

AMY CUDDY'S LANGUAGE FEATURES ON YOUTUBE CHANNEL

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ABSTRACT

This research entitled Amy Cuddy's Language Features on YouTube Channel, aims to identify the women's language features based on Lakoff's theory and also identify functions of women's language features based on Holmes's theory. The researcher applies qualitative description as a method to solve the formulation problem. The objects of this research are three YouTube channels. The data for this study are Amy Cuddy's utterances, which contain the types of women's language features. The data that has been obtained is analyzed through observing, selecting, classifying, analyzing, and interpreting to find the formulation of the problem. From ten features of women's language, the researcher found seven features used by Amy Cuddy on YouTube channel. They are lexical hedges/fillers, empty adjectives, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong swear words, empathic stress. Meanwhile, tag questions, rising intonations, and precise color terms were not found in the three YouTube channels. Amy Cuddy's use of language is also influenced by gender, which refers to how Amy Cuddy deals with her social life in addition to her reputation as a speaker and motivator. The researchers identified three of the five female language functions used by Amy Cuddy. These functions are to show uncertainty, to intensify or emphasize, and to soften certain expressions.

Keywords: *Amy Cuddy's utterances, women's language features, functions of women's language features, YouTube Channel.*

A. INTRODUCTION

Language plays an important role in society. It functions as a means of communication to create social relationship within society. In recent years, an study to linguistic research has been developed which focuses upon language in use within the speech community. The term is called sociolinguistics. Holmes (2013) stated that "Sociolinguistics examines the way people use language in different social contexts to provide a wealth of information about how language works, as well as about social relationships within a community, and how people convey and construct their aspects social identity through their language". In sociolinguistics, the use of language in society is told by many factors, including gender. If women and men share different roles and different social statuses in society, they also have different ways of using language. Kurniaty (2018) says that, women are in a subordinate group where they have to avoid offending others and have to speak politely. They should be more careful in using language to maintain their social status in society. As a result they have their own ways to construct their speech appropriately to society.

The study of women's language features becomes an essential aspect because women's speech differs from men's speech. The differences between men's way of using language and women's way of using language are due to the structure of the language, the norm of the society or the people of the society who use the language. Lakoff (2004) provides a list of ten features of women's language. These ten types of women's language features are lexical hedges or fillers, tag questions, rising intonations on declarative, empty adjectives, precise color term, intensifiers, hypercorrect grammar, super polite forms, avoiding strong swear words, and emphatic stress. Women's language is very interesting to be studied as related to the variation of gender, which is the main parameter in the language use. Holmes (2013) also stated five functions of those features, they are to show uncertainty, to intensify/emphasize, to get response, to express feeling, and to soften certain expressions. Lakoff (2004) associates the use of those ten language features with the role of women in society, which is considered subordinate. Unconsciously, the stereotype causes women to speak in ways that demonstrate a lack of confidence and uncertainty.

The objectives of this research were to identify the type of women's language features used by Amy Cuddy and also identify women's language features functions on YouTube Channel. Hopefully this research can be a reference for future research.

B. LITERATURE REVIEW

1. Sociolinguistics

Sociolinguistics is a subfield of linguistics that studies language as a form of social property. The study of language in relation to society is the focus of sociolinguistics. Spolsky (1998) states that sociolinguistics is the study of the relationship between language and society, of the uses of language and the social structures in which the users of language live. It is essential to gain a better understanding of language structure and how language functions in communication (Wardhaugh, 1986). Language as a means of interaction or communication to convey ideas, concepts, or feelings. Wardhaugh (1972) uses language as a means of human communication, both spoken and written.

The branch of sociolinguistics focuses on language as a social phenomenon. If we look closely at how people use language in society, we can see that speakers can be distinguished from one another and from other speakers by how they use language differently. As a result, even if two speakers speak the same language, they usually do not exhibit the same linguistic behavior. Instead, linguistic variation—stylistic, regional, and social—is a common feature of societal language use. That is, speakers can vary their language systematically in response to the communicative demands of the speech situation, depending on where they come from regionally and on their social background, which is determined by socioeconomic status, age, or ethnicity.

2. Women's Language Features

There is a stereotype that men maintain their masculinity through language while women maintain their femininity through language. As a result, various language features are used to maintain their identities. Men and women have different reasons for continuing to use the features. Women, for example, employ a variety of linguistic features that reinforce their inferior status (Holmes, 1992). They hope to be heard by the addressees by using these features. According to Archibald, Aronoff, O'Grady, and Rees-Miller (2010), "women's language is the language used by women who most standard forms associated with over prestige forms when paying more attention to their speech."

