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## AN ANALYSIS OF WOMEN'S LANGUAGE STYLE IN JAY SHETTY'S PODCAST

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### Abstract

This study aimed to identify and analyze the language style used by female guest stars in Jay Shetty's *On Purpose* podcast, namely Kendall Jenner, Kim Kardashian, and Selena Gomez, based on Martin Joos' theory of language style. The main focus of this study was to determine the types of women's language styles used by the speakers. This study used a descriptive qualitative method. The data were collected from three selected podcast episodes using documentation and transcription techniques. The utterances of the speakers were then classified into Joos' five types of language styles, namely frozen style, formal style, consultative style, casual style, and intimate style. The analysis showed that there were 97 data found in the interview with Kendall Jenner, consisting of 33 consultative styles, 63 casual styles, and one intimate style. There were 108 data found in the interview with Kim Kardashian, consisting of 49 consultative styles, 57 casual styles, and two intimate styles. Meanwhile, there were 92 data found in the interview with Selena Gomez, consisting of 27 consultative styles and 65 casual styles. The frozen and formal styles did not appear in this podcast because the nature of women's speech in this context tended to be conversational, spontaneous, and personal. Thus, it can be concluded that the most dominant women's language style used by the three guest stars was the casual style. These findings showed that the context of communication and interpersonal relationships greatly influenced the choice of women's speech style, especially in digital conversational media such as podcasts.

**Keywords:** language style, podcast, women's speech

### 1. Introduction

Language is the primary tool in human interaction, used both verbally and non-verbally to express ideas, build relationships, and convey social identity. As social beings, humans rely heavily on language in daily communication. According to Wulandari and Susyulwati (2021), language and humans are inseparable, as language functions as a key medium for social interaction. Linguistics is the scientific study of language. One of its branches, sociolinguistics, explores the relationship between language and social factors such as class, age, gender, and communication context. Wardhaugh and Fuller (2021) state that sociolinguistics examines how language is used in daily life and how its use is influenced by social norms and contexts. An important aspect of sociolinguistics is language style.

Joos (1961) classifies language style into five types: frozen, formal, consultative, casual, and intimate. These variations depend on the situation and the relationship between speakers. In the digital era, language style becomes more visible through platforms like social media and podcasts,

which often present spontaneous and natural communication. Compared to scripted media such as films or talk shows, podcasts offer a more authentic form of speech, providing rich material for sociolinguistics analysis.

Previous studies on language style and women's language have generally concentrated on structured or scripted media, such as films, talk shows, and literary works (Nurfitra, 2023; Sabela, 2020; Tahir et al., 2023). Although these studies have made significant contributions to linguistic research, their findings do not fully reflect spontaneous language use in everyday interaction. As a result, investigations into women's language styles in natural and unscripted digital media remain relatively limited.

To address this gap, the present study examines the language styles employed by female guest stars namely, Kendall Jenner, Kim Kardashian, and Selena Gomez in Jay Shetty's *On Purpose* podcast by applying Martin Joos' theory of language style. The novelty of this research lies in the application of Joos' framework to podcast discourse, a form of digital media that has received little attention in sociolinguistic



studies. By analyzing women's language use in an authentic digital conversational context, this study seeks to provide new insights into how language style is shaped by communicative context, interpersonal relationships, and contemporary media practices.

## 2. Literature Review

This research is grounded in three main theories that serve as the foundation and analytical approach for examining the language styles used by female figures in podcast conversations. These theories include the concept of sociolinguistics, Martin Joos' classification of language styles, and the podcasts as a form of digital communication. Each of these theories is relevant and interconnected, supporting the analysis of how women use language in spontaneous, authentic digital interactions.

### 2.1 Sociolinguistics

The first theoretical is sociolinguistics, which is a subfield of linguistics that explores the relationship between language and society. Holmes and Wilson (2022) explain that sociolinguistics is concerned with why people speak differently in different social contexts, and how language is used to express social meaning. This perspective emphasizes that language is influenced not only by structural factors but also by social variables such as age, gender, status, and the speaker-hearer relationship. Nurfitri (2023) further supports this by stating that the meaning of an utterance is not determined solely by its content, but also by the surrounding social context. In this study, sociolinguistics provides a lens to understand how language is shaped by social roles and communication situations, especially in podcast interactions where speakers engage in natural, unscripted conversations. This field will explain why we speak differently in different social context.

