

An Analysis Of Language Style Found In Barack Obama And Pharrel Williams Speech

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Abstract

The focuses of this study are to analyzing language style on speech. It is chosen because the way how to convey speech with their social background shows the style of language used. Therefore, the purpose of this study is to answer the style of speech in speech with different social backgrounds. Descriptive qualitative method was chosen in this research because the data were analyzed by finding, identifying and classifying the five various types of language style initiated by Martin Joos (1976) those are Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style. The findings showed that there were only three styles that have been classified as language styles used by both on speech. Those are frozen style, formal style, and casual style. In Barack Obama's speech, the total language style that emerged is 67 times. Those are 4 of frozen style, 9 of formal style, and 54 of casual style. While in Pharrel Williams speech, this research found there is 66 style. The styles are 1 of frozen style, 51 of formal style, and 14 of casual style. In this speech Barack Obama dominant use of language style in which the researcher found 54 words which indicate language style is casual style. While in Pharrel Williams speech, the dominant language style which the researcher found 51 of formal style.

Keyword : *Language Style, Kind of Language Style, Speech*

Introduction

Language is a tool for communicating each other, a system of everyday conversation, a human creature expresses himself as an individual of a social group and as a member of that culture. Individuals can forward messages through discussions, allowing them to interact and communicate. The study of studying society and related languages is called sociolinguistics. Sociolinguistics cherishes the presence of social components that play big role in affecting and deciding the various linguistics form used by speakers. One of the subjects discussed in sociolinguistics is linguistic diversity. Fishman in Wardhaugh (2006:16) sociolinguistics is about take into consideration of "who speaks (or writes) or what language (or diversity of languages) to whom, when, and what" says to have. From that we can spell out benefit of sociolinguistic for the human life and linguistic diversity.

People should know how to use the right style in the right situation regarding to the purpose of using language there are some variations in language which can be used in any situation. For example, when a person interacts with others in their daily used. Martin Joos (1976) said that language has five style named Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style each one of that style have a different used in any situation, so that language style can not be divided with society. Language can not be separated with society.

This study focused on the language styles used by Barack Obama and Pharrell Williams. In this age, information can be easily brought into form or as visual or audio data. Comprehensive information in the form of audio and visuals can be found on TV and on YouTube. To find public figures or hosts who use a various language style when speaking on TV shows in TV. In this research, the researcher focused on the language style used by Barack Obama and Pharrell Williams on youtube.

Another research has same focus on language styles researches, one of them is Galuh (2007) in his thesis *"A Study of Speech Style Used by the Host in "Empat Mata" Talk Show Program on Trans 7"*. The other research written by Hafif Helmi Hajam (2014) from University of Brawijaya *"Language Style Used by Mario Teguh in this Motivational Picture about Love"*. Regarding to previous study above, the researcher classify words in the Host "Empat Mata" and Mario Teguh speech into five types of language style according to Martin Joos (1976). From the explanation and conclusion in two previous study researcher can identify and realized that there is many kind of different styles between characteristic of each other. Here, the researcher analyzes the language style on Barack Obama and Pharrell Williams. Speech between Barack Obama as a President with social background as important person. and Pharrell Williams as a American singer and song writer.

Sociolinguistic

The sociolinguistics are concerned with investigating the relationship among the language and society with the goal of being preferable definition of the structure of language and how the language used daily as a function. It usually investigates the fields of language, culture, and social sciences,

especially psychology, anthropology, and sociology. According Bernard Spolsky (1998), said that sociolinguistics is the study of the various ways used by various groups of people used a language. This book supply a brief and a comprehensive references to the field. It investigate how sociolinguistics connected to other disciplines for example as history, politics and gender studies.

