CHAPTER I

INTRODUCTION

1.1 Background of the Study

Sociolinguistics is defined as linguistics focusing on studying the language phenomenon in the social community. It involves the knowledge of the people who live in the society to use the language. The value of sociolinguistics is the main point that it will throws on the nature of language in general or on the characteristics of some particular language (Hudson, 1996:4). People usually use the language to talk with others, whether friends, family, or community. The use of language can be differentiated into some categories: gender, class, status, and age.

Gender is the social elaboration of biological sex according to (Eckert, 2013:2).Gender refers to the characteristics of women, men, girls and boys that are socially constructed. According to (Connell, 2009:10), gender is a social structure, but of a particular kind. Gender involves a specific relationship with bodies. This is easily recognized in the main definition of gender as an expression of natural difference, the bodily classification of a male from a female. For more than thousands of years, gender has divided the roles of human beings based on norms, culture, and customs in society. Gender can be classified into two they are; men and women.

Hornby (2005) said that woman is an adult female human ofthe female sex. The both relation between gender and language has also created some

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variations; one is women's language. A reflection of the character of the woman itself called women's language. Women speak emphasize, politely and gently in showing their feeling rather than the information for their topic (Holmes, 1991: 284). The most women present women's language when they want to emphasize or strengthen their utterance. The phenomenon of women's language can be seen when the women use the language. Sometimes, they can be talkative and also give emphatic stress can be used to strengthen an assertion.Some examples of women's language features found in the vlogs by Emma Chamberlain are explained below:

"I mean just to be honest, you're just not ugly period and you never have been I'm also your mom and you know I can never look at you that way..." *(00:09:30-My Mom Exposed Me)*

From the sentence above, Emma's mom about what she thinks about Emma is that she using the words '*you know*'which represents Lexical hedges or filler in the women's language features. The definitions lead to Emma's mom being talkative. It is means that wants to start the discussion on how she explained that she will never look at her daughter that way which refers to Emma.

"I really like this outfit, I think it's actually really cool and it's never something I would put together…"*(00:08:56-My Parents Picked My Outfit)*

From the sentence above, Emma shows that she is impressed with how good the outfit was. She used the Emphatic stress features when she said *I really like this outfit*and she strengthened the words by saying *I think it's actually really cool and it's never something I would put together..*

The way women used the language can be seen in real life or digital communication. Digital communication can be divided into some aspects; one of them is a video blogs. Vlogging (video blogging) has become a passion among the internet communities in recent years. Vlog has gained much interest and attention worldwide, especially with Google's acquisition of YouTube. Video blogging creates a library presence on sites like YouTube and offers the content creator to contribute their video content.

A vlogger is someone who is a video blogger. Emma Chamberlain is one of the most famous vloggers. Emma Frances Chamberlain (born May 22, 2001) is an American Internet personality. She made a lot of content on her videos such as; Fashion, Cooking, A day vlog, Taste Test, etc. Until now, she still creates videos on her YouTube channel that she posts once a week and has already gained 10 million subscribers. The reason why this data is chosen as the object is that in general, women and men speak differently about gender, environment, and society. This study of women's language features becomes important when we interact with people, both women and men. Besides that, her content has inspired me a lot about daily life and fashion. The data also contains a lot of motivation to do better in everything we plan to do. The relation in choosing Emma Chamberlain as the object for this topic is because Emma has used a lot of women's language features when she is talking in every video content she made. It is interesting to know the kind of women's language feature contained in the video blogging and analyze the types of women's language feature themselves.

Therefore, this study will be focused on analyzing the women's language features that are used in the Vlog by Emma Chamberlain.

