CHAPTER 1

INTRODUCTION

This introduction chapter presents background of research, statement of problem, research objectives, research significance, and definition of key terms.

1.1 Background of the Study

Lately, various video shows can be accessed easily on several social media platforms such as YouTube, Facebook, Instagram, and others. One of them is the talk show video. Various topics are also provided in the talk show starting from education, career, hobbies, achievements, or even topics about daily life for someone who is invited to come to the event and then tell about their daily life what is called a guest star.

Each talk show contains different language styles because each person who is invited as a guest star has different characteristics and habits. Besides, a talk show usually takes a topic to be discussed. In addition, the topics discussed on the talk show also influence how the language style is used by the guest stars or the guiding hosts.

Language phenomena that occur on social media in the form of videos, especially talk shows, are one of the learning methods related to language style. A talk show is a broadcast television program or social media which involves the audience to be interactive in it (Ilie, 2006). From this explanation what will be discussed in a talk show can be directly connected to the audience present at the venue, because it is not uncommon for an audience to want to ask questions

related to the topic being discussed start with the television talk show until the improving tools by technology which can be accessed easier.

Television talk shows are a product of the twentieth century. This is very topical, that is, it raises one or more different topics in each show. This was created to disseminate information and messages sent by someone so that it can be enjoyed by the public (Timberg, 2003). At that time, the dissemination of information became increasingly widespread with the existence of television. Many people can get various positive things from various forms of broadcasts on television. With television, there are many benefits that can be obtained, such as someone who is interested in goods or food shown on television as advertisements and breaks from program to program. Besides, someone can use entertainment programs on television as a reliever after working in the office all day. In fact, many people can get accurate information from interestingly packaged news on television. This was a good technological development for its time, considering that in the beginning, video broadcasts only came from certain people or agencies and showed them to the public on a big screen on certain days or moments. With the existence of televisions whose prices can be reached by many people, many people can enjoy all kinds of entertainment on television in their own homes

However, changes and developments in technology have made television talk shows experience several developments. One way is by broadcasting talk shows on online media called social media such as YouTube, Instagram and so on. So that talk shows and several other television shows can be enjoyed more

widely with more flexible time and equipment capacity to carry everywhere through telephone handheld and the like.

Social media and public video have grown faster, a video channel not only guided by a host and invite someone to be a guest star to talk to the public about daily live, achievement, and others. A video channel tries to introduce their account to the public by summarizing and re-broadcasting their achievements during the period they founded the channel. In it, there is not only one host and one guest star but consists of several resource persons who then show the video no longer as a talk show video but as a discussion video and casual chat about the channel they have worked on so far by using several language styles. Like the research object used by researcher who show a video with a larger quantity of people in one broadcast because the topic of discussion taken is to review and retell the events or activities that have been experienced by each person in the video which is none other than the entire crew of the channel. In this way, the development of ideas and ideas in videos broadcast on social media, one of which is YouTube, becomes a new variation for viewers so that they not only enjoy topic after topic that is currently hotly discussed in society, but also get to know more about the crew who work on the channel and witness events. events that occur behind the scenes during the shooting process or making a video that is shown to the public.

Language style or language variation is one way how someone chooses to communicate in that way. Holmes (1994: 123–223) states that one type of language variation is language style. Language style is one of the important aspects that a person needs to understand and able to communicate according to the context that occurs when a person is speaking. Language style is caused by several factors. From this, it is formed how a person speaks and communicates according to the context that occurs when speaking. According to Joos in Jamil & Nasrum (2018), spoken or written language styles can be categorized into 5 forms including; "frozen," "formal," "consultative," "casual," and "intimate". Besides, Holmes (1994: 9) stated that those are four components which support the language style used by people, those are: participant, setting, topic and function.

One of the important components which should be paid attention in analyzing the language style is the participant on that video. The participant is someone who involved in the topic of the video including the function of the topic. Merrison and Griffths (2006:287) explained that the participant can be analyzed by some elements including user age, gender, profession, class, level of education, nation/region of origin, ethnicity, religion, disability, personality.

From the explanation above, the researcher analyzed the specific language style including casual and intimate style due to a relaxed atmosphere inside the video and a specific factor that influence the participant on the video to speak according to their gender. Besides, the researcher classified the gender factor that influence the participant on the video which claimed from Lakoff's theory

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(R. T. Lakoff, 2004) including the characteristics of men and woman on talking including the use of question tag, hedges, politeness, men's speaking patterns, and some others characteristics which will be explain on the discussions chapter.