Language Style

Llamas (2007:95) defined that language style is a dimension of language that allow individual speakers can used their choosen language style. Based on fact that people always change the way their talking constantly from a situation to another according to the current situation, because people not always speak in consistenly all the time the same way. Style in social social roles includes behavior that connected to a partucular status. It can be more flexible than status and varies also according to the situation of the speech. Differences of requirements specification that imposed by roles upon each person can caused a conflict

Kind Of Language Styles

In this research the researcher used the similar of Sociolinguistic theory defined by Martin Joss (1976: 153-155). Joss said there are five various style of language encompass Frozen Style, Formal Style, Consultative Style, and Intimate Style. The explanation about this five types of language style are follows:

1. The Frozen Style

Frozen or commonly referred as an oratorical style usually more directed to a formal style. It has a symbolic value that used in a very formal occasion such as a formal ceremonies and court, constitutions, state

documents, in palace, mosque sermon, and some other formal. Example : Congratulation to the class of 2020, some of you have graduated already, All of you should be very proud.

2. Formal Style

A formal type of language used in critical situations or significant situations. Deliberative style used to handle audiences, especially a larger audiences to permit effectively interchange between speakers and audience. One of these deliberative style is often carried out in a typical university classroom lecture, though the performs usually not as perfect as those in an oratorical style.

Example:

1. Graduation is a big achievement under any circumstances .
2. So, as you prepare for the next stage of what I know will be a remarkable journey.

3. Consultative style

Consultative style is a form language we can expected from average person. In semi formal situations usually used consultative style for a communication style. The consultative style usually takes the form of a fairly formal dialogue and speech used by two people, the word choosen with some company, translation, doctor-patient conversations, or in any other first meeting between strangers. Even though one people speaks at random intervals, the others people respond with brief answers based on a limited set of standart signals. There are some basic part of the system, for example “*Oh.., No, Yes, Huh, Mm, That’s right, Well, So*”.

4. Casual style

A style used in an informal and a relaxed situation defined as a Casual Style. it can be used on informal and a relaxed situation using a conversation in our related or daily conversation with close people. Therefore the background information can freely connected into a casual conversation. This casual style usually used in a conversation between family members or a friends. In this context words need to be guarded in fairly low social barriers.

Example:

1. “Even if we can’t all gather in person, I want you to remember that, a graduation ceremony doesn’t celebrate just a moment in time.”
2. “About the world and about yourself. It’s the culmination of all your years of learning.”

5. Intimate Style

A completely private language that develops among family members, lovers, and close friends called Intimate Style. Intimate style can be distinguished by ellipsis, deletion, rapid, slurred, speech, nonverbal dialog, which is sometimes other people can’t understand at the smallest social units. speech, nonverbal communication, and private code, which is sometimes only at the smallest social units realized.

Example:

1. Hey darling, what are you doing?
2. How about this, honey?

Research Method

Research Design

The researcher analyzes the topic using a descriptive qualitative design. It is the most important one to use in interpreting this study, as well as for this research, since it is thought to produce a detailed explanation of language style. Qualitative research, according to Hancock et al. (2007), is related with

developing explanations for social phenomena. The approach is appropriate when the data is evaluated in a descriptive manner with no specific number to count. In conducting this research, this study used a descriptive qualitative methods. The research collected the data from the transcript of Obama and Pharrel speech on Youtube using descriptive methods.

Research Instrument

According to Arikunto (2019) research instruments is a tool and a facilities that can used by the researcher to ease collecting data, therefore it make the results more better, accurate and systematic. The key instrument from this study was the researcher himself. Because, he spent more time to read and explore the related theories and concepts until he understand before collecting and analyzing the data. He also acted as an data collector and instrument at the same time.

Data and Data Source

In this research the data gathered from transcript of Barrack Obama speech which gathered from Youtube. The speech was on 8th June,2020 entitled "*President Barack Obama's Commencement Speech*" and the speech was on 22nd August 2020, entitled "*Don't Be Invisible*".

Data Collecting Procedure

Data collecting procedure in this study will be collected. The activities are explained as follow :

1. Researcher search the related videos that researcher choose, and then researcher download the related videos from the choosen youtube chanel on www.youtube.com
2. After that the videos of the speech downloaded, the researcher look for

transcript available from the speech and then downloaded it.

3. The choosen videos seen many times by the researcher to understanding the language style of President Barrack Obama and Pharrel William as a choosen speech. The the researcher also take a note of information that related to the theories choosen, language style
4. The researcher collecting all the utterances, words, clause or phrase which has and included language style theories proposed by Martin Joos (1976). In this step, the researcher also underlined and numbered each style with various number to ease in analyzing. The researcher also giving some summary.