1.2   Problem of the study

Based on the background of the study above, two problems can be formulated as follows:

1. What kinds of women's language features are used in the Vlog by Emma Chamberlain?

2. What are the functions of women's language features used in the Vlog by Emma Chamberlain?

1.3   Objective of the study

The purpose of this study can be divided into two parts as follow

1. To classify and describe the types of women's language features found in the Vlog by Emma Chamberlain

2. To identify the function of women's language found in the Vlog by Emma Chamberlain

1.4   Limitation of the Study

This study focused on women's language features used by a woman in her vlog. This study deals with theory of women's language features that proposed by Lakoff (1975), focusing on lexical hedges or fillers, avoidance of strong swears words, empty adjectives, tag question, precise color terms, intensifier, rising intonation in declaratives, hypercorrect' grammar, super polite form, and, emphatic stress. Another scopes, this paper deals with the function of women's

language features found in the Vlog by Emma Chamberlain. It identified he function of women's language found in the Vlog by Emma Chamberlain based on Lakoff's (1975) theory.

1.5 Significance of the Study

The significance of the study based on the background of the study are:

1.5.1 Theoretical Significance

This study is expected to enrich the study of English, especially in women's language features, to help the reader understand the meaning, the purpose, and the function of women's language feature in the women's talking on the Vlog above.

1.5.2 Practical Significance

Practically, this study is expected to make the reader understand more about the kinds of women's language features and the analysis mainly the women's language features found in the Vlog by Emma Chamberlain2. This study about women's language features finds thatthe different language features are applied to keep their identities because women have their purposes of keeping applying the features with different functions included.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

Related to this study, some previous studies are similar and related to this study. This study used three different studies consisting of two thesis and one journal.

2.1   Review of Related Literature

This chapter reviewed all theories about the related studies to understand the data that are related to the women's language features were used in the author's study. This study used the literature that has been used by several other studies, which can be found in the following paragraphs.

The first review related to this study is "Woman Language Features used by Sarah Sechan in her Talk Show" written by Maria (2018). The problem of the writer's thesis study is to identify which women's language features are used by Sarah Sechan in her talk show. In her study, she used Lakoff's theory (1975) to identify the women's language features that Sarah Sechan mostly used. Based on the result, the previous study found out there are 10 women's language features used in Sarah Sechan's talk show which are; empty adjectives, intensifiers, lexical hedges, tag questions, hyper-correct grammar, rising intonation, super polite form, Avoidance strong swear word, emphatic stress, praise colour terms. The similarity with this study is that this study identified which women's language features are used by Emma Chamberlain in her vlogs. The difference between the previous

study and this study is the data source.In this study used the vlogs from Emma Chamberlain, while the previous studyuseda Talk show as the data source.

The other thesis related to this study is "Women's language Features used by Lara Jean in the movie To All the Boys I've Loved Before (2018)" by Cindy DwiRetiningrum (2020). The previous study wanted to find out the women's language features used in the movie To All the Boys I've Loved Before (2018) and the most dominant women's language features in the movie To All the Boys I've Loved Before (2018). Like the previous related study, Cindy DwiRetiningrum (2020) also uses the same theory by Lakoff (1975) about women's language features. The result of the previous study,there are ten women's language features used in the movie to all the boys I've loved before, which are; empty adjectives, intensifiers, lexical hedges, tag questions, hyper-correct grammar, rising intonation, super polite form, Avoidance strong swear word, emphatic stress, praise color terms. The most dominant women's language features used by Lara Jean are Lexical Hedges or Fillers. The similarity from the previous study with this study is that this study identifies which women's language features are used by Emma Chamberlain in her vlogs based on Lakoff's theory (1975).The difference between the previous study and this study is that the data source used the vlogs from Emma Chamberlain while the previous study used a movie as the data source. Also in this study found out the function of women's language features used by Emma Chamberlain in her vlogs.

