LANGUAGE STYLE USED BY TAYLOR SWIFT IN JIMMY KIMMEL LIVE

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Abstract

This study examines the sort of language style and dominant language style employed by Taylor Swift on Jimmy Kimmel Live, as well as the language function, which is the aim of Taylor Swift's utterances on that show. The study was conducted using a descriptive qualitative approach. The writer obtained the data from the Jimmy Kimmel Live talk show on YouTube and transcribed it into a text document. The analysis is based on Martin Joos' notion of language style, which includes frozen style, formal style, consultative style, informal style, and intimate style. In addition, Jakobson's theory is applied to the analysis of language functions, including referential, directional, expressive, phatic, poetic, and metalinguistic functions. This study demonstrates that Taylor Swift utilized three language styles: formal style with three utterances, consultative style with five utterances, and informal style with 19 utterances. Therefore, it can be inferred that Taylor Swift's predominant style is the casual style. In addition, the author identified four distinct functions of language: referential function, directive function, expressive function, and phatic function.

Keywords: *Jimmy Kimmel Live, Language Function, Language Style, Taylor Swift.*

INTRODUCTION

Communication is crucial to human life. As the primary means of communication, language plays a key role. According to Holmes (2013), language is a medium of communication since everyone uses it to speak with one another; consequently, it is indispensable. Language enables us to communicate feelings, beliefs, and ideas, as well as receive and transmit vital daily information. Language style is one of the linguistic variants that exist in every language. Style refers to the selection of words and phrases employed by a speaker on particular circumstances. Style, according to Anggraini & Sudiran (2014), is the manner of speech and language variation used to convey meaning in social interaction. Nobody speaks identically, and they employ a broad variety of terminology and styles for various roles and reasons (Wardaugh, 2006). The speaker employs the linguistic style in formal and informal settings. As it is a formal environment, the President will employ a formal tone when delivering a speech on a significant occasion. The interaction between the speakers also had an effect on the employed style. When speakers are familiar with one another, they utilize more casual and relaxed communication styles.

On the other hand, when the speakers barely know each other, they will use a formal tone. The same is true when we first meet someone or converse with older individuals; formality demonstrates our regard and professionalism. In addition, Martin Joos in Coupland (2007: 10) defines speech style as the type of language employed by the speaker, which is defined by the level of formality and dictated by the degree of familiarity between the speakers. Joos divides language style into five categories: Frozen, Formal, Consultative, Casual, and Intimate. Each level specifies the proper linguistic style for a specific situation.

Anggraini & Sudiran (2014) conducted a study of language style to analyze the language style employed by Barack and Michelle Obama as guests on the Oprah Winfrey show. They determined that Barack and Michelle Obama employed three distinct styles of speaking. These are the styles Casual, Consultative, and Formal. In addition, the outcome indicates that Barrack and Michelle Obama employed a more relaxed style in the show. In addition, Nurjahannah (2014) did a study assessing the linguistic style employed by the season 21 Tonight Show with Jay Leno guests. She discovered that the linguistic style employed on The Tonight Show with Jay Leno is both formal and informal, with the informal style being the more prevalent. In addition, the utterances of the speaker serve four purposes: expressive, directive, metalinguistic, and referential.

Everyone uses a variety of linguistic styles in various contexts. The speaker's choice of linguistic style is evident when they talk. One of the best venues to examine someone's language style is on a talk show. A talk show is a typically televised or radio-broadcast program where celebrities are invited as guests and engage in topics or are questioned. Jimmy Kimmel hosts one of America's most popular late-night talk shows, Jimmy Kimmel Live. Since January 2003, the program has been broadcast on the ABC Network out of Los Angeles, California.In talk shows, there are many different kinds of language styles used by the guests to express their idea, feeling, and thought, and the functions of their utterances in using different language styles. The writer chose this program as the object because it is one of the best 30 talk shows of all time in America.