For example:

**Situation 1 : Talking to a Close Friend**

Matthew : Hi, Kate! Are we still going to the movies tomorrow?

Kate : Of course! I already bought the tickets this morning.

Matthew : Nice! Don't forget to invite Paul too.

Kate : Got it, no worries!

In this conversation, Matthew uses relaxed and expressive language. The choice of words shows familiarity and the absence of social distance between the speaker and the interlocutor. The sentence structure is freer and less bound to formal rules.

### Situation 2 : Talking to a Lecturer

Matthew : Good morning Prof. Sorry to bother you. I'd like to ask about my thesis revision?

Mr. James: Good morning. Sure which part do you want to ask about?

Matthew uses a more polite and formal style of language. His sentences are carefully structured, using formal greetings.

### 2.2 Language Style

The second theoretical basis is the concept of language style, specifically Martin Joos' classification of speech styles. As cited in Eric (1977:88), Joos identifies five types of language style: frozen, formal, consultative, casual, and intimate. These styles reflect varying levels of formality in communication, determined by factors such as the setting, the relationship between speakers, and the communicative purpose.

Frozen style is the most formal and rigid type of language, often used in legal documents, constitutions, religious texts, or ceremonial speeches. This style is characterized by fixed expressions, complex sentence structures, and is typically read rather than spoken. Formal style is used in official or public situations such as speeches or professional meetings. It maintains a polite and structured tone and usually features one-way communication. Consultative style occurs in semi-formal settings, such as between teachers and students or doctors and patients, where both speakers actively participate in the conversation using polite and clear language.



Casual style is more relaxed and informal, used in everyday conversations between friends or peers, often featuring slang, ellipses, and colloquial expressions. Lastly, Intimate style is reserved for close personal relationships, where language becomes emotionally charged, often using nicknames, incomplete sentences, and shared understanding between the speakers.

This theory is particularly relevant to this research because it offers a systematic framework for analyzing the variation in language styles that appear in podcast dialogue. Given the conversational and often informal nature of podcasts, the consultative and casual styles are expected to be the most prevalent. Joos' framework allows the researcher to categorize utterances based on their formality and contextual appropriateness, thus providing clearer insight into the speaker's communicative strategies.

### 2.3 Podcasts

The third supporting theory relates to podcasts as a digital communication medium. Podcasts are audio-based platforms that enable open and flexible communication, often characterized by spontaneity and authenticity. Silaban *et al.* (2020) describe podcasts as a technology used to distribute, receive, and listen to audio content on demand, which allows listeners to access them anytime and anywhere. This format allows speakers to communicate freely without relying on formal scripts, thus revealing their natural speech patterns and language styles. Furthermore, Tarigan and Girsang (2023) note that podcasts are not only used for entertainment but also function as platforms to discuss personal and social issues, such as mental health, relationships, and self-identity. This makes podcasts a rich source of linguistic data, especially for examining how language is used in personal and emotionally driven conversations.

In conclusion, these three theories, namely sociolinguistics, Martin Joos' theory, and the characteristics of podcast communication are interconnected and

provide a strong foundation for analyzing women's linguistic behavior in digital contexts. Through these theoretical perspectives, the study aims to reveal how language reflects social identity and relationships, particularly in natural and intimate communication settings like podcasts.

### 3. Research Method

This study focuses on analyzing the language styles used by women in digital communication, specifically in podcast media. The main object of the research is the variation of language styles spoken by female guest speakers in selected episodes of Jay Shetty's *On Purpose* podcast. The goal is to identify and examine the types of language styles used, based on Joos' theory (1961).

A descriptive qualitative method is employed in this research to explore and interpret the data in depth. According to Moleong (in Nasution, 2023:34), qualitative research is intended to understand the phenomena experienced by research subjects, such as behaviors, perceptions, motivations, and actions, presented in the form of words and observed in a natural context. This method is suitable for studying language use in spontaneous and authentic communication settings.

The data are collected through documentation techniques. As explained by Sugiyono (2013:240), documentation is a data collection method that involves written or recorded materials. The steps include selecting the episodes, watching and listening carefully, and then transcribing the utterances of the female guests. After transcription, the data are analyzed in four stages: data reduction to focus on relevant utterances, classification of the utterances according to Joos' five language styles (frozen, formal, consultative, casual, and intimate), interpretation of the patterns found in each utterance, and drawing conclusions based on the analysis. This methodological approach is expected to offer a comprehensive understanding of women's language styles in podcasts and to contribute



to sociolinguistics studies, particularly in the context of digital communication.

