

for examining linguistic choices and communication styles as they occur in interaction. Recent studies have demonstrated that podcasts can provide valuable spoken data for analyzing language styles, communicative functions, and interpersonal interaction (Dewi et al., 2025). This study focuses on the podcast episode “Andrew Tate And Chian Do Not Get Along | Grilling S2 Ep 7,” which features Andrew Tate and Chian in a conversation characterized by disagreement and contrasting viewpoints. The interaction between the two speakers provides a relevant context for examining gender-related language features and communication style dimensions because their utterances contain different ways of expressing opinions, responding to arguments, and managing interaction.

Gender and language have become important areas of sociolinguistic research because language use can reflect social identities, interactional roles, and cultural expectations. However, differences between men’s and women’s language should not be understood as fixed or universal characteristics. Recent research indicates that gender-related differences in language use may vary according to conversational settings, communicative goals, and social contexts (Plug et al., 2020). Similarly, contemporary research on digital communication has found that men and women may share several linguistic features rather than consistently using completely different forms of language (Agata & Saifullah, 2022). These findings suggest that gender can influence language use while still interacting with other social and contextual factors. Therefore, examining gendered language requires attention not only to the linguistic features produced by speakers but also to the communicative context in which those features occur..

Language use can be examined through specific linguistic features that become observable in speakers’ utterances. In studies of language and gender, these features are useful for identifying recurring linguistic patterns associated with male and female speakers in particular communicative contexts. Recent research has shown that gender-related linguistic features can appear in both traditional and digital forms of communication, although their distribution may differ according to context and interactional purpose (Agata & Saifullah, 2022). Therefore, the analysis

of gendered language requires systematic identification of linguistic features rather than relying only on general assumptions about how men and women communicate. In the present study, gender-related language features are analyzed using the Gender-Linked Language Effect framework developed by Mulac, Bradac, and Gibbons (2001), which identifies linguistic features associated with women's and men's speech. This framework provides the basis for examining the language features produced by Andrew Tate and Chian in the selected podcast interaction.

Language features refer to recurring linguistic patterns that can be identified in speakers' utterances and examined in relation to particular social and communicative contexts. In the study of language and gender, these features provide observable evidence for examining how male and female speakers may differ in their linguistic choices. Rather than assuming that all men or women use language in the same way, the identification of specific features allows researchers to examine patterns that emerge within a particular interaction. Mulac, Bradac, and Gibbons' (2001) Gender-Linked Language Effect provides a framework for identifying language features associated with women's and men's speech. The framework includes ten women's language features, namely intensive adverbials, references to emotion, hedges, sentence-initial adverbials, uncertainty verbs, I references, judgmental adjectives, dependent clauses, oppositions, and questions, as well as six men's language features, namely references to quantity, judgmental adjectives, elliptical sentences, directives, locatives, and I references. These categories provide the analytical basis for identifying and comparing the language features produced by Chian and Andrew Tate in the selected podcast interaction.

Gender and language have long been subjects of research in the field of linguistics, focusing on various topics such as social media, novels, films, and more. Recent developments in digital communication have created new forms of language use that can be analyzed from a sociolinguistic perspective. Gender remains one of the important factors influencing linguistic choices in online communication (Agata & Saifullah, 2022). Along with the advancement of time, technology has also progressed rapidly, evident in innovations in the tech field. Language phenomena

can now be studied through digital media, both visual and audio. One such form of digital audio media is podcasts. A podcast is a digital file released periodically and often downloaded via web syndication. In recent years, podcasts have become one of the most popular forms of digital media, providing spaces for public discussion, interviews, and the exchange of ideas. Their growing popularity has also made podcasts valuable sources for academic research. Recent studies also indicate that podcasts have become an increasingly valuable source for linguistic and sociolinguistic research because they provide authentic, spontaneous, and interactive conversations. Unlike scripted media, podcast interactions allow researchers to observe natural language production, communication strategies, and identity construction in real conversational settings.