The last review related to this study is "Women's Language Features in Summer McKeen's Vlog" by Ketut Andriani (2018). The problem of her article

study is what women's language features are found in Summer McKeen's vlogs and what are the functions of women's language features found in Summer McKeen's Vlogs. The result of the previous study is that there are ten women's language features used in Summer McKeen's vlogs: empty adjectives, intensifiers, lexical hedges, tag questions, hyper-correct grammar, rising intonation, and super polite form, Avoidance strong swear word, emphatic stress, praise color terms. Similar to the previous study, this study was written based on Lakoff's (1975) theory that was used by the previous study. The difference point in this study is the previous study used Lakoff's (1975) to analyze the functions of women's language features. Meanwhile, this study used the theory by Pearson's (1985) to analyze the functions of women's language features.

2.2   Concepts

This section presents the points of the title of this study. There are some terms included, such as; Women's Language, and Vlogs as explained down below:

2.2.1 Women's Language

In society, language and the way of speaking in every person play a significant and essential role in the way it reflects their positions. However, the gender itself refers to a male and female are classified. This different gender is also well known in many fields of study, such as sociolinguistics, female study, psychology, etc. According to Lakoff (1973) in some ways, the powerlessness in a

woman can be seen from the ways women are expected to speak and the ways women are spoken.

2.2.2 Vlog

In recent years, vlogging has become a habit for most people. They created so many creative ways to make a video with a different theme every day. According to Learning Initiative (2005) the definition of Video Blog as a "web log (blog) that uses video rather than text or audio as its primary media source" (p.1). The other definition stated by Bryant (2006), this paper will use the term video blog to refer to blogging activity; Vlog to the posts and videos; and video bloggers to the people who produce and publish vlogs in their blogs. This vlogging trend has influenced other people who never really show their skill. Many vlog videos are shared on YouTube or Tiktok short vlog videos. From this kind of platform, all the people get famous quickly because of their excellent content.

2.3 Theories

The theoryused in this study is based on sociolinguistics theories. To analyze the women's language features from Emma Chamberlain's vlogs, the theory from Lakoff (1975) was applied. Lakoff (1975) stated that women's language frequently uses emotionally intensive adverbs such as so, terribly, awfully, and quite. Lakoff (1975) described some functions of women's linguistic features and also stated about the linguistic features of women's speech such as lexical hedges or fillers, tag question, rising intonation in declaratives, empty

adjectives, precise color terms, intensifier such as so and just hypercorrect' grammar, super polite form, Avoidance of strong swears words and, emphatic stress. Another theory used in this study is Pearson's (1985) to explain the function of women's language features proposed by Lakoff (1975). According to Pearson, there are five functions of women's language such as; to get response, to get uncertainty, to get utterances, to express feeling and to start discussion.

2.3.1 Women's Language Features

Both gender, women and men, have different language features. The man maintains his masculinity while the woman maintains her femininity. Most women usually complete the language more than men and women constantly use language more than man. In this case easily shows that women have the identity to being polite and soft than men. When women speak, they sound softer than men. According to (Lakoff: 1975) Woman's language indicates the characteristic of woman's behaviour. Women's language can also be seen differently when it comes to the different formal and informal situations.These women's language features proposed by Lakoff (1975) are listed below:

1. Lexical Hedges or filler

Lexical hedges or filler are used to express uncertainty and lack of confidence in the conversation. The purpose of this type of women's language feature is to give the speakers some time to think about what they will say for the following conversation to get the conversation still on track.

Example: *well, you see, sort of, you know.*

2. Tag Question

Tag question is used to turn the statement into a question. Most people use question tags to make sure and check the information that we think we know is true. In general, the aim using question tag in the conversation is, first, to asking someone's opinion and discussing something. Second, giving the addressee freedom means in the way we are not forcing him/her to go along with the speakers, and using question tag also can be used to ask agreement or to ask some question. Related to this study, women tend to ask three times as many questions as men (Chaika, 994:216). Tag question in women theory is used to get all the information and to reflect hesitancy of the speaker.

Example:

> *You don't not know the answer, do you?*
>
> *That was a really good presentation, wasn't it?*
>
> *It's so cute, isn't it?*

3. Rising intonation and declaratives

Women are more likely to use rising intonation than men. Women use rising intonation in certain contexts to protect themselves from accusations. Lakoff cited in Cameron, 1990:230). Sometimes, women use arising intonation in her utterance to declare something that others have known about her declaration.