#### 4. Results and Discussions

This section presents the results of the analysis of the use of women language styles based on Martin Joos' theory, which includes five types of styles, namely frozen, formal, consultative, casual, and intimate. The analysis focuses on the utterances of three female guests on the Jay Shetty Podcast, namely Kim Kardashian, Kendall Jenner, and Selena Gomez. They are chosen because of their active involvement in conversations that contain personal, emotional, and reflective elements.

From the results of the analysis, it is found that there are only three language styles that appeared in the data, namely casual, consultative, and intimate. Frozen and formal styles were not found during the analysis process because they did not fit the context of communication in the podcast, which is informal and not bound to a very official or frozen language structure.

Based on the analysis, there are 97 data found in the interview with Kendall Jenner, consisting of 33 instances of the consultative style, 63 of the casual style, and 1 of the intimate style. In the interview with Kim Kardashian, 108 data are identified, including 49 instances of the consultative style, 57 of the casual style, and 2 of the intimate style. Meanwhile, in the interview with Selena Gomez, 92 data are found, with 27 using the consultative style and 65 using the casual style. From these findings, it can be concluded that the casual style is the most dominant among the three guest stars.

The following is the analysis of the data that are found from each of the three guest stars:

##### 4.1 The Language Style of Kim Kardashian

From the 108 data found in the interview with Kim Kardashian, three samples from each of the two language styles consultative and casual along with two samples from the intimate style are selected for discussion, as

they are considered to represent the overall characteristics of the data.

##### 1. Consultative Style

To clarify the understanding of this style, the following is presented some speech data that shows the use of consultative language style by Kim Kardashian in Jay Shetty's podcast, accompanied by an analysis based on the characteristics of the language style.

##### Data 1

“You know what, in Japan it’s like that. You know, everyone’s really respectful.”

This utterance is form the consultative style because this style appears in a two-way communication situation between the speaker and the listener who do not have intense personal closeness, but still show professional respect. In this context, Kim Kardashian speaks to Jay Shetty in a semi-formal podcast interview format. Although the atmosphere is relaxed, the relationship between the speaker and the interlocutor still maintains a social distance that reflects a consultative situation. The sentence structure used in this utterance is clear, complete, and polite.

The sentences “in Japan it's like that” and “everyone's really respectful” are delivered completely and informatively, showing the speaker's effort to provide an explanation that can be understood by the listener, not just a spontaneous statement without context. The use of the phrases “you know what” and “you know” serves to engage the interlocutor and ensure that he or she is following the flow of the conversation. Although these phrases do not include examples such as “yes” or “mm”, they still serve the same function of establishing two-way communication in a polite but not too personalized style, which is the main characteristic of the consultative style.

##### Data 2

“You can’t really judge people for their pace”



The above utterance is included in the category of consultative language style, according to its characteristics. It is a polite, clear, and structurally complete statement that reflects the speaker's attempt to explain an opinion in the context of a discussion. This sentence contains a subject "you", a predicate "can't judge", and an object "people for their pace" structure, which is delivered in a neutral and informative tone. Kim expresses her view on how one should not judge others based on their pace, which includes their progress, development, or life choices. This reflects a key feature of the consultative style, which is the use of full, non-slang, and linguistically polite sentences.

## 2. Casual Style

To clarify the understanding of this style, the following is presented some speech data that shows the use of casual language style by Kim Kardhasian yeah in Jay Shetty's podcast, accompanied by an analysis based on the characteristics of the language style.

### Data 1

"My morning workout really is my... I don't want to say therapy session."

The above speech delivered by Kim Kardashian, is an example of the use of a casual language style that shows the characteristics of informal and spontaneous communication. This sentence begins with a structure that is not rigid and flowing, reflecting a natural way of speaking in a relaxed situation. The use of the ellipsis mark "..." indicates a hesitation or pause in thought, which is one of the characteristics of the casual style. It shows that the speaker is composing her thoughts, and the sentence pattern is interrupted, indicating the flow of oral speech.

