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## **A COMPARATIVE STUDY BETWEEN MEN AND WOMEN LANGUAGE STYLE: A CASE STUDY IN THE TONIGHT SHOW STARRING JIMMY FALLON**

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### **ABSTRACT**

This is about language which is used by people has so many differences. The differences itself are associated with men and women which belong to gender. There are differences in spoken language. In this study, the writer is interested in investigating the comparative of language style mostly use by men and women in *The Tonight Show Starring Jimmy Fallon*. The research problem of the study is (what kinds of language styles that are mostly used by men and women in *The Tonight Show Starring Jimmy Fallon*. This study used qualitative approach. In analyzing the data, the writer used theories by Martin Joss (1976). There were ten consisting of five men and five women. Men and women have different words choice. Men language form is found harsher while women language form is weaker and more polite. It means that, men and women still have their own language style because of the different types and aspects. In the communication purposes, the analysis shows that both men and women users in *The Tonight Show Starring Jimmy Fallon* mostly communicate to express feeling and opinion rather than the other communication purposes such as report fact, solving problem, and develop and maintain rapport. In short, the writer finds the language style and communication purposes between men and women in *The Tonight Show Starring Jimmy Fallon*.

**Keywords:** *Language Variation, Language Style, Kind of Language Style, Gender (Men and Women).*

### **1. INTRODUCTION**

Humans interact socially with other humans every day. In interacting they will use language to communicate. Inside from being used as a means at communicating, language is used to achieve what humans want. Example: using language to ask for directions, order food in a restaurant. We use language in our daily life to express our feeling, make request, we tell others what we know and our ideas. In this world we can find a lot of language.

Each different area has its own language. Nearby areas sometimes use a different language. The reasons why we have different language is because geographic isolation, cultural differences, linguistic evolution and historical factors. According to Republika.com there are

more than 7,000 languages in the world. One of the most widely used languages is English. In general language is a system of conventional spoken, manual (signed), or written symbols by means of which human beings, as members of a social group and participants in its culture, express themselves. The function of language include communication, the expression of identity, play, imaginative expression, and emotional release.

As an international language, English is widely used in social media. In this era, humans communicate with each other not only face to face but also indirectly through social media. There are many social media on the internet such as Facebook, Instagram, Twitter, WhatsApp, TikTok, etc and one of them is YouTube.



That's why the writer choose YouTube as the application that has the most users. According to An Introduction to Sociolinguistics language variation refers to the different forms a language can take, depending on factors such as geographical location, social class, gender, and also level of the education. For example: In United Kingdom, Queen Elizabeth use different vocabulary and grammar from other people who stay in that country. Other forms of language variation include gender, which are variations in language based on female and male language. According to William Labov language variation is closely tied to social and economic factors. Labov said the term "language variation" describes how a language varies or differentiates across various settings, social groups, and geographic locations. According to Haqqo (2016) explains that language style is the way people use the language in communication whether written or oral language. It means that language style is a manner that used by people to communicate one to another. Meanwhile, Brown (2000) says: "a style is not a social dialect or regional dialect, but a variety of language used for a specific purposes." In other words, language style means as a variation of language that used by people to communicate with others.

Language style is defined as the choice of words used by a specific group of people when speak in a place and in one condition. It is very important for people to express their ideas, people use style depend on with whom they speak and where they speaking too.

### **1.2 The Problem of the Study :**

The problem of the study is to find out the types of language style that mostly used by men and women in *The Tonight Show Starring Jimmy Fallon* depends on the frequency.

### **1.3 Purpose of the Study:**

The purpose of the research is to find

out the types of language style is mostly used by men and women in *The Tonight Show Starring Jimmy Fallon* depends on the frequency.

### **1.4 Limitations of the Problem:**

In this study the writer focused on the language style used by women and men on *The Tonight Show Starring Jimmy Fallon*. The data is taken from public figures who are more influence. From these the writer will collect data from how they talk. Because there are many public figures on that show, the writer limits it by taking 15 public figures like Kendall Jenner, Barack Obama, Emma Watson, The Jonas Brother's, Priyanka Chopra, Pete Davidson, Chris Evans, Donald Trump, etc.

### **1.5 The Method of the Study**

The writer using qualitative research and Case Study Methodology to solve the problem in this thesis and the way the writer collecting the data by watch the *The Tonight Show Starring Jimmy Fallon* and gathered it and then analyze language style use by men and women.

## **II. THEORETICAL BACKGROUND**

### **2.1 Language and Society**

Sociolinguistics study the relationship between language and society. The existence of language cannot be separated from the society. It is a field of linguistics that examines how language is used in social interactions and how social factors, such as culture, ethnicity, gender, social class, and education, influence language use and variation. According to Holmes, Sociolinguistics is concerned with the relationship between language and the context in which it is used. Language used to ask for and give people information. Language also used in to express indignation and annoyance, as well as admiration and respect (Holmes, 1992: 2). Holmes also found "Sociolinguistics are interested in explaining why we speak



differently in different social context, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning” (Holmes, 1992: 1).