Data Analisis Procedure

The data analyzing techniques were following a few step, researcher conducted qualitative research and used data or content analysis method to analyze the data in this research. To gather and analyze the collected data are described as following prosedures :

1. Listing the words on transcript which contained kind of language style.
2. Analyzing each of the word from Barrack Obama and Pharrel Williams speech using the related theory written on the table.
3. In this step, the researcher started to take notes and gathered all of the data and giving an explanations from each style and give every conclusion from the data collected. The researcher connecting the findings with Martin Joos (1976) theory. The data presented in the form of narrative descriptive since it's a qualitative methods research.
4. The researcher drew a review related from the result of discussion and concluded the result then find the various kinds of language styles.

Result and Discussion

Frozen Style

In the table, that sentence is a kind of frozen style or oratorical style, it is hyperformal sentence, because the wording of the sentence are careful and elaborate structuring.

Formal Style

In the table, Obama says that it shows, it uses the right grammatical in his utterance. Sentences above are classified into Formal Style because it has a standard forms and there is no allegro which means it has a complete form of word, according to Martin Joss theory said about one of the characteristic of formal style is the standart from without allegro. Whereas Obama used it in formal speech situations aimed at his students. With a background and clothes that are used formally.

Consultative Style

In the table, Barack Obama speech does not find consultative style, because Barack Obama speak by himself, without another person. In this case, barack Obama speech with one way communication.

Casual Style

In the table, Obama says, “we’ve made progress,” for example. It show two words made shorter from “we have to we’ve” for example by put an apostrophe where the letters have been relieve. This sentence generally used by friends or family which means it contains incomplete form and many allegro. This corresponds to Martin Joss theory about one of characteristic from Casual Style said there is non-standart form.

Intimate Style

Obama speech doesn’t conclude an intimate style because Obama according to student who graduate in 2020 in general so Obama can’t used intimate style because intimate style is a complete private language only used for family members and very close friend, and usually this intimate style used in pairs and it

excluded public information and shows a very close relationship (Joos, 1976). In this intimate style, the utterances used grammar and vocabulary which is very shor but still have some special impact to each other.

Result of Barack Obama

No	Language Style	Total
1	Frozen Style	4
	Formal Style	9
	Consultative Style	-
	Casual Style	54
	Intimate Style	-
	Total	67

The most dominant type of language style in Barrack Obama Speech

On the following data analysis from the video found, the researcher found that Barack Obama used four out of five language style, such as Formal Style, Frozen Style, Casual Style, Intimate Style, and Consultative Style. One features that did not use by Barack Obama were Intmate Style. Therefore, they used these style according to Martin Joos Theory (1976) about language style. But after the researcher did, the most dominant type of language style used by Barack Obama speech based on Martin Joos theory is Casual Style. For example “*The time when you’re expected to fully take charge of your life’s direction.*”, “we’ve made progress...”, etc. The other side, Barack Obama dominant use the Casual Style because manner of speaking wes relaxed and not too formal.

Frozen Style

In the table, that sentence is a kind of frozen style or oratorical style, it is hyperformal

sentence, because the wording of the sentence are careful and elaborate structuring. And the sentence tends to be monologue. Whereas Pharrel Williams used it in formal speech situations aimed at to New York University 2017 students. With a background and clothes that are used formally.

Formal Style

According to Martin Joos theory about one of the characteristic of formal style was the standart form and the is no allegro, the sentences above can be classified into a Formal Style. It classified as a Formal Style because it has a standart forms which means it has a complete form of word and there is no allegro. Whereas Obama used it in formal speech situations aimed at his students. With a background and clothes that are used formally.

Consultative Style

In Pharrel Williams speech doesn't use consultative style because Pharrel Williams speak by himself, in front of all his university graduation ceremony and he represented the other students who graduation too by giving thanks to all lecturers at the Pharrel Williams university. In this case, Pharrel Williams speech with one way communication.

