

LANGUAGE STYLE USED IN OPRAH WINFREY'S TALK SHOW ON YOUTUBE

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abstract

This research analyzes the types of language styles used in Oprah Winfrey's talk show, starring The Rock (Dwayne Johnson) in 2020 and how each language style serves their own specific language function. The purposes of this research are (1) to find out the language styles used on Oprah Winfrey's talk show; (2) to find out the functions of the speaker's dialogues in using language style. The analysis is conducted based on the theory by Joos (1967) on language styles and Jakobson (2011) on functions of language styles. The research applied descriptive qualitative method and the data were obtained from the Oprah Winfrey's talk show on YouTube. Tables are also used to present the data analysis in this research.

The findings of this research shows that: First, out of 21 data obtained from the talk show, there are only 3 language styles used in Oprah Winfrey's talk show, which are formal style (2 data), consultative style (5 data), and casual style (14 data) which was applied the most throughout the talk show; Second, the 21 data of language styles used in the talk show represent their own specific functions, which are referential function (3 data), directive function (2 data), expressive function (8 data), social function (5 data), and poetic function (3 data), with expressive function as the most common function in the talk show.

Keywords : *Stylistics, Language Style, Oprah Winfrey's Talkshow, YouTube*

I. INTRODUCTION

In human life, language is considered as an irreplaceable tool because it is a medium of communication in human life. This important role as a medium applies in various fields, including education, politics, religion, including the world of entertainment. As a medium of communication which is used in various social situations, language has different styles in its usage. These styles are studied in the branch of linguistics called stylistics.

Stylistics is a linguistic branch that applies linguistic theories and methods to study style, language expression and expression effect. Style refers to the stylistic characteristics of a style, that is, a set of language variants suitable for a specific language environment. Clark (2016:18) states that stylistics is a study of "stylistic variations" that are based on the context in which the language is used and on what the author or speaker wishes to do for the reader or listener.

With the development of linguistics, stylistics also takes the theories of linguistics as the basis to systematically analyze and study the characteristics of language style.

According to Leech (1981:13), style is simply defined as the study of style (linguistic) rarely done for its own purposes, simply as an exercise in describing what language is used for. In other words, style is the study of language style. Style is the use of language in a particular context, by certain people and for a specific reason. Style is also different from structural grammar. Style influences writing and strengthens contact with readers. Thus, the style always focuses on the relationship between participants in a given situation. The word style comes from Latin, stylus which is a tool for writing in wax candles. Moreover, Keraf (2008) states that style is the ability to write or use words beautifully.

Joos (1967:17) states that basically, style is an exploration of language, especially exploring the creativity of language use. Leech

and Short (1981: 13) define that the purpose of studying language style is to explain something, generally in literary style, it explains the relationship between artistic function and its meaning.

Language style is variations or styles in the usage of a language. These styles can differ in many situations, such as formal style in business interaction, informal style in friendly conversations, or intimate style in family communication. Keraf (2010:11) states that language style makes us easily understand any characters and personalities of other people. Moreover, Joos (1967:11) emphasizes that there are five language styles used by people in different types of communications : Frozen Style, Formal Style, Consultative Style, Casual Style, Intimate Style.

Language style can be seen in many social interactions, such as conversations, interviews, and even on TV programs. At this time, due to digital sophistication, TV programs that are aired on television are usually uploaded to a YouTube channel so that people who do not get the opportunity to watch on television can see them on YouTube. There are many talks show that we can find on YouTube, one of them is Oprah Winfrey’s Show.

The Oprah Winfrey’s Talk Show is an American talk show that aired nationally for over 25 seasons from 1986 to the present. It is hosted on the most favorite and popular talk show television program in the world. One of many interesting episodes of Oprah Winfrey Show is when Oprah Winfrey invited a famous actor named Dwayne Johnson, he is also called by his famous stage name, “The Rock”. In this episode, Dwayne Johnson and Oprah used their own language styles to express themselves to the audience of the talk show.

An example of language style used by The Rock in Oprah Winfrey’s talk show can be seen as followed:

00.12 – 00.16

Speaker	Data
The Rock	<i>“Thank you Oprah, for having me. Thank you, guys”</i>

The example of data above shows how The Rock (Dwayne Johnson) said “Thank you Oprah, for having me. Thank you, guys”. This opening utterance in talkshow is categorized as casual language style, because based on Joos’ theory (1967: 153-155), casual style is a language style that is used for a relaxed situation. We can see how The Rock (Dwayne Johnson) used the casual style to show his warm gratitude towards Oprah who invited him to the show, as well as to the audience. He used the casual style to make the audience feel closer to him, and created a friendly atmosphere in the room.

The writer also categorized the function of Dwayne’s gratitude and greeting statement into phatic or social function because according to Jakobson, R. (2011:54), phatic and social function is opening the channel, either for social reasons. This social function includes greetings, which is the thing that Dwayne Johnson did in the beginning of the talk show where he greeted Oprah.