People used to believe that language differed depending on gender. Women and men speak in a variety of ways. Lakoff (2004) says that "The language used by women has contributed to the perception that women are weak. Women's vulnerability and powerlessness are represented in both how they are expected to speak and how they actually speak. Strong expressions of emotion are avoided in appropriate women's language, expressions of ambiguity are favored, and means of expression in reference to subject-matter deemed trivial to the real world are elaborated." Lakoff's writing has become the basis for many researcher who conduct a study about women's language.

C. METHOD

1. Research Design

The researcher conduct qualitative research in this research. Qualitative research is suitable for this research because it is used to describe Amy Cuddy's language features on YouTube Channel and to describe the function of Amy Cuddy's language features. Besides that, the data are interpreted and displayed descriptively and systemically based on the theory used in this research. Qualitative research is not only a set of techniques but also requires the efforts of an active researcher Mason (2002). Qualitative research do not deal with numbers as the primary source of research, but the researcher use numbers as a tool to help the researcher collect data. The researcher also applies content analysis approach to help the researcher answer research questions. Content analysis is a research tool used to determine the presence of certain words, themes, or concepts within some given qualitative data. The researchers use content analysis because this approach is widely used to describe the characteristics of a message in different situations, situations here can be in different contexts, social and political. Content analysis can also be used to draw conclusions about the causes of a message.

2. Source of Data and Data

The data of this research is taken from the utterances of Amy Cuddy on three YouTube Channels. While, the data source of this research take from three YouTube channel. The researcher takes 3 random video on 3 YouTube channels.

3. Research Instrument

In qualitative research, instrument is a tool which used to collect data. The instrument is depending on the data taken. The researcher uses documentation and observation with note-taking techniques as instruments. The researcher watched each episode while highlighting Amy Cuddy's utterances and then recorded the utterances that were included in the characteristics of female speech. The data that has been collected is then grouped based on language features and then analyzed using the theory of women's language features based on Lakoff's theory. In addition, the function of Amy Cuddy's language features is also analyzed according to Holmes theory.

4. Data Collection

The collecting data refers to gathering the object related to the study topic. Most of the collecting will occur while you are in the field, and you can collect the data from the sources. The researcher take three steps to collect the data, they are downloading, observing, classifying.

5. Data Analysis

The data will analyze by using several appropriate steps the theory of Miles, Huberman and Saldana (2014) is to analyze the data with three steps: data condensation, data display, and draw conclusions and verification. More

detailed, steps according to the theory of Miles, Huberman and Saldana (2014) will be applied as follows: data condensation, data display, and conclusion drawing.

D. FINDING AND DISCUSSION

1. Types of Amy Cuddy's Language Features on YouTube Channel.

4.1 Chart Frequency Types of Amy Cuddy's Language Features

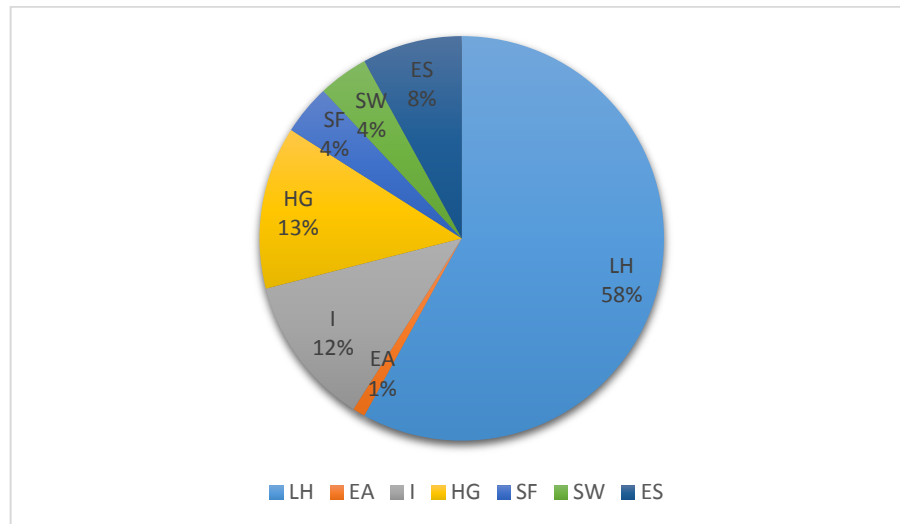


Table 4.1 shows the result of Amy Cuddy's language features on YouTube Channel. The frequency of women's language features on YouTube Channel. Amy Cuddy used seven out of ten women's language features. They consisted of lexical hedges or fillers (58%), empty adjectives (1%), intensifiers (12%), hypercorrect grammar (13%), super polite forms (4%), avoidance of strong swear words (4%), and empathic stress (8%). Other features such as tag question, rising intonation, and precise color terms were not found in Amy Cuddy's language features.