As a result, podcasts have become one of the most relevant digital media for investigating gendered language use and communication styles (Rizkita et al., 1945). According to Brottman (2005), popular culture should not be regarded merely as entertainment because it reflects the values, experiences, and communication practices shared by society. Therefore, products of popular culture can serve as meaningful objects of scholarly analysis. (*No Title*, n.d.). The growing popularity of podcasts has encouraged many linguists to investigate podcasts as authentic sources of spoken discourse. Because podcast conversations are generally unscripted and interactive, they provide opportunities to analyze language features, conversational strategies, identity construction, and communication styles in contemporary digital communication. (Dewi & Werdistira, 2025). Jones, Chik, and Hafner (2015) explain that digital discourse reflects not only linguistic behavior but also social identities, cultural practices, and patterns of interaction shaped by technological platforms. Consequently, online media such as podcasts provide valuable data for discourse and sociolinguistic research (Jones et al., 2015). Paltridge (2021) emphasizes that discourse analysis examines language beyond individual sentences by considering the relationship between speakers, context, and communicative purposes. Through discourse analysis, researchers can identify how

speakers construct meaning, negotiate identities, and achieve interactional goals during conversation. (Paltridge, 2021)

Within the many available topics, listeners can choose according to their interests, ranging from politics, comedy, economics, entertainment, mystery, technology, and more. Conversations in podcasts feature a variety of figures, including celebrities, experts, commentators, comedians, and people with diverse backgrounds, making them engaging to listen to. Wardhaugh (2006:16) further explains, "Gender is also something we cannot avoid; it is part of the way in which societies are ordered around us, with each society doing that ordering differently." Gender is an inseparable part of the social structure in society.

Andrew Tate is a former world kickboxing champion, entrepreneur, and social media influencer known for his controversial views on masculinity, relationships, and life. Born on December 1, 1986, Tate first gained attention as an athlete, winning world championships in kickboxing across several categories. After retiring from sports, he transitioned into various businesses, including online ventures and investments, and built a significant presence on social media platforms like Twitter and Instagram. Tate is known for sharing content that often sparks debates and criticism. Many view him as a figure who defends conservative views on gender roles, masculinity, and personal success, while others criticize him for his perceived misogynistic and provocative stance. Despite being controversial, Tate's influence in the digital world is undeniable, with millions of followers who look up to his advice and viewpoints.

In addition, Andrew Tate is also known for his training program called "Hustler's University," where he teaches his followers how to achieve financial success and personal freedom by applying the principles he advocates. However, while many admire him, his provocative behavior and statements have made him a highly polarizing figure in the modern world.

Chian is an individual known for appearing as a guest on the Do Not Get Along podcast, a show famous for hosting intense debates between its speakers,

including Andrew Tate. In the episode, Chian gained attention for his perspectives that sharply contrasted with Tate's views. Chian is recognized as someone with more progressive and critical views on social issues, particularly those related to gender, social roles, and masculinity. During the podcast, Chian firmly opposed many of Tate's controversial opinions, especially those regarding attitudes toward women and the values of masculinity, which are often seen as conservative and discriminatory. Although not widely known, Chian's presence on the podcast opened the door for a more moderate perspective, frequently at odds with mainstream viewpoints. Chian's appearance on Do Not Get Along captured the attention of many listeners, sparking lively debates about the importance of diverse perspectives and how differences in opinion can lead to deeper and more constructive discussions. His contribution to the podcast became a symbol for those seeking to voice more inclusive and progressive views on contemporary social issues.