Example:

Oh really? You want to buy the same one again?

OMG, you are still together with him?!

4. Empty Adjectives

There are some different groups or classes of adjectives. This type of adjectives called empty adjectives only concerns the word emotional reactions of the specific information. Any gender can use this kind of empty adjectives because these adjectives were neutral. But most likely to use these adjectives are women. It is okay for men to use empty adjectives but according to Lakoff, if men use the women's adjectives it would damage his reputation.

Example:

What a lovely dress

You guys so adorable

5. Specialized vocabularies (precise color terms)

The use of precise color terms by women is because they have their own interest to show that they have their own field. In naming certain colors women tend to be more precise than men. Words such as *beige, minty green, marron, lavender* are examples of words that are normal in women's active vocabulary, but for men, they don't really use it or even were not there for them.

6. **Intensifier**

Intensifiers are adverbs or adverbial phrases that strengthen the meaning of other expressions and show emphasis. These adverbs are more frequent in women's language than men's, but they can be used.

The example is Intan loves her boyfriend, and another one, Intan loves her boyfriend so much. To say *love* followed by *so* is to make a strong assertion and you had a strong emotion for that.

7. **Hypercorrect Grammar**

In the conversation between the speaker and the addressee one used hypercorrect grammar to create a distance between each other. Lakoff (as cited in Holmes, 1995) states that hypercorrect grammar is the consistent use of standard verb forms.

Example:

I would never give him a second chance anymore, I should have done it at the first place, so I could life freely

8. **Super Polite Form**

Lakoff (1975:7) cited that women's language is politer than how the men's speak. It is also related to their hypercorrectness in grammar. They also use standard form to indicate their social status in society.

Example:

Will you please prepare my lunch?

Please hug me. I'm cold

9. Avoidance of strong swear

Both gender women and men have different ways in swearing expression. Women often use softer forms such as "Oh.. honey!" or "Damn" then men most likely to say it like "Holy cow!" or "Dammit!". From that example most people just classify the difference by the first sentence being part of women's language and the second one being a part of men's language. It doesn't mean that women can't use the second sentence as the men do. Here the full sentences example:

Oh, honey, you late for the test again

Holy cow! you late for the test again

10. Empathic Stress

Emphatic stress can be used to strengthen an assertion. Women usually used bold, italic, repeat, capital letter, coloring, or typing with longer letters to give more emphasis or strengthen of those words.

Example:

That show was so **amazing**, I really enjoyed watching the show

2.3.2 Functions of Women's Language Features

Both women and men have their own way of acting in society and have different ways to express feelings. According to Lerner (2012), women also have different experiences regarding consciousness, depending on their work, their

expression, and their activities are male defined or woman oriented. There are five functions of women's language proposed by Pearsons (1985) in her book entitled Gender and Communication such as;

1. **To get response**

   Women delivering something to a person usually have deep meaning to get certain responses. Women's language, which the woman itself uses shows how women need the exact response to satisfy them. This is also the way women hope the listeners could understand without saying it directly

2. **To express uncertainty**

   This part of the function is more about how women hesitate to say what she wanted to say directly while speaking. The words coming from the woman and expressed are often indicated as uncertainty (Eckert) 2003.

3. **To soften utterances**

   This function is functionally used to sound more polite for women. In general, the status of both men and women obviously women is always at the lowest level than men. This required women to be more polite when speaking in social life. This type of women's language features called hyper correct grammar and super polite form are used to soften up their sound in speaking.

4. **To express feeling**

   In this type of function, generally both women and men have their own way of expressing their emotions and feelings. But women tend to show

more about their feelings, which leads to a certain purpose of getting the same energy or feelings.

5. **To start discussion**

When it comes to the discussion session woman always use these kinds of words to start it all. Such as; *you know, well, in my opinion, perhaps, I think.* Etc.