Casual Style

One of the characteristic from a Casual Style are the non-standard form according to Martin Joss theory, the sentences above are classified to Casual Style because those sentences has non-standart forms which means it has an incomplete form and there are so many allegro. Those sentence normally used by friends or family.

Intimate Style

In Pharrel Williams speech does not conclude an intimate style because Pharrel Williams

according to New York University 2017 students in general so Pharrel Williams can't used intimate style. Intimate Style normally used in pairs and it contains a complete private language used in conversation with family members, very close friend or a lover. Also it excluded public information and it only shows a very close relationship. In this style, a very short grammar and vocabulary are used in these utterances but still have a special meanings to each others.

Result of Pharrel Williams

No	Language Style	Total
1	Frozen Style	1
	Formal Style	51
	Consultative Style	-
	Casual Style	14
	Intimate Style	-
	Total	66

The most dominant type of language style in Pharrel Williams speech

According to the data analysis from the video choosen, the researcher qualified that Pharrel Williams used three from five language style, such as Formal Frozen Style, Formal style, Casual Style, Intimate Style, and Consultative Style. Two style of language that did not use by Pharrel Williams were Consultative Style and Intimate Style. Therefore, they used these style according to theory written by Martin Joos(1976) about language style. But after the researcher did, the most dominant type of language style used by Pharrel Williams speech related in Martin Joos theory is Formal Style. For example *“They breakdown the barriers and embody the focus and dedication that this planet needs even. If,*

for Mark, Kelly, it means leaving it from time to time”, etc. The other side, Pharrel Williams dominant use the Formal Style because Pharrel Williams is wearing graduation dress, Pharrel Williams manner of speaking was formal, inspiring and very formal.

Conclusion

After the researcher has done his analysis, discussion and now come to conclusion. The researcher concludes all of the finding related to this thesis titled "*An Analysis Of Language Style Found In Barack Obama*

And Pharrel Williams Speech " focuses on analyzing language style of Barack Obama and Pharrel Williams on speech by using Martin Joos (1976) Theory. The descriptive qualitative method was conducted to this research. The instrument of this research was the writer himself as a human instrument and the data collected from the guest star utterances on the selected speech. Some of findings had been founded in this thesis that related to language features.

According to the finding on chapter four, conculed that language style used by Barack Obama and Pharrel Williams on speech are represented enough in *An Analysis Of Language Style Found In Barack Obama And Pharrel Williams Speech*. It is due to the fact that every speech which comprise language used by Barack Obama and Pharrel Williams have fulfilled the elements to gorming convincing language differences and linguistic features according to Martin Joos (1976) theory of Barack Obama and Pharrel Williams language styles.

There are from five language styles according Martin Joos (1976) in Language Style those are Frozen Style, Formal Style, Casual Style, Consultative Style, Intimate Style . Language style are collected and it can be concluded that there are contain language style. In Barack

Obama speech the researcher found three out of five language syle there are frozen style, formal style, and casual style. In Pharrel Williams found three of five language style, those are frozen style, formal style, and casual style

The research concludes that there contains of three languafe style from five style language proposed by Martin Joos (1976) on both Barrack Obama speech and Pharrel Williams speech. The three language style are frozen style, formal style and casual style. In Barack Obama speech, the total of language style used is 67 times. Divided into 4 of frozen style, 9 of formal style, and 54 of casual style. While in Pharrel Williams speech, this research found there are 66 style. The features are 1 of frozen style, 51 of formal style, and 14 of casual style.

The language style more dominant in Barack Obama speech which the researcher found the are 53 words which indicate language style is casual style. Barack Obama used casual style language in relaxed or informal conversations between students. Because, Barack Obama although talking to students and dressed formally, the language used for his speech used a relaxed style so that it was easy for students to understand. So, the researcher found Barack Obama the most dominant type language style in casual.

While in Pharrel Williams speech, language style more dominant in which the researcher found on the speech are 51 of formal style. Because, Pharrel Williams gave a speech at his university graduation ceremony and he represented the other students who graduation too by giving thanks to all lecturers at the Pharrel Williams university for being given knowledge and many valuable lessons . As a Doctor of Fine Arts degree at New York Univeristy's 2017 commencement ceremony, advocated for women's rights in his speech to graduates.

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