Therefore, the writer is interested in analyzing the language style that Taylor Swift uses as a guest on Jimmy Kimmel Live. Taylor Swift is a talented and famous singer, songwriter, and celebrity. She has received tons of awards for her music. However, besides all the fame and awards, Taylor Swift is known as a down-to-earth and kind-hearted person. She

has become an idol and an icon for the young generation. Her well-being and talent make a place in everyone's heart. Based on the background, several questions are addressed as follows:

1. What kind of language style was used by Taylor Swift on Jimmy Kimmel Live?

2. What is the dominant language style used by Taylor Swift on Jimmy Kimmel Live?

3. What is the language function of Taylor Swift's utterance on Jimmy Kimmel Live?

Based on the question above, the objectives of this study are:

1. To know the types of language style used by Taylor Swift on Jimmy Kimmel Live.

2. To discover the dominant language style used by Taylor Swift on Jimmy Kimmel Live

3. To identify the language function of Taylor Swift's utterances on Jimmy Kimmel Live.

Sociolinguistics

Humans are social and expressional beings. We use language to communicate and express ourselves. As a social being, others' presence is crucial, so we live in a community and society. Language and society are inseparable. The study of language and society is sociolinguistics. According to Wardaugh (2006), sociolinguistics is 'the study of language concerning society. Therefore, sociolinguistics aims to understand the relationship between language and society to better understand how language works in communication.

Moreover, (Holmes 2013) declared that Sociolinguistics analysis the relationship between language and society to elucidate why people speak differently in different social contexts. Furthermore, to identify the social function of language, how language is used to convey messages, and how language provides people with the means to create aspects of their social identity. As humans, having an identity helps us differentiate one another; language plays a significant role in creating and showing our identity. People's language is not the same even when they share and use the same mother tongue. The differences are called language variations in sociolinguistics. There is a wide range of language variety in community and society that people used based on the context and circumstances. The variety includes different dialects, different linguistic styles, and even different languages. Many things

influenced the variation, such as age, gender, social class, ethnicity, religion, and other social aspects.

Language Style

People are unique, and every aspect of our lives is different. Everyone is living their life in their way, they respond and do anything differently. The differences are what make something our style. Style includes many things, one of which is the way we speak. In Sociolinguistics, one of the variations of language is style. Style refers to how people express themselves in a particular setting. For example, when an employee talks to his/her boss at the office, she/he will use a formal style. On the other hand, when employees ask their friends to have lunch, they will use an informal and casual style. Martin Joos in Coupland, (2007) differentiates style into five categories which are based on the level of familiarity between the speakers:

1. Frozen style

    Frozen style, also known as oratorical style, is the most formal communicative style used in formal and essential occasions and settings. Besides, the word choices have been prepared before since it is used to address people in public or on an occasion where there are many audiences such as weddings, funerals, ceremonies, and other respectful situations.

2. Formal style

    The formal language style is used in formal occasions, but the speech is not as well-formed as in the frozen style. It is used in formal situations and uses formal language. Moreover, this kind of language style is commonly used between strangers or people they do not know well. The formal style characteristics are that the sentences are rather long, and there are no abbreviations, colloquialisms, or slang.

3. Consultative style

    The consultative style is used in semi-formal communications, and there is an interaction between the speaker and the listener. The speaker does not prepare her/his speech in consultative style, and the sentences are relatively short. This style is the

most commonly used in everyday conversation since the listener's feedback and participation are expected.

4. Casual style

      Casual style is also known as informal style. This style is used when a speaker talks with people they know well, such as friends, colleagues, and sometimes family. Casual style is used in casual conversation with our friends in a relaxed setting. When this type of language style is used, sentences are usually short, and people do not really pay attention to grammar and often use slang or jargon.

5. Intimate style

      Intimate style is used by people with close relationships such as couples, very close friends, and family. The word choices describe intimacy, such as "darling, baby, and honey."

Language Function

      The function of language as the primary tool of communication is to help speakers convey their idea and information to the listeners to receive and understand them. Roman Jakobson in Coupland (2007) differentiate the function of language into six functions. They are referential function, directive function, expressive function, phatic or social function, poetic function, and metalinguistic function.

1. The referential function is the function of language to provide information Holmes (2013). The referential function is used to talk or describe something, refer to things or people, and be related to context and referent.