In addition, the phrase "I don't want to say" reflects hesitation or caution in choosing words, which is also part of informal communication where the speaker feels free to convey thoughts openly but not too structured. These sentences also do not follow a formal and perfect grammatical

order, but rather are loose and appropriate to the familiar atmosphere of the conversation.

### Data 2

"Yeah like we almost crave both of those."

The utterance above is part of the casual style and was spoken by Kim. It shows some of the characteristics of the casual style commonly used in informal conversations. The use of the filler "like" shows that the speaker is looking for ways to express their ideas more precisely, while giving the impression that they are thinking as they speak, which creates a more relaxed and less pressured atmosphere. The use of the word "Yeah" at the beginning of the sentence functions as a filler that is often used spontaneously to show agreement or involvement in the conversation. In addition, the word "crave" is used in casual settings in contrast to "desire," which is used in formal situations. Overall, this expression reflects a relaxed and friendly conversational atmosphere, where speakers feel free to express their ideas more informally.

## 3. Intimate Style

This style is used in communication contexts that are very personal and involve high emotional closeness. Usually, this style appears in conversations between individuals who have a close relationship, such as spouses, family members, or best friends. Although intimate style is generally used in non-public situations, it can still be found in digital media such as podcasts, especially when speakers discuss personal experiences that are full of emotions. Therefore, this section will discuss and analyze a number of utterances from female guests on the Jay Shetty Podcast that exhibit the characteristics of intimate style as described by Joos.

### Data 1

"I look back at my mom and I think my mom is a superwoman."

The utterance is a clear example of intimate language style spoken by Kim, which reflects the emotional closeness



between the speaker and her mother. The use of “my mom” mentioned twice shows a close and affectionate family relationship, where this familial term is the main marker of intimate style, even though it does not use direct affectionate calls. Although in this context the greeting “mom” is not addressed directly to the interlocutor, the mention still shows emotional closeness because it is conveyed in the form of a personal story. It's a simple and repetitive sentence structure consisting of two short clauses connected by “and” that creates a distinctive impression of spontaneous conversation.

The metaphor “superwoman” used to describe the mother is not only an emotional hyperbole, but also a special code that only has deep meaning in the context of the child-mother relationship.

#### Data 2

“All I can do is appreciate my mom”

This expression is a statement made by Kim when she was talking about her mother. The mention of the word “my mom” as a familial term indicates a close personal relationship, where the mention of this mother figure contains deep emotional value, even though it does not use direct affectionate calls. This utterance, although not directed directly at the interlocutor, contains strong emotional value because it refers to a mother figure and is delivered in a personal context. This utterance also contains a personal expression, “appreciate my mom,” which reflects the speaker's deep appreciation for her mother, a form of emotional recognition that is usually only expressed in very close relationships. The reflective and personal context of use further strengthens the intimate nature of this utterance, showing that the speaker is conveying her deepest feelings about her mother.

#### 4.2 The Language Style of Kendall Jenner

From the 97 data found in the interview with Kendall Jenner, three samples from each of the two language styles consultative and casual along with one samples from the intimate style are selected

for discussion, as they are considered to represent the overall characteristics of the data.

##### 1. Consultative Style

To clarify the understanding of this style, the following data are presented to show the use of consultative language style by Kendall Jenner in Jay Shetty's podcast, accompanied by an analysis based on the characteristics of the language style. The sentence “I felt so honored. Thank you for saying those kind words” uses two-way communication situations between speakers and listeners who do not have a close personal relationship, but still respect each other professionally.

The utterance is delivered by Kendall Jenner in a podcast interview with Jay Shetty, which, in context, reflects the semi-formal relationship between the two. The sentence “I felt so honored” shows an expression of feelings conveyed with a clear, polite, and complete structure, without using informal language forms. Meanwhile, the phrase “Thank you for saying those kind words” is a functional form of direct response, which shows polite participation in the positive statement of the interlocutor. Although it contains emotional elements, it is still delivered in a formal tone and respects the social distance that exists between the speaker and the listener.

The sentence “Exactly, I thought you meant me. I was like I don't know” is also categorized as a consultative language style because it meets the characteristics as described by Martin Joos. This style is used in two-way communication between speakers and listeners who do not have intense personal closeness, but still maintain a professional and polite attitude. In the context of Jay Shetty's podcast, Kendall uttered this sentence in response to the host's statement, which shows a form of direct interaction in a semi-formal conversation. The use of the word “Exactly” serves as a short yet functional response, which falls under the hallmark of the consultative style, which is the active involvement of the listener or speaker. Furthermore, the sentence “I thought you meant me. I was like



I don't know." is delivered with a fairly clear and coherent structure, and uses neutral and polite language without a mixture of slang or informal styles.