In this research, the writer focuses on analyzing the language styles used in Oprah’s Talk Show, specifically in The Rock’s special episode. By using the theory of Joos (1967), the writer categorized each data into the different language styles, whether it is in the form of Frozen Style, Formal Style, Consultative Style, Casual Style, or Intimate Style.

Frozen Style (Oratorical Style) is the most formal variety of language and is used in solemn situations and official ceremonies such as state ceremonies, sermons in mosques, oath-taking procedures, books, laws, notary deeds, and decrees. This variation is called the frozen variety because the pattern and rules have been firmly established and should not be

changed.

Formal style is a language style that is usually used in state speeches, official meetings, official correspondence, religious lectures, textbooks, papers, scientific papers, and so on. The patterns and rules of the formal style have been established in a standard and steady manner. Examples of formal style includes in a solicitor, lecture, a person's conversation with the dean in his office. Talking when a student confronts a lecturer or certain structural officials on campus is also an example of this variety. The characteristics of sentences in this variety are using precise grammatical patterns and standard vocabulary.

Business or consultative language style is a style that has been commonly used in ordinary speech such as in schools, and meetings, or results-oriented or production-oriented talks. So it can be said that this variety of business is the most operational variety of languages. The form of this variety of business is between the formal variety and the informal variety or casual variety.

Casual language style is commonly used in informal situations such as chatting with family while on vacation, sports, recreation, and so on. In this style, many forms of allegro or shortened speech are used. The elements of the constituent words both morphologically and syntactically are colored by many regional languages.

Intimate language style is used by speakers who have very close relationships such as with family members, romantic partners, or close friends. This language style is characterized by incomplete, short, and unclear articulation. This conversation takes place between participants who already understand each other and have the same knowledge.

The language used in this variety is very formal. Therefore, one should not just change, because it has been determined according to applicable regulations. This frozen variety form is characterized by long sentences, is not easily cut or decapitated. This form of frozen variety requires speakers and

listeners to be serious and pay attention to what is written or spoken.

In addition, the writer also identified the functions of each language style being used by the speaker in the Oprah Talk Show, to understand the purpose or goals of using the language style itself. By using the language function theory by Jakobson (2011), the functions of each language style will be categorized into Referential function, Directive function, Expressive function, Phatic or Social function, Poetic Function, Metalinguistic Function.

There are many reasons that encourage the writer to choose this topic of language style as a research title. The first reason is the importance of understanding language styles in different social circumstances. It is important to know which language style should be used in a formal situations or casual situations, so that we do not use inappropriate language style in different social situations. Secondly, the writer believes that by understanding someone's language style we can also understand them as a person. Therefore the knowledge of language style is necessary for better human interactions. Most important reason is because the amount of studies on this topic is relatively rare, especially on the topic of language style used in entertainment industry.

Based on the explanations above, the writer is interested in conducting a research on the following title: "LANGUAGE STYLE USED IN OPRAH WINFREY'S TALK SHOW ON YOUTUBE".

II. METHOD OF THE RESEARCH

The research method used in research is qualitative method. According to Bogdan and Taylor (2010:4), qualitative methods are research procedures to produce descriptive data in the form of written words or sayings of people and observable behavior.

The writer uses language style theory by Joos (1967:11) to determine the language styles used by people in different types of communications. The writer also used the theory of Joos (1967), to categorize each data into the different language styles, whether it is Frozen Style, Formal Style, Consultative Style, Casual Style, or Intimate Style.

1. Data Source

Data sources are divided into substantial and locational data.

a. Substantial Data

Sudaryanto (1993) states substantial data is raw material data formed concretely that looks like speech in dialogue. The substantial data in this research is taken from dialogues in Oprah Winfrey's talk show. The data are in the form of words, phrases, clauses, and sentences used in the Talk Show.

b. Locational Data

Locational data is a source derived from linguistic data of the place of origin. The locational data in this research is taken from English Speeches YouTube channel

2. Technique of Collecting the Data

Sudaryanto (1993: 132) stated that the data collection method is to divide into two, namely the observation method and the conversation method. In this study the writer uses observation method. Sudaryanto (1993: 133) collecting data by observing the use of language. In this study, the writer was not involved in the use of the language. So the writer uses a non-participant method of observation.

Sudaryanto (1993:140) emphasizes that in observation method, the writer does not participate or engage in the use of language directly. Observation method should also be

accompanied by documentation and note taking techniques. The steps are described as followed.

First, The writer searched the Oprah Winfrey's English talk show on YouTube by typing the title on search box. Then, the writer downloaded the video by using YouTube downloader. (<https://youtu.be/KLe7Rxkrj94>). And then the writer watched Oprah Winfrey's talk show video and wrote each conversation into a transcription. After getting some data, the writer took notes for additional data by writing relevant data into the research.