this analysis is extended by applying Mulac's (2001) four-dimensional communication style model, which includes: direct vs. indirect, succinct vs. elaborate, personal vs. contextual, and instrumental vs. affective. The direct vs. indirect dimension refers to whether messages are conveyed explicitly or implicitly. *"The direct style expresses opinions and intentions explicitly, while the indirect style conveys messages through implication."* (Mulac, 2001); succinct vs. elaborate relates to whether communication is brief and to the point or detailed and wordy. *"The elaborate style of communication is often found in high-context cultures, where the listener is expected to read between the lines, while the succinct style is more common in low-context cultures where messages are delivered directly and explicitly."* (Mulac, 2001); personal vs. contextual highlights whether communication focuses on personal experience or adjusts to social norms and contexts. *"Personal style emphasizes subjective involvement, while contextual style stresses social roles and situational constraints."* (Mulac, 2001); while instrumental vs. affective indicates whether communication is oriented toward achieving tasks or maintaining social and emotional relationships. *"Instrumental*

communication is task-oriented; affective communication focuses on feelings and social relationships.” (Mulac, 2001). Using this model, the research aims to identify and analyze the linguistic features and communication style dimensions employed by both speakers in the podcast conversation. This approach is expected to offer deeper insights into the dynamics of gendered communication in modern media interactions that are spontaneous and performative. It enables the uncovering of communicative intentions and social identity constructions reflected in each speaker’s language style.

The contrast in how these two individuals communicate offers a valuable opportunity to analyze both gendered language features and communication style dimensions. While Andrew Tate often uses a dominant and direct communication style, Chian tends to be more reflective, expressive, and contextual. Their interaction also provides insight into how gender and communication style interact in a high-stakes conversational setting.

In this context, the study aims to analyze (1) the language features used by male and female speakers, and (2) the communication style dimensions they display. This will contribute to a deeper understanding of how gender and style influence spoken discourse in modern digital platforms.

Previous studies have examined gender-related language features across different communicative contexts and media. Nugraha et al. (2022) investigated gender-based linguistic differentiation in the podcast *Conan O’Brien Needs A Friend* using Mulac’s Gender-Linked Language Effect framework and also considered intercultural factors. Suciati et al. (2022) analyzed the language features used by male and female English Language Education students in a WhatsApp group using Lakoff’s framework, while Juanda and Simatupang (2023) examined women’s language features in *Turning Red* (2022). These studies demonstrate that gender-related language features have been examined in podcasts, digital communication, and films, but they differ in their theoretical frameworks, data sources, and analytical focuses. However, there remains an opportunity to further

examine how gender-linked language features are related to broader communication style dimensions within the same spoken interaction.

The present study addresses this gap by examining not only the gender-linked language features used by Andrew Tate and Chian Reynolds but also the communication style dimensions reflected through those features. Specifically, the study applies Mulac's four-dimensional communication style model, consisting of direct versus indirect, succinct versus elaborate, personal versus contextual, and instrumental versus affective communication styles. This approach allows the study to examine how linguistic features function as part of broader communicative patterns rather than treating each feature as an isolated linguistic form. The selected podcast provides a relevant conversational context because Andrew Tate and Chian Reynolds frequently express disagreement, respond to opposing viewpoints, and negotiate their positions during the interaction. Therefore, this study contributes to previous research by integrating the analysis of gender-linked language features with communication style dimensions in a contemporary podcast interaction.

1.2 Research Questions

Based on the research background above, the researcher intends to the differences of language that used by men and women. The problem formulated into the question as follow:

1. What language features do men and women use on the podcast *Stand Out TV's YouTube account entitled "Andrew Tate And Chian Do Not Get Along | Grilling S2 Ep 7"*?
2. What communication style dimensions, based on Mulac's four-dimensional model, are used in the podcast conversation?

1.3 Research Objective

Related to the questions above, the following is a research objective are to answer the differences of language that used by men and women, so the researcher give raise as many two research objectives:

1. To analyze What language features do men and women use on *Podcast Stand Out TV's YouTube account entitled Andrew Tate And Chian Do Not Get Along | Grilling S2 Ep 7?*
2. To identify and analyze the communication style dimensions, using Mulac's model in the podcast conversation.