This utterance also shows an exchange of information in an atmosphere that still maintains social distance, according to the context of communication between an interviewee and an interviewer. Thus, based on the complete sentence structure, direct response, and polite and directed interaction context, this utterance belongs to the category of consultative style.

## 2. Casual Style

To clarify the understanding of this style, the following is presented some speech data that shows the use of casual language style by the female guest stars in Jay Shetty's podcast, accompanied by an analysis based on the characteristics of the language style.

### Data 1

"and so yeah yeah and stuff but i always love knowing about people's first jobs"

The above utterance is casual because it reflects the characteristics of this style, which is used in informal conversations between familiar individuals. This statement was uttered by Kendal. Firstly, the repetitive use of the word "yeah yeah" shows spontaneous expressions commonly found in casual conversation, and serves as a filler that has no specific grammatical meaning, but creates a natural and expressive impression. The word "stuff" is a slang form or informal expression used to express other things without specifying them. It is often used when the speaker doesn't feel the need to explain everything in detail because the other person is expected to understand the context.

The sentence structure in this excerpt is also loose and nonstandard, characterized by the repetition of the conjunction "and" and the absence of formal sentence structure as in academic writing or official communication. These sentences do not follow a well-structured subject-predicate-object pattern, but rather flow according to

one's natural speaking style. In addition, the intonation that can be inferred from the use of the words "so yeah yeah" and "and stuff" gives a relaxed and expressive impression, emphasizing that this style of language is used in a relaxed and non-rigid conversational atmosphere.

### Data 2

"No freaking way he's hitting me right now"

The expression was uttered by Kendal and is considered informal language because it reflects a spontaneous emotional reaction in everyday conversation. The phrase "no freaking way" is a form of slang or informal expression often used in everyday conversation to convey disbelief or surprise. The use of the word "freaking" serves to emphasize emotion but is still polite because it does not contain harsh words. In addition, the sentence structure does not follow the rules of standardized formal grammar, and the sentence structure is loose, namely without an opening phrase and directly to the core of the conversation, "he's hitting me right now," which helps clarify the impression of a relaxed and familiar tone.

Another feature of the casual style is seen in the omission of words where parts of the sentence that should be present in a formal context are omitted. The intonation is relaxed and emotional, with emphasis on certain words to emphasize feelings. The use of this style reflects the close relationship between the speaker and the interlocutor, as well as the fluid and non-rigid situation of the conversation.

## 3. Intimate Style

This style is used in communication contexts that are very personal and involve high emotional closeness. Usually, this style appears in conversations between individuals who have a close relationship, such as spouses, family members, or best friends. Although intimate style is generally used in non-public situations, it can still be found in digital media such as podcasts, especially when speakers discuss personal experiences that are full of emotions.



Therefore, this section will discuss and analyze a number of utterances from female guests on the Jay Shetty Podcast that exhibit the characteristics of intimate style as described by Joos.

Data 1

“So i am really happy to be here and I'm honestly honored like i said i admire you”

The utterance shows some characteristics of an intimate language style spoken by Kendal. Although it does not use affectionate calls or direct familial terms, this utterance reflects emotional closeness through the expression of sincere and personal feelings. The sentence structure is relatively short and contains some grammatically imperfect elements, “like I said,” indicating the relaxed and intimate nature of the communication. The use of emotionally nuanced words such as “really happy”, “honestly honored”, and “admire you” reveals the depth of the speaker's feelings towards the interlocutor, which is characteristic of the intimate style.

Thus, despite not using an explicit intimate call, this utterance still reflects an intimate language style through the depth of emotional expression, the informal sentence structure, and the assumption of mutual understanding that is only possible in a close and trusting relationship.

### 4.3 The Language Style of Selena Gomez

From the 92 data found in the interview with Selena Gomez, three samples from each of the two language styles consultative and casual for discussion. Meanwhile the intimate style are not found. This considered to represent the overall characteristics of the data.

#### 1. Consultative Style

To clarify the understanding of this style, the following is presented some speech data that shows the use of consultative language style Selena Gomez in Jay Shetty's podcast, accompanied by an analysis based on the characteristics of the language style.

