

Chapter 1. Introduction

This chapter will describe the background of the study, the problem of the study, the focus of this study, the objective of the study, the significances of the study and the previous study that related to the types of language style.

Background

Talk show is one of the discussion forms that used to talk about some interesting topics. Moreover, talk show becomes a place for some people to share their experience, which has a purpose to inspire the others through their experience. That is why people who become a guest in a talk show has to be selected first, which is an expert, a famous people or an inspiring people.

Furthermore, in order to make a talk show will not look monotone; the guests that will be invited have to be changed in each episode so that the audience will not get bored in watching it. In this case, the host in a talk show will invite a various guest such as someone from a business field, an entertainment field, a politician field or may be from an education field. This is because from this entire different guest we can see a different topic, a different experience or idea also a different style of language. As we know that, a politician is recognized with his or her high attitude in using language.

Moreover, it is usually the entertainers use a comfortable language, or they think that it can entertain the audience. For example, they prefer to use a dialect from one of the countries or may be using a language that they created (Jaksel language). Meanwhile, someone from a business field usually looks more confident when they speak. The utterances that they use contain a certainty meaning and avoid a doubted meaning.

Other more, a different style in speaking, it can be seen from people in education field. This is because they used a language that contains motivation words, which can inspire people to reach their goals in life through studying and working. Even though, in this case some of them prefer to use a formal language and the others use a casual language in speaking. Therefore, that becomes their language style when they are talking to others. That is a phenomenon shows to us that how language becomes someone's characteristics.

As we know, people interact with others and do daily activities by using a language. That is why the role of language among people is very crucial. That is because of they need a language by involve using sounds, gestures and signals that have patterns and meanings. Language plays a crucial role and a vital role in human life and also has many advantages of many various aspects of human life (Sapir, 1921). In the same way, Schwarz-Friesel (2015 p.164) stated that language could articulate someone inner feelings by referring to emotional states explicitly or implicitly. It means that, people enables to communicate their emotions to other people through language. Both statements inform that language is an important part in human life, which can be seen from how the language used in society.

Furthermore, according to Bybee (2010 p. 6) language is one of the most systematic and complex forms of human behavior. It showed that language is one of the most powerful emblems of social behavior. In the normal transfer of information through language, we use language to send oral social messages about who we are, where we come from, and whom we associate with. It is often shocking to realize how extensively we may judge a person's background, character, and intentions based on simply upon the person's language, dialect, or in some instances, even the choice of a single word and it shows how the language's role in society.

There are a lot of variations of a language that people used in their environment. That is way the people needs to select a language that being suitable with the situation when they are talking, to whom they are speaking to, also how close their relation with the hearers. By the existence of these factors, the people may convey their message in different ways or in different language varieties, which people called as language style.

According to Meyerhoff (2006), language style can describe the personality, mindset, condition of human. It is known that the condition of human can create human's language style. Meanwhile, Salzman (1998) stated that the way of individuals speak varies does not only according to their original and social dialects but also according to the context. Therefore, people who express themselves in a particular situation referring to their style.

Basically, people should use a different language style in doing conversation; it depends to whom they are talking with. For example, if they talk to a child they must use a language that is easier to understand for them, which is not an academic words or a rough words. In contrast, if they talk to an older person or they talk in a professional situation, they have to use a formal language or an academic words. Furthermore, when someone needs to offer or explain about something that they know, they have to pay attention with their language. This is because the language that they used shows their norm indirectly and it makes other people interest about what they are offering.

In the same way, some people use only one style of language, but they use more than one style of language nowadays. They aware about the importance of learning language by changing the way they use the language itself. Therefore, the researcher wants to do research around language style, because of that phenomenon of language development.

Nowadays, language style phenomenon can be seen everywhere, in the environment or in the social media such as a talk show. Moreover, a talk show can be watched on

television or on YouTube. According to Alwasilah (1993) (as cited in Astika, 2018) language style is not only used for communication, but also for the other goals. It means that some people use language style to reach and achieve an intention. Besides of that, the one who mostly uses the language for achieve an intention is hosts in a talkshow because they need to get the attention and interest of his or her audience. It shows that surely somebody will choose the suitable style to make the communication runs smoothly when interacting with others.