1.4 Research Significance

This study is expected to make a significant contribution to enriching the understanding of linguistic studies, particularly sociolinguistics, which focuses on the differences in language used by men and women. By examining the communication style dimensions based on Mulac's model within the context of the podcast conversation *Andrew Tate And Chian Do Not Get Along | Grilling S2 Ep 7*, this research aims to open new insights into how gender influences language use and communication styles in spontaneous and interactive digital media. The findings of this study are expected to serve as an empirical resource for researchers, communication practitioners, and readers interested in the topics of language and gender, as well as contribute to the development of theoretical perspectives related to gender communication and style dimensions. Academically, this study also plays a role in enriching theoretical discussions about gendered communication and communication style dimensions, as well as providing a foundation for further research related to communication in the digital media era.

1.5 Definition of Key Terms

a. Language Features

Specific linguistic characteristics or elements in communication that are used to indicate differences in gender or communication styles. These features can reflect tendencies or patterns of language use that vary between men and women speakers, such as the use of certain adjectives, sentence structures, or emotions. (Mulac, Bradac, & Gibbons, 2001).

b. Gender

Socially constructed roles, behaviors, and characteristics that a society considers appropriate for men and women. Gender roles and expectations influence how individuals use language and communicate in various contexts. Gender in this study refers to the communication styles often attributed to men and women based on their social roles and cultural norms. (Adam & Wabang, 2020; Eckert & Ginnet, 2003).

c. Communication Style Dimensions

Patterns or tendencies in how individuals convey messages, such as being direct or indirect, succinct or elaborate, personal or contextual, and instrumental or affective (Mulac, 2001).

d. Podcast

A digital audio or video file series distributed over the internet for downloading to a computer or portable media player. In this study, podcasts are used as a medium for analyzing gender-based language features and intercultural influences. Podcasts often feature conversations on various topics, including gender, culture, and communication. (Fadilah et al., 2017)

e. Men and Women Language Features

Linguistic traits that are commonly associated with men or women speakers. For instance, men may use more direct, judgmental language, while women may use more hedges, references to emotions, and intensive adverbs. These features reflect different communication styles and social roles assigned to each gender. (Mulac et al., 2001; Holmes, 2013)

1.6 Delimitations of the Research

This study aims to offer a thorough analysis, but it's important to acknowledge certain inherent limitations to clearly define its scope and the extent to which its findings can be generalized. These limitations include:

- a. Focus on Verbal Interaction: This research exclusively examines verbal language features, drawing from verbatim transcriptions of the chosen podcast

episode. While non-verbal cues (like facial expressions or gestures) and prosodic elements (such as intonation or speech rate) are vital to human communication and meaning, they are not the primary subject of this analysis. Consequently, the study might not fully capture all the communicative nuances present in the original audio-visual format.

b. Specificity of the Study Object: The research uses only one specific podcast episode, "Andrew Tate And Chian Do Not Get Along | Grilling S2 Ep 7." While this episode was chosen for its rich interaction between individuals with contrasting views and cultural backgrounds, the observed communication styles might be unique to these specific speakers within this particular debate or media format.

c. Limited Generalizability of Findings: As a qualitative, in-depth case study of a single instance, the main objective is to provide a rich and detailed understanding of gendered language and communication style dimensions within this specific context. Therefore, the findings cannot be directly applied or considered representative of all men and women communication patterns, or all communication style dimensions. The conclusions drawn will be contextual and primarily offer insights rather than universal statistical generalizations.

d. Performativity in Public Media Communication: Public figures like Andrew Tate and Chian, appearing on platforms such as YouTube podcasts, often present a specific persona or employ strategic communication styles for their audience. Andrew Tate, in particular, is known for his controversial views and strong public image. Thus, the observed language features could be deliberate choices aligned with these personas or intended to provoke reactions, rather than solely reflecting their "natural" gendered or cultural communication styles.

e. Subjectivity of Qualitative Interpretation: The data analysis in this research involves in-depth qualitative interpretation and thematic coding, which inherently relies on the researcher's analytical perspective when identifying, classifying, and interpreting language features and communication dimensions. While a rigorous

methodology will be used to ensure the trustworthiness of the findings, qualitative interpretation is inherently contextual. This means the research findings offer rich insights and understandings based on the researcher's interpretation, rather than universally verifiable truths