## **2.2 Language Variation**

Language variation in reference to gender refers to the ways in which language use can differ based on the gender of the speaker or the gender of the person being addressed. This can include differences in vocabulary, syntax, pronunciation, and discourse strategies. One example of language variation by gender is the tendency for men and women to use different linguistic styles in conversation. Another example of language variation by gender is the use of gendered language, such as pronouns and job titles that assume male as the default. This can include the use of "he" as a generic pronoun, or job titles like "policeman" or "fireman" that assume the person in that role is male. In her book *"Gendered Talk at Work": Constructing Gender Identity Through Workplace Discourse*, sociolinguist Janet Holmes explores the ways in which language variation is used to construct and reinforce gender identities in the workplace. Holmes argues that language is an important tool for constructing and reinforcing gender roles and identities, and that gendered language use is a pervasive feature of workplace discourse.

## **2.3 Language Style**

Language is not simply a means of communicating information about a subject, but it is also a very important means of establishing and maintaining relationships with other people. According to Llamas (2007:95) "language style is dimension of language where individual speakers have a choice". Keraf (1991:113) says, language style is a way to express the idea with special language show the writer's soul, spirit and concert (the use of vocabulary). Good language must have 4

elements, thus are: honestly, respect, good manners, and the last is interest. In the other opinion is Eckert (2002:1) "language style is pivotal construct in the study of sociolinguistics variation". Language style is the locus of the individual's internalization of broader social of distribution variation.

## **2.4 KINDS OF LANGUAGE STYLE**

The researcher uses the same of Sociolinguistic theory purposed Martin Joss claims (1976: 153-155) that which is discusses five style of language: Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style.

### **2.4.1 Frozen Style (Oratorical Style)**

Frozen language style is the most formal style used in formal situations. According to Joss (1976:156) frozen style is a style which is intended to be remembered and used in very formal setting such as in palace, church ritual, speech for state ceremony, and some other occasions.

### **2.4.2 Formal Style (Deliberative Style)**

Formal style is defined as the style of language that used for important or serious situation. It is also used in addressing audience usually that is too large or permit effective interchange between speaker and hearers.

#### **2.4.2.1 Kind of Formal Language Polite Language**

Politeness could be defined as means of expressing that are used in conversation that has specific roles depending on the participant. Fraser and Nolen (1990) define politeness as a conversational contract that has a set of rights and obligations that participants must follow and can be negotiated and rearranged during a conversation.

### **2.4.3 Consultative Style**

Consultative style is style that which used in semiformal communication



situation. It is one type of language which is required from everyday speaker. Consultative style is typically dialogue, though formal enough that words are chosen with some business, translation, doctor-patient conversation, a meeting with the school principal, or any first meeting between strangers.

#### **2.4.4 Casual Style**

Casual style is a style that is used for the conversation is relaxed or normal situation that is appropriate to the conversation with our friends or sometimes members of a family, such as outside the classroom, when the students have a chat.

There are two types of casual language style:

1. Vernacular Language and
2. Language that shows machismo

##### **2.4.4.1 Vernacular Language**

Vernacular language is the categories of language development related to status and social functions are vernacular language, which belongs to non-standard English, and standard language. Vernacular language is usually defined as a language which has not been standardized and which does not have an official status.

##### **2.4.4.2 Language that shows machismo**

Machismo refers to the cultural or societal stratification of men supremacy of over women (Perilla, 1999). Machismo was discussed primarily as a concept of men's power and control over women. Machismo was also discussed in terms of attachments of both positive and negative connotations.

#### **2.4.5 Intimate Style**

Intimate style is an intimate utterance avoids giving the addressee information outside of the speaker's skin Joos, (1976: 155). Intimate style is completely private language used within family and very close friends. Normally,

the intimate style is used in pair. It excludes public information and shows a very close relationship.

#### **2.4.6. Function Of Language Style**

- 1.To increase the Audience's taste.
- 2.To persuade the reader.
- 3.To create certain mood.
- 4.Establishing social relationships
- 5.Persuasion and influence
- 6.Achieving clarity and coherence

#### **2.6 Men and Women in America**

Gender role theory posits that boys and girls learn to perform one's biologically assigned gender through particular behaviors and attitudes. Gender role theory emphasizes the environmental causes of gender roles and the impact of socialization, or the process of transferring norms, values, beliefs, and behaviors to group members, in learning how to behave as a male or a female.