Based on the explanation above, the researcher interests in carrying out the topic, language style, since every person does not always speak in the same style. Hence, the researcher chooses Jimmy Fallon in his talk show namely *The Tonight Show Starring Jimmy Fallon* on YouTube as the object in this research. *The Tonight Show Starring Jimmy Fallon* is known as the American talk show. Besides, the researcher chooses this talk show because the host has a polite style in speaking to his guest. It can be seen from the rating of the talk show. “Tonight Show” becomes one of the most watched also has a good review from the viewers in the broadcasting (Bierbaum, 2020). In fact, because of the good review from the viewers, then the talk show has been adapted in one of the TV stations in Indonesia. That becomes the reason why *The Tonight Show* talk show is selected.

Furthermore, the guests come from different races and different background of culture, which have different styles when they speak. According to Bell and Johnson (1997) the basic definition of language style is the speaker does not always use the same style of speaking on all occasions. In the same way, the different language styles of a guest in a talk show will be influencing to the host, which the host has to adjust their language in order to make the conversation runs well. In addition, this is what the researcher sees in *The Tonight Show Starring Jimmy Fallon*, particularly in Jimmy Fallon as the host.

Based on that, the researcher wants to conduct this research in order to find out the phenomenon of language style, which related to the theory from Joos (1967). Refers to the explanation in page three, in this era people use more than one style of language when they speak in order to make the conversation runs well. Hence, based on the talk show that already chose, the researcher wants to see the types of language style that the object use while speaking to his guest. Besides, Jimmy Fallon is known as the one of the famous host in the USA. This is because he is also an American Comedian so that he can make the conversation not look monotonous.

Regarding this, the researcher interests to analyze the host's types of language style in the talk show video. Therefore, that makes the topic important to be analyzed further. In this case, the researcher chooses one question. The question will explain about the types of language style that Jimmy Fallon used while talking to his guest in the talk show. That is because the guest in his talk show is a different person that has a different culture in every episode, so that the host has to use a different style when talking to them.

The researcher chooses this question as the research question because the objective of this research is to find out the types of language style that the object used. Therefore, this question can help the researcher in finding the answer of this research.

Research question

Based on the description of background above, the research question can be formulated as follows:

‘What are the types of language style used by Jimmy Fallon in his talk show *The Tonight Show Starring Jimmy Fallon* based on Joos (1967) theory?’

The Focus of this study

This research discusses about the types of language style used by Jimmy Fallon in his talk show namely *The Tonight Show Starring Jimmy Fallon* on YouTube based on Joos's (1967) theory . Therefore, the focus of this study is the general use types of language style, such as formal, casual, consultative, frozen and intimate. The objects of this study are consisting of five videos on YouTube, which have a different guest from a different episode. Refer to the explanation in the Introduction, people in the talk show is not the same in every episode. Hence, the researcher chooses the guest based on different profession. By choosing the guest from different profession, it helps the researcher to know is the object will use different styles in speaking or not.

Moreover, because the data will take from five videos, so that the researcher will explain the finding in chapter four based on the date the video was uploaded on YouTube. In the first video, the researcher explained the data; where the guest is the politician guest that is Barack Obama uploaded on 10th of June 2016. Thus, the second video is the kid's guest that is Evan and Jillian uploaded on fourth of January 2017. The third video is the guest who is not a native speaker that is BTS uploaded on 25th of September 2018. The fourth video is the singer guest that is Madonna uploaded on 20th of June 2019. In addition, the fifth video is the comedian that is Eddie Murphy uploaded on 21th of December 2019.

The researcher limits this study based on the quest, because from a different guest, so the researcher can easily differentiate the types of language style that the host used. As we know, the comedian, singer, politician, kids and not a native speaker have a different style when they speak and it will influence to the host in choosing what type of language style that will they use during talk in the talk show. Meanwhile, the researcher chooses some of the

videos above because the researcher needs a video that has a subtitle or script in order to make easier in collecting the data.

Other more, the researcher used Joos's (1967) theory to analyze the types of language style that appear in the video. Joos (1967) theory is selected because the researcher can comprehend the explanation well; His theory assists the researcher to analyze the data easier. In addition, it becomes the reason why Joos's (1967) theory is applied as the main theory of this study.

Objective of the study

Regarding to the research question, the purpose and main goal of this study is to investigate the types of language style used by Jimmy Fallon in his talk show based on the Joos's (1967) theory.

Significances of the study

Based on the research findings, it can enrich the information of knowledge and insight about language style, particularly for the researcher itself, further researcher, and for the English lecturers who will be interested in choosing this focus on their study.

Researcher.