2. The directive function is the language function that influences the behavior or attitudes of others. This function is commonly found in commands and requests when the speaker expects the listener to do something.

3. The expressive function is the function of language that helps the speaker to express their feelings and attitude. This function conveys the speaker's expression, whether it is positive (I feel good) or negative (I'm exhausted)

4. The phatic function is to express solidarity and empathy with others Holmes (2013). The aim of the phatic function is for the sake of interaction, communication, and keeping social relationships.

5. The poetic function focuses on aesthetic features of language Holmes (2013). This function is commonly used to enrich the speaker or the writer's ideas and utterances.

6. The metalinguistic function is when the language is used to describe and discuss language itself. This function deals with the code of language and is therefore used when communicating things related to the codes used to speak or write.

METHODOLOGY

In this study, the researchers uses the descriptive qualitative method because the data is in the form of words and analyzed descriptively. Ary et al., (2012) defined qualitative research as a research method based on fieldwork methods such as interviews, observation, and document analysis. Therefore, this type of research design deals with data in the form of words or pictures rather than numbers.. The researchers only analyzes the language style and function Taylor Swift uses as a guest on Jimmy Kimmel Live talk show. Moreover, the data source and instrument are from Taylor Swift's dialogue produced in Jimmy Kimmel Live talk show.

The data are collected based on the following steps:

1. Searching for the video of Taylor Swift as the guest on Jimmy Kimmel Live!
2. Transcribing the utterances from the video.
3. Validating the transcript by assigning the expert to check the accuracy of the transcribed utterances.

After all the data are collected, the next step is to analyze the data. In this study, the writer uses a qualitative research method to analyze a dialogue document from the video of Jimmy Kimmel Live talk show with Taylor Swift as the guest. In analyzing the data, the researcher uses Martin Joos' theory about five types of language style; Frozen style, Formal style, Consultative style, Casual style, and intimate style, to identify each utterance in the transcript to find out the type of language style used by Taylor Swift in Jimmy Kimmel Live. Then the researchers uses Jakobson's theory about the function of language, referential, directive, expressive, phatic, poetic, and metalinguistic functions to identify the language

function of Taylor Swift's utterances on Jimmy Kimmel Live. Finally, the reserachers lists all the types of language style and language function and concludes based on all the findings.

FINDINGS AND DISCUSSION

Based on the background and the research question, three questions will be discussed. To answer the question, the researcher analyzed the data based on the theory of Martin Joos about five types of language and Jakobson's theory about six types of language functions that have been explained in the previous section.

Table 1: Language style and function in Taylor Swift's Utterances on Jimmy Kimmel Live

NO	Data	Type of Language Style	Type of language Function
1.	Hi	Casual	Phatic
2.	Thank you so much	Formal	Expressive
3.	**.., so** there was a lot of drink, water, drink, drink water **so** …	Casual	Referential
4.	**…add them up what do you get?** 31.	Consultative	Referential
5.	**It's** all that 31 is to me	Casual	Expressive
6.	I know you know what Thank You for reminding me. I'm good, they're open late, I think.	Formal	Expressive
7.	… dropping clues and hints and **easter eggs**, and **it's** very annoying um ... but **it's** fun for fans and **it's** fun for me …	Casual	Referential
8.	Yes, yes **that's** what happened. [Laughter]	Casual	Referential

9.	…, we remembered to **take it off** all the mock-ups of the album covers …	Casual	Referential
10.	Excuse me, **I'm** so tired. **I'm** so exhausted, **I've** tired myself out, I have nothing left [laughter]	Casual.	Expressive
11.	That, that, **that's** what all the walls are going to be made of. **I'm** building a whole new home just that on every wall [laughter]	Casual	Referential
12.	Wow. You know what, **I'm** really glad I **didn't** talk to you before.	Casual	Expressive
13.	Yeah, we actually like it. **It's** weird **it's** almost like we like music.	Casual	Expressive
14.	Well, that's happened to me too but it's kind of like, you know **if the shoe fits, wear it.** I don't know, like I don't like being asked to do cartwheels at a party because I can't do a cartwheel.	Casual	Referential
15.	Is this a bit?	Consultative	Referential
16.	Is it real? [laughter]	Consultative	Referential
17.	It's terrible, it feels awful	Consultative	Expressive
18.	No, it's important [laughter]	Consultative	Expressive
19.	**We'll** talk about this some other time	Casual	Directive