#### **2.7 Why men and women talk in different way?**

When we see around us, there is a big difference between men and women when they talk. In our daily life, we also can see that men and women talk in different way even they want to say the same things. So why men don't talk like the women do? Why when men talks like women people will judge them.

Here are a few potential differences between men and women language:

1. Word Choice
2. Conversational Style
3. Nonverbal Communication
4. Sentence Structure
5. Listening Style
6. Interruptions

Here's some reason why women use standard forms than men:

1. Woman's roles as guardian of society's values
2. Subordinate groups must be polite
3. Vernacular forms express machismo

### **III. RESEARCH**





## METHODOLOGY

This study is a qualitative descriptive study because the ultimate goal is to explain and describe all facts objectively with the final results in the form of linguistic units such as words, phrases, and sentences not in the form of numbers.

In this study, the object studied was the speech of men and women. The subject of this research was the speech of men and women on *The Tonight Show Starring Jimmy Fallon*. The event was chosen due to several factors, such as a large number of enthusiasts as evidenced by the number of YouTube subscribers on *The Tonight Show Starring Jimmy Fallon* compared to other events. The data in this study came from many videos with twenty-four minutes duration per episode. Each video consists of 9-10 pieces of data that are used as research data to answer questions that have been formulated in the problem statement.

### 3.1 Steps Of Collecting Data

According to the definition above, the writers determine the process of collecting data; the steps are described as follows:

1. Conducting observations on prospective data on YouTube with several considerations that have been disclosed above.
2. After obtaining prospective data that is deemed suitable for the purpose of study, the researcher downloads a full video through the YouTube or Download Video.com.
3. The researcher then observes the conversation in *The Tonight Show Starring Jimmy Fallon*.
4. Transcribe *The Tonight Show Starring Jimmy Fallon*.
5. Grouping data found on *The Tonight Show Starring Jimmy Fallon* in two parts.

Language groups used by men and women depend on the frequency.

## IV. THE ANALYSIS

In this chapter, the writer analyzed the selected data from *The Tonight Show Starring Jimmy Fallon*. The researcher presents two sections, namely findings and discussion that can be obtained from the result of analysis. There are two sets of data presented in this section. They are the types of language style used in *The Tonight Show Starring Jimmy Fallon* and the way they used it.

### 4.1 Frozen Language Style

Both men and women never use this kind of language style in *The Tonight Show Starring Jimmy Fallon*. This is because Frozen Language Style is the most formal style used in formal situations. Frozen style is a style which is intended to be remembered and used in very formal settings such as in palace, church ritual, speech for state ceremony, and some other occasions.

### 4.2 Formal Language Style

Formal style is defined as the style of language that is used for important or serious situations. It is also used in addressing an audience usually that is too large or permit effective interchange between speaker and hearers.

#### Example:

1) *Hi Jimmy, long time no see*

*It's really nice to meet you again*

From the sentence above, we can see that women are more polite than men. When a man meets with his friends, he knows how close they are from how they talk to each other. Most of the time they call by their name. A little bit different with men, women will say *It's really nice to see again* or *long time no see* without saying their name.

#### 4.2.1 Polite Language

Politeness could be defined as means of expressing that are used in conversation that has specific roles depending on the participant. Fraser and Nolen (1990) define politeness as a conversational contract that has a set of rights and



obligations that participants must follow and can be negotiated and rearranged during a conversation.

**Example:**

**1) *What do you think about this season?***

***How would you describe this season?***

Sentence above shows that women use more polite language than men. Women use “*Would*” in their sentence. *Would* is more polite than *do*.

**2) *What’s your ringtone?***

***What’s your voicemail greeting when people call you?***

Ringtone and voicemail greeting is the same thing but voicemail is more formal or polite than ringtone. In our daily life, we usually say ringtone but in America women say voicemail which is more polite than ringtone.

### 4.3 Consultative Language Style

Consultative style is style that which used in semiformal communication situation. It is one type of language which is required from everyday speaker.

**1) *Have you meet Michael Jackson?***

***Have you meet Michael Jackson in person?***

Sentence above have the same meaning but women said “in person”. This mean “Have meet Michael Jackson or saw him by yourself?”. This sentence mean see Michael Jackson eye to eye. So, not just in a talkshow, Tv show or something like that. Men also said the same thing but women are more personal.

**2) *Okay I’ll be there***

***I’ll be there in 5 minutes. Just wait for me***

We can see the difference between men and women above. They said the same thing but it’s also different at the same time. Men said that he will be there and women also said the same thing but we don’t know how long for men to be there but women clarify that she’ll be there just in 5 minutes.

### 4.4 Casual Language Style

Casual style is a style that is used for the conversation is relaxed or normal situation that is appropriate to the conversation with our friends or sometimes members of a family, such as outside the classroom, when the students have a chat.