The findings of this research will useful to researcher because by the existence of the problem in this research, the researcher will get a new knowledge by reading more references to answer the problems in this research.

Further researcher.

In the linguistic field, it is necessary to develop the language style study through research and development. Especially for the further researchers who are interesting in the same field, that

is about language style. Before observing the language style, it is necessary to have an insight of the language style phenomenon that might happen around us. Therefore, the result of this research can be a reference for the further researchers that may refer to in conducting their research, if it is the same focus on their study.

English lecturers.

As we know that language style is one of linguistic materials that might have to be developed on higher Education. Therefore, the result of this study has a meaningful reference that might be referred to by the higher educators in building up their linguistic material. Indeed, based on the same theory, which being use the other illustration or other language corpus. The result of research, it can be a reference of building further studies, concerning to this research focus; such as the language style phenomenon in a talk show.

It can be stated that the result of this research is useful for the other researchers in the future, because we do not deny that a language is dynamic, which being always developed in the future condition, that is way a language has to be observed and researched continuously. If the language educated people do not learn, study, and research about the language development, it might lose a useful information, concerning to language society development or anthropological field. In fact, there is a lot of language style phenomena happened; that can strengthening the Joos (1967) theory itself.

Previous Study

In this previous study, the researcher found a research that was related with this research focus; which being conducted by Haqqo (2016). The title of her research is '*Language Style in the Jakarta Post Advertisements*'. In her research, she used language style theory proposed by Joos (1967) to investigate the language style used in a *Jakarta Post Advertisements* (JPA).

She stated that advertisement is a form of written communication that develops with the advance of technology, whether in oral or written ways. Moreover, the language of advertisement is compact and persuasive; it is different from the other language uses in everyday life. In the same way, the reason why she chose *Jakarta Post Advertisements (JPA)*, because of JPA is a printed media that can be long life, and everyone can see it anytime. Therefore, she conducted the research because she would like to know how the advertisements influence the readers with a language style.

Furthermore, the researcher got other research that had a similar question proposed by Haqqo in her research (2016). However, it is different object; namely, the object of this research is an American movie. This research is written by Rahardian (2016); which its title is '*An Analysis of Language Style in "FURY" Movie*'. In his research, he stated that the condition of human can created humans' language style; such as when someone has normal condition, it will be different from casual condition. That is happened in movie and novel if we see in a language style perspective. Moreover, he chose a movie entitled "Fury" as his thesis object, as symbolizing an American-British war movie. He is interested in that movie because during the war, there are many language styles appeared and used in their conversation. Besides, he applied Joos's (1967) theory to investigate the types of language style that occurred in "Fury" Movie.

Based the two previous study are strengthening the researcher inspiration to observe deeply this research focus '*Language Style*' in the other condition or object. This research has some similarities with the two previous studies above. For instance, the theory that is selected to analyze the data that is Joos's (1967) theory also the research question that is chosen. However, the object of this research is different, which the researcher chooses talk show as the object. The researcher takes the two previous studies above with their different object in order to compare it with the object that the researcher chose in this study. In Haqqo (2016),

she chose JPA as her object. Meanwhile, Rahardian (2016) chose movie as his research object. On the other hand, the researcher does not choose newspaper as the object because that is a written form, which the sentence is already created well planned. Moreover, movie is not chosen because the scriptwriter already determines the utterances that the casts will say. Indeed, some of the casts just read the outline then they will improvise it. However, it is still on scriptwriter circle.

Therefore, the researcher chooses talk show because the conversation in a talk show is more real or obvious rather than in a movie. Perhaps, the topic that will be discussed is already decided. However, the host has responsibility to develop the topic itself by using his or her skill in speaking. Hence, the researcher want to see the language style phenomena in a talk show because the utterances occur in a talk show is including a direct utterance.

The researcher believes linguists will interest the object of this research. This is because it is a new object of language research, even though other researchers with different object have done this focus. Moreover, this research will strongly relate to language use or sociolinguistic case.

The object of this research intended is the host in *The Tonight Show talkshow* that is Jimmy Fallon. The researcher chooses talk show because people in a talk show do not speak the same in every episode, which they speak to a different person so that they have to change their style while they speak and it is so interesting. In the same way, the researcher knows there is a theory about language style from Joos (1967) and he classifying it into five types. Therefore, the researcher interests to analyze the types of language style with a title *An Analysis of Language Style Used by Jimmy Fallon in The Tonight Show Starring Jimmy Fallon* talk show.