	because we both have the same shame. [laughter]		
20.	**Yeah**, he's a great example for people all over.	Casual	Phatic
21.	… Disney Plus to create ah … **sort of** a way to not only explain how …	Casual	Referential
22.	**I think** that we should start that rumor. I think it's a pretty good one. Yeah, [giggle] it was amazing because we wrote this song called Coney Island and I had **kind of, I kind of** written the second verse …	Casual	Referential
23.	He did [laughter]	Casual	Referential
24.	You **gotta** ask him, because it's really more his story than mine.	Casual	Directive
25.	It's just been that kind of year, **you know** [laughter]	Casual	Referential
26.	**Aah,** that's the nicest compliment anyone has given to me	Casual	Expressive
27.	Thank you so much.	Formal	Expressive

The Language Style Used by Taylor Swift on Jimmy Kimmel Live.

In Anggraini and Sudiran's study (2017), they figure out that there is no frozen and intimate style. They argued that Frozen style makes the talk show boring and intimate style inappropriate since there are many people in the talk show. The findings are similar to the

current study; from the table of analysis above, the researcher found only three types of language styles used by Taylor Swift in the talk show; Formal style, Consultative style, and Casual style.

1. Formal Style

    Formal style is commonly used in formal situations, and therefore, the speaker uses formal language.

    Datum 2, 6, and 27

    These utterances were the response of Taylor Swift to Jimmy Kimmel when he said 'Happy Birthday to her when he told her to go to Baskin-Robbin, and before the talk show ended. Taylor Swift said 'Thank You', which is considered a formal greeting rather than 'Thank', which is the shortened version of 'Thank you' and used as informal greeting.

2. Consultative style

    This style is the most commonly used in the everyday conversation since the listener's feedback and participation are expected. There are five utterances of Taylor Swift, which are considered consultative style.

    Datum no 4. Taylor Swift invited the audience to participate in her speech in this utterance. Therefore, she needs audience feedback.

    Datum 15 and 16. The utterances occurred when Jimmy Kimmel talked about taking a cartwheel lesson. By saying this, she expected an answer from Jimmy Kimmel about his seriousness in taking that lesson.

    Datum 17 and 18. These utterances are consultative style because she gave feedback and participated when Jimmy Kimmel talked about cartwheels.

3. Casual style

    Casual style is used in casual conversation with our friends in a relaxed setting. This style is frequently used to share information. 19 utterances are casual style. In using casual style, Taylor Swift used some characteristics of casual style, such as the use of contraction, slang, idiom, vague language, and phrasal verb.

    She used some informal language, and the setting is relaxed. Therefore, it is considered a casual style. On **Datum 1** and **Datum 20,** she used *Hi* and *yeah* which are the informal form of "Hello" and "Yes". Another informal language found on

Datum **25** and **Datum 26**, she used informal language such as *yeah, you know,* and *aah.* In addition, Taylor Swift's utterance is shortened on Datum **23** *He did.*

Another characteristic of casual style is the use of contraction and vague language. Taylor Swift used large quantities of contraction. On Datum **5, 8, 10, 11, 12, 13, 19,** and **24** the researcher found out contractions such as, *it's, that's, I'm, I've, don't, didn't, gotta,* and *we'll.* The vague language found on Datum **3, 21,** and **22**. They are *so, sort of, and kind of*. Moreover, the researcher found phrasal verbs, an idiom, and slang that make Taylor Swift's utterance considered casual style**. Datum 7, 9**, and **22** show five different types of phrasal verbs as *come up with, pick up, mock-up, take off,* and *drifted off.* A Slang *easter eggs* is also found in the same datum, **Datum 7,** while the use of idiom found on Datum **14,** *if the shoe fits, wear it.*