In the end, the researcher decided to use the theory by Joos (1967) regarding the types of language styles mentioned in the previous paragraph and chose the video from VICE News channel entitled "Three Years of VICE News Tonight" due to some reasons including the youth appeal, alternative and edgy reporting also a global coverage. Besides, this channel has won some awards including Peabody Awards, Rory Peck Awards and News & Documentary Emmy Awards. The video consists of some crews which have been a team on that channel including three woman and three men. From the video, the participants are talking about the improvement of their channel, the process they have passed before, and some memorable event during the working time together. In addition, the researcher also laid down several previous findings related to similar research topics that showed different thing from some sides of the research;

The first research was conducted by Ahmad et al., (2020) with a research entitled *"Five Language Style Analysis of The Host in The Tonight Show Talk Show: A Sociolinguistics Analysis".* This research aims to analyze the use of language style on "The tonight show starring Jimmy Fallon" in that YouTube channel. The study aims to categorize and interpret the data based on Joo's theory of language style and to provide a meaningful reference for further

researchers and English lecturers. In this research, it was explained that each individual or group can choose the language style they will use to communicate in order to show the character and goals of the speaker by paying attention to aspects that comply with certain language style criteria. By choosing a language style according to the conditions and factors that influence it, it can produce appropriate and sustainable conversations in accordance with the hopes and expectations of each individual or a particular group. The study uses a qualitative method to investigate the meaning, concept, definition, character, symbol, and description of language style in the talk show.

The second research was conducted by Firda (2020) with a research entitled *"Language Style Used by Musicians in The Tonight Show Starring Jimmy Fallon"*. This study aims to examine the musicians who were invited to the event. This study also uses Joos' theory to categorize the types of language styles used by these musicians. In the analysis, the researcher was able to produce data on the language styles used by the musicians which was used as an object as one of the main results in the research which makes the current researcher able to use it as an example in the analysis process of appropriate and organized data writing methods by paying attention to updates. as the latest research and develops from this research. The method used by the researcher is a qualitative method by understanding, interpreting, and incorporating previous theories to support his research.

The third research was conducted by Putra et al., (2019) with a research entitled *"The Analysis Of Speech Style Used By Ellen Degeneres In Ellen Talk*

Show". This study aims to classify the style of language used by Ellen DeGeneres as the host of the talk show. This research is quite different from the two previous studies which were used as references for previous research by researcher. In this research, the main object is a host from a YouTube channel. The comparison and analyze is a little more extensive because there needs to be a comparison from one video to another. However, this research can be more focused and understandable because it only analyzes one person's language style in interacting with the guest stars they invite. The theory used is the theory of Joos which describes several causes of using language style in someone.

Several previous studies have similarities with what researcher is currently doing, namely by using the sociolinguistic approach proposed by Joos. The disconnection of this study and the previous studies are, this study aims to further specify the object used, in which the researcher will analyze the gender factor specifically to strengthen the characteristics of the participant's use of language as one of the element from language style's factor that is participant role on language style as a more focused and specific development and analysis, it is hoped that this research will be able to produce research that is more explicit and focuses on small parts of the language style factors used by participants but still fulfills the rules of language style that have been expressed by The scientist who is the main theoretical basis for this research is Joo's theory related to types of language style and various derivatives regarding the factors that influence language style, especially on the VICE News video entitled "Three Years of VICE News Tonight" as a field note of the channel.

1.2 Statement of Problem

Several phenomena that occur in language styles are one of the main bases for formulating this problem. Several signs that a person has in language are in line with the theories put forward by scientists so that several types of language styles are formed which depend on several aspects such as participant, topic, setting and function. Apart from that, the differences in language styles between women and men is an issue that needs to be analyzed in this research. So that we can find out the factors causing these differences.

From the background and some problems in the research above, the researcher concludes that there are two questions that will become the main focus on this research, as follows:

1. What types of language style are used by the participant based on characteristics of gender in *VICE News* Channel entitled *Three Years of VICE News Tonight*?

2. What are the characteristics of gender used by the participant in *VICE News* Channel entitled *Three Years of VICE News Tonight?*

1.3 Research Objectives

Based on the formulation of the research question above, the researcher is intended:

1. To find out types of language style used by the participant in *VICE News* Channel entitled *Three Years of VICE News Tonight*. The researcher only

focuses on the common language style including formal, casual, and intimate due to the casual talk show video which done by the participant.

2. To analyze the gender factors that influence the language style used by participant in *VICE News* Channel entitled *Three Years of VICE News Tonight*. On this part, the researcher focuses on three factors which claimed from Lakoff's theory on his book entitled "Language and Woman's Place" including the characteristics of men and woman on talking.

1.4 Research Significance

The study brings theoretical and practical significance. Theoretically, this research used Joos' theory about the language style which as a new contribution for all parties who interest to the research develop by sociolinguistics especially on language style. This research also expected to be able to add insight to readers related to language style and how the gender factors mentioned can influence someone's use of language style from many aspects of people such a characteristic of the men and women also the among of talk from the participant.

Practically, this research is expected to become a reading material related to language styles and the factors that influence them which can be passed on as knowledge about language styles in everyday life. Thus, the reader can find out what style of language is used when in a certain context.

1.5 Definition of Key Terms

Variation of Language is a variety of languages which can then be analyzed and explored more deeply through a particular object or variable

Language Style is the way a person chooses to communicate. Researchers say that one part of language variation is language style.

Gender is male or female. In a social context, gender is a difference in how men and women socialize and speak.

Gender Characteristics can be defined as a set of behaviors and habits related to the existence of men and women. This depends on the cultural and time conditions of a society.

Talk Show is a program that is picked up by the media and invites famous guest stars or a group of people to discuss certain topics.

Participant is someone who takes action or participates in something.