Data 1

“Yes. I thought it was amazing.”

The utterance is included in the consultative language style, because it fits the characteristics of this language style, which is used in two-way communication between speakers and listeners who do not have a very close personal relationship, but still uphold a polite and professional attitude. This utterance appears as a Selena's response to Jay's question. The use of the word “Yeah” at the beginning of the sentence is a short functional response, one of the characteristics of the consultative style which is also seen in responses such as “yes”, “no”, “mm”, ‘okay’, or “that's right”. Furthermore, the sentence “I thought it was amazing.” is delivered with a complete, polite, and clear structure, indicating that the speaker is expressing an opinion professionally, without elements of informal language or slang. This speech occurs in a communication situation that encourages the purposeful exchange of information, while still maintaining a reasonable social distance between the speaker and the listener.

Data 2

“It's not easy, but I try.”

This speech shows the characteristics of two-way communication Selena s and Jay who respect each other professionally, but do not have intense personal closeness. The sentences “It's not easy” and “but I try” are delivered with a complete, polite, and clear sentence structure, without using informal language forms or overly personalized emotional expressions. Although the statements are reflective, the delivery style maintains social distance, and shows a purposeful exchange of information in accordance with the function of the consultative style. In addition, this utterance appears as an answer to a question or topic under discussion, thus functioning as a form of direct participation in two-way communication. Considering the context, the tense, and the professional and polite tone of the delivery, this utterance can be correctly classified as a consultative style.



## 2. Casual Style

To clarify the understanding of this style, the following is presented some speech data that shows the use of casual language style by the female guest stars in Jay Shetty's podcast, accompanied by an analysis based on the characteristics of the language style.

### Data 1

"I I sit in what I worked I mean I work so hard"

The speech above is an example of Selena's casual style, which reflects spontaneous and unplanned verbal communication. The first most prominent feature of this sentence is the repetition of the word "I" at the beginning of the sentence, indicating a hesitation or pause of thought in the process of conveying ideas. This is typical of the casual style, where the speaker doesn't think too much about formal sentence structure, but rather speaks naturally according to her thoughts.

### Data 2

"Well that's a hell of a one I know, I was like yeah"

This speech reflects various characteristics of Selena's informal style of language, namely the use of the casual expression "that's a hell of a one", which is a form of slang or nonstandard expression to show surprise, admiration, or emotional interest. The word "hell" in this context serves to casually emphasize without being rude, which often appears in casual language styles. The phrase "I was like" serves as a filler that shows that the speaker is recounting their experience or reaction in a more informal way, creating the impression that they are thinking as they speak. The untidy and somewhat loose sentence structure reflects the informal nature of everyday conversation, where the speaker feels comfortable speaking in a more spontaneous manner.

In addition, it reflects the speaker's emotional reaction to the situation being discussed, showing their emotional involvement and strong response. By using

relaxed and expressive language, the speaker creates a friendly atmosphere, inviting the listener to share the same experience. Overall, this expression reflects the characteristics of the casual language style exhibited by Martin Joos.

## 5. Conclusion

Based on the analysis of women's language styles used by Kim Kardashian, Kendall Jenner, and Selena Gomez in The Jay Shetty Podcast, it can be concluded that only three of Martin Joos's language styles appear, namely consultative, casual, and intimate, while the frozen and formal styles are not found. From the data, there are 97 data are found in the interview with Kendall Jenner, consisting of 33 consultative, 63 casual, and one intimate style. In the interview with Kim Kardashian, 108 data are found, including 49 consultative, 57 casual, and two intimate styles. Meanwhile, in the interview with Selena Gomez, 92 data are found, consisting of 27 consultative and 65 casual styles, while the intimate style does not appear.

Among the three guest stars, the casual style is the most dominant, showing that the conversations in the podcast take place in a relaxed and friendly atmosphere, where the speakers freely express their thoughts and feelings spontaneously. The consultative style appears when the speakers respond politely or provide structured explanations, reflecting professionalism within a semi-formal context. Meanwhile, the intimate style, although rarely found, reflects emotional closeness and deep personal expression.

Overall, these findings show that the podcast medium encourages a natural, personal, and expressive form of communication, in which relaxed and spontaneous language styles are preferred over formal or rigid ones.

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