According to research findings, the utterances used by Taylor Swift used on the Jimmy Kimmel Live talk show were predominantly informal. The informal attire was chosen to create a warm and relaxed environment. It was acceptable to use a casual tone in a casual setting. In other instances, formal and consultative styles were also given. In order for the audience to comprehend the show's plot, the host used a formal tone and proper grammar when discussing the show's subject at the beginning of the program. Following that, a consultative tone entered their dialogue. The guest utilized a consultative approach because the discussion focused on outcomes and did not pre-plan their responses. However, the frozen style did not appear in the dialogue since the talk show environment was inappropriate for this style. Only in extremely formal contexts such as official ceremonial, religious rite, or national constitution was Frozen used. According to the study's findings, the author hypothesized that the use of speech style by Taylor Swift on the the Jimmy Kimmel Live talk show benefited them in making the dialogue lively, not awkward, preventing misunderstanding, and providing a joke to delight the audience.

The Dominant Language Style Used by Taylor Swift on Jimmy Kimmel Live

After analyzing the data, Taylor Swift used three language styles; Formal style, Consultative style, and Casual style on Jimmy Kimmel Live talk show. The researcher then sums up the three different language styles to discover the dominant language style that Taylor Swift uses. From the total of 27 utterances, the researcher discovered that; Formal

style consists of three utterances, the Consultative style consists of five utterances, and casual style consists of 19 utterances. Therefore, the researcher concludes that the dominant language style used by Taylor Swift on Jimmy Kimmel Live talk show is casual.

The Language Function in Taylor Swift's Utterances on Jimmy Kimmel Live.

After analyzing the language style and dominant language styles used by Taylor Swift, the researcher then analyses the function of language. There are four types of language function; referential function, directive function, expressive function, and phatic function.

1. Referential function means to provide information

    This type of language function is found in Taylor Swift's utterances on Datum **3, 4, 7, 8, 9, 11, 14, 15, 16, 21, 22, 23, and 25.** In this datum, Taylor Swift provided considerable amounts of information as her answer when interviewed by Jimmy Kimmel.

2. Expressive function means to express the speaker's feelings.

    On Datum **2, 5, 6, 10, 12, 13, 17, 18, 26**, and **27** Taylor Swift expressed her feeling toward the topic under discussion and expressed her feeling as a response to Jimmy Kimmel utterances.

3. Directive function means to give command and request

    The directive function can be seen on **Datum 19** when Taylor Swift told Jimmy Kimmel to talk about a certain topic and on **Datum 24** when she told Jimmy Kimmel to ask the question directly to her boyfriend.

4. Phatic function means the sake of interaction such as greeting, compliments, and other daily interactions.

    The same as the directive function, there are also two phatic functions in Taylor Swift utterances. On Datum 1 say *Hi* as the greeting to Jimmy Kimmel and the audience, and on Datum 20, she gives compliments to her acquaintance.

CONCLUSION

By analyzing Jimmy Kimmel Live talk show dialogue script data, the researcher intended to find out the types of language style and language function and the dominant language style used by Taylor Swift as the guest on that talk show. The researcher found three types of languages style used by Taylor Swift in the talk show; Formal style with three

utterances, Consultative style with five utterances, and Casual style with 19 utterances. Taylor Swift used formal, casual, and consultative language stye, which makes the talk show interesting, and those language styles are appropriate for audiences worldwide. Frozen style makes the talk show boring and intimate style inappropriate since there are many people in the talk show. Therefore, the dominant style used by Taylor swift on Jimmy Kimmel talk show is Casual style. Moreover, the researcher figured out four types of language functions. They are referential, expressive, directive, and phatic functions.

The researcher would like to give suggestions for students of the English department and the next researchers. For students, Sociolinguistics is an exciting subject in linguistics. One of the topics is language variation. There are many variations of language, and one of them is language style. This topic is interesting and important to learn since we are human beings and need to socialize with others. Therefore, we need to understand language style and function to communicate well and thoroughly. For the next researcher, the writer expected further researchers to conduct a similar study to analyze the types of language style and language function and the factors of language variety on other talk shows, movies, and other television programs.

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