2. Function of Amy Cuddy's Language Features on YouTube Channel

There are some types of Amy Cuddy's language features on YouTube Channel. As mentioned in chapter II, each of Amy Cuddy's language features has different function. It based on the Holmes (2013). The data are display in table 4.2 shows the frequency of the occurrence function of Amy Cuddy's Language Features. Then, the function can be seen below:

4.2 Chart Frequency Function of Amy Cuddy's Language Features

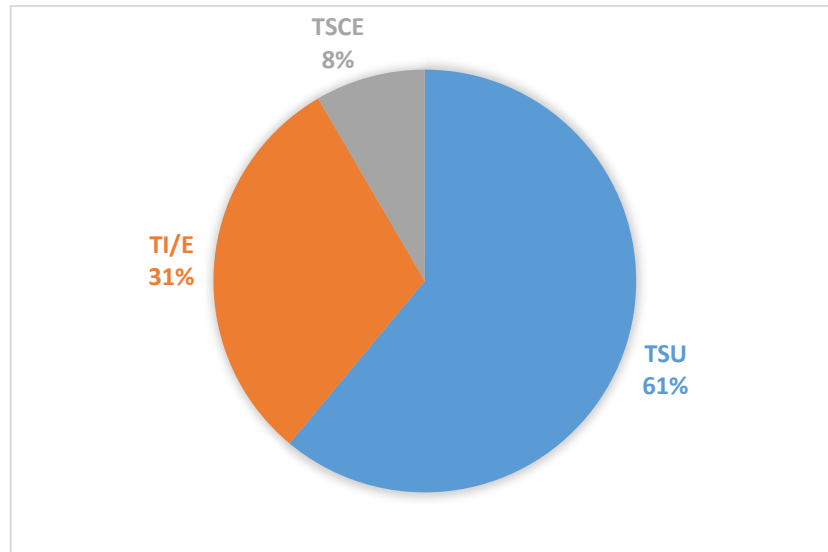


Table 4.2 shows the result functions of Amy Cuddy's language features on YouTube Channel. Amy Cuddy used women's language features that contains functions of women's language features. They consisted of to show uncertainty (61%), to intensify/emphasize (31%), to soften certain expressions (8%). Other functions such as to express feeling and to get response were not found in Amy Cuddy's language features.

DISCUSSION

From the finding above, the data of the research presented that consist of seven types of Amy Cuddy's language features which appropriate with theory from Lakoff (2004). They are; Lexical Hedges or Fillers, Empty Adjectives, Intensifiers, Hypercorrect Grammar, Super Polite Forms, Avoidance of Strong Swear Words, Emphatic Stress. In the findings of this data research, only seven types of Amy Cuddy's language features on YouTube channel. The type of Tag Question, Rising Intonation and Precise Color Terms are not found in the utterance that Amy Cuddy uses on YouTube channel. In addition, Lexical Hedges is the type of Amy Cuddy's language features that mostly used by Amy Cuddy because the utterances shows that Amy Cuddy is uncertain about how to say thing the thing she wanted to say and used the particles to give her time to think how to say it best.

Some types of Amy Cuddy's language features also have function, from the finding of the data of the research presented that consist of five function which appropriate with Holmes (2013). They are; to show uncertainty, to intensify/emphasize, to get response, to express feeling, to soften certain expression. There are only three functions found in the Amy Cuddy's utterance. To show uncertainty is mostly used because most of utterance presented by Amy Cuddy is to show that the speaker is uncertain about what she says and to fill in pause when she start the statement.

Types of Amy Cuddy's language features is dealing with the function of Amy Cuddy's language features. First type is Lexical Hedges/Fillers is

dealing with to show uncertainty. Second, hypercorrect grammar, intensifier and emphatic stress types are related to the to intensify/emphasize function because these types and functions have to emphasize speech. Last, the types of super-polite forms, avoidance of strong swearing words, and also tag questions are related to the function to soften certain expressions because speakers use these utterances to avoid impoliteness and offensive expressions.

E. CONCLUSION

The types of Amy Cuddy's language features on YouTube channel are: Lexical Hedges or Fillers, Empty Adjectives, Intensifiers, Hypercorrect Grammar, Super Polite Forms, Avoidance of Strong Swear Words, Emphatic Stress. The type of Tag Question, Rising Intonation and Precise Color Terms are not found in the utterance that Amy Cuddy uses on YouTube channel. In addition, Lexical Hedges is the type of Amy Cuddy's language features that mostly used by Amy Cuddy because the utterances shows that Amy Cuddy is uncertain about how to say thing the thing she wanted to say and used the particles to give her time to think how to say it best. The function of Amy Cuddy's language features on YouTube channel are: to show uncertainty, to intensify/emphasize, to soften certain expressions. There are only three functions found in the Amy Cuddy's utterance. To show uncertainty is mostly used because most of utterance presented by Amy Cuddy is to show that the speaker is uncertain about what she says and to fill in pause when she start the statement.

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