**1) *Lemme see your drawing at me***

***Let me see your drawing***

Sentence above have the same meaning. The only difference is men like to use short words like *let me* becomes *lemme*, *going to* becomes *gonna*, *want to* becomes *wanna*, etc. Women also do the same thing but men said more often short words.

**2) *Alright. Day’s over***

Sentence above is casual. That’s mean people used to talk like that in their daily lives. The meaning of day’s over is finish. People usually said that after they done with something. For example, working. After done with the work they will say day’s over. This also mean I’m finish my work. The sentence above also have the same meaning with “The big day’s already over.”

#### 4.4.1 Vernacular Language

Vernacular language is the categories of language development related to status and social functions are vernacular language, which belongs to non-standard English, and standard language. Vernacular language is usually defined as a language which has not been standardized and which does not have an official status.

**(1) *I got so much sweat dripping down my ass right now***

***Oh My Ghosh, I’m so nervous***

From the sentence above we can see men use more slang language in some condition. When they’re nervous they will say slang to show machismo or bad words spontaneous. Sometimes women say the same thing but most of the time they will say “*Oh My God*”.

**(2) “*Holy Shit*” or “*Holy mackerel*”**



***“Oh My God, what is that? It makes me shocked”.***

When men talk, they will say a lot of slang words to show machismo and gentlemen while women talk more softly to show their feminism. Using slang words might be seen as a way to appear more “cool” or “street smart”.

#### **4.4.2 Language that show machismo**

Machismo refers to the cultural or societal stratification of men supremacy of over women (Perilla, 1999). Machismo was discussed primarily as a concept of men's power and control over women. Machismo was also discussed in terms of attachments of both positive and negative connotations.

***1) I had trouble, you know shaving my balls***

***You know, I always have trouble to do it by my own***

From the sentence above we can see that men have no trouble to talk about sex. They're open to talk about anything even it's about their privacy they don't mind to talk about that in public.

#### **4.5 Intimate Language Style**

Intimate style is an intimate utterance avoids giving the addressee information outside of the speaker's skin Joos, (1976: 155). Intimate style is completely private language used within family and very close friends. Normally, the intimate style is used in pair. It excludes public information and shows a very close relationship.

***1) I guess you don't understand how good you are, how cool you are and how phenomenal you are***

Men like to give compliments to women. When they look a beautiful woman a man will say “*you are the most beautiful girl that I've ever seen in my entire life*”. Men like to say exaggerate compliments. Women also said if someone looks beautiful but not over like the men do.

***2) Hey babe, wanna go hang out today?***

Not just give exaggerate compliments men also like to be intimate. For example call their partner babe, bae or something like that. They even do that in public. They want to be more intimate and it's like they want to show to other people how intimate they are. Men like to give validations to show up their feelings and thoughts.

## **V. CONCLUSIONS**

This study discusses about language style in *The Tonight Show Starring Jimmy Fallon*. In this research, there are one hundred sixty two (162) data. The analysis is based on the five language styles using Martin Joos's theory. They are frozen style (oratorical style), formal style (deliberative style), consultative style, casual style and intimate style. Each style has been analyzed. The conclusion is that out of five the styles four of them used in the show. Types of the style occurs dominantly in the show is casual style which represents 46 cases. This types of language style divided by two, which is vernacular language and language that show machismo, next followed by consultative style is 20 cases, intimate style is 13, formal style is 12 case. In America women were largely responsible for dealing with home matters, while men worked and earned income outside the home. This is the reason why men talk to the point and a little bit rude and women talk softly than men. This happens because of the perspective of the society. Society expects men to be gentle and women as an guardian angel. The relation between language and society certain language forms that is called variation or be seen in the relation of language.

The table below is the percentage obtained by the author from *The Tonight Show Starring Jimmy Fallon*. The data is sentences that said by the host and the participants. The participants are famous people. For example like Ex-President, Artists or actors. The author also includes this in The Background of The



Participants.

N o	Language Style	Men %	Wome n %	Tot al %
1	Frozen Language Style	0 %	0%	0
2	Formal Language (Polite Language )	13 (29, 54 %)	26 (59,09 %)	44
3	Consultati ve Language Style	20 (83,3 3 % )	4 (16, 66 % )	24
4	Casu al Language Style ( Vernacula r Language, Language That Show Machismo )	56 (75, 67 % )	18 (24,32 %)	74
5	Intimate Language Style	13 (65 % )	7 (35 % )	20

Table 2. The Background of The Participants

No	Men	W omen	Prof ession
1	The Jonas Brother's	Kendall Jenner	Artist, Model
2	Pete Davidson	Emma Watson	Artist
3	Barack Obama	Ariana Grande	Ex – President of USA, Singer

4	Jimmy Fallon	Priyanka Chopra	Artist
5	Donald Trump	Taylor Swift	Ex – President of USA, Singer

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