3. Technique of Analyzing

After collecting the data, the writer analyzes them by using Joos (1967) and Jakobson (2011) , The writer classifies the data into types of language styles, and the language functions of the styles. After that, the collected data were classified based on each language function. The steps of analyzing data are as followed.

First, categorizing the collected data based on Joos (1967) Jakobson (2011) theory on the function of language style. After that the writer explained each data found in the talk show. Finally making conclusions at the end of the research.

4. Technique of Presenting Data

According to Sudaryanto (1993:114), there are two methods and techniques of presenting data analysis. Those are:

- a. Formal Methods
the method of representing data using statistic in the form of numbers, diagrams, charts, and tables.
- b. Informal Methods
The method of presentation using of ordinary words so that they seem detailed and descriptive.

In this research, the writer uses both informal and formal method to represent the result of the analysis. Because the writer not only described the data findings in paragraph,

III. RESULT

The first part of this chapter focuses on the findings of two research questions: (1) the types of language styles found in Oprah Winfrey’s talk show; (2) the functions of the speaker’s dialogues in using language style. The second part focuses on discussion of the data findings.

1. Types of Language Style

The result shows that both the guest (The Rock) and the host (Oprah Winfrey) used casual style the most in this talk show. Their interactions occurred naturally, resembling those of a casual chat between two close friends, which is indicated by the high amount of casual language style. Take a look at the result of the research below:

Tabel 1. Types of Language Style used in Oprah Winfrey’s Talk Show

Style / Function	Frozen Style	Formal Style	Consul-tative Style	Casual Style	Intima-te Style
Referential Function	-	-	3 (1, 3, 11)	-	-
Directive Function	-	-	2 (2, 10)	-	-
Expressive Function	-	1 (18)	-	7 (4, 7, 8, 9, 12, 13, 19)	-
Social Function	-	1 (14)	-	4 (6, 15, 20, 21)	-
Poetic Function	-	-	-	3 (5, 16, 17)	-
Meta-linguistic	-	-	-	-	-
Total	-	2 Formal Style	5 Consul-tativ	14 Casual Style	-

From the table above, it can be seen that both host and the guest used casual language style 14 times throughout the talk show. With this high amount of casual language style, Oprah and The Rock successfully carried the show in the atmosphere that is enjoyable to the audience.

This usage of many casual styles in the talk show also resulted in a better social environment for both the host and the guest to feel relaxed in talking about certain topics without feeling burdened by formal rules. This is supported by Morrisan (2008:30), who states that talk shows are usually delivered in a relaxed atmosphere.

The host (Oprah) used 5 consultative styles in delivering her questions. This consultative style is necessary in order to lead the conversation to be more informative, so that the audience can get all the information that the show intended to provide. Without using a consultative style in this talk show, the atmosphere will be too casual and less informative, as Joos (1967:76) mentions that casual style is represented in short sentences and remarks. Therefore, it is wise for Oprah to apply consultative styles in her speech.

Both speaker of the talk show also used formal style in their speech. However this type of language style only was only applied 2 times throughout the show. The low amount of formal style used in this show indicates that the talk show is not a formal type, but a casual one.

2. The Functions of Language Style

In using different language styles, both Oprah and The Rock applied them for a certain function. These functions were accomplished by using the language styles in different context. Therefore, the language styles used by both the host and the guest serve a function that complements the communication in the talk show. These functions can be seen in table below:

Table 2. The Functions of Language Style used by Oprah and The Rock

Style / Function	Frozen	Formal	Consul-tative	Casual	Intimate	Total
Referential	-	-	3 (1, 3, 11)	-	-	3 Referential
Directive	-	-	2 (2, 10)	-	-	2 Direct ive

Expressive	-	1 (18)	-	7 (4, 7, 8, 9, 12, 13, 19)	-	8 Expressive
Social	-	1 <i>Datum</i> : 14	-	4 (6, 15, 20, 21)	-	5 Social
Poetic	-	-	-	3 (5, 16, 17)	-	3 Poetic
Metalinguistic	-	-	-	-	-	-

The table shows that both speakers used certain language styles the most as an expressive function. This means that both the host and the guest applied language styles in order to express their thoughts, feelings, opinions, and emotions throughout the show. The expressive function has the highest amount of occurrence (8 times) because the show is a casual type and therefore it allows the speakers to express themselves casually.

The speakers also used a relatively high amount of language styles for social function, which appeared 5 times in the conversation. This signifies that in delivering their speech, both the host and the guest considered social aspects before uttering something to the audience. It is an important function as it carries the quality of the entire conversation that took place in front of the public. The relatively high amount of social function applied in this show indicates that the speakers respected each other either by showing mannerism or good behavior based on social rules.

It can also be seen from the table that the speakers also used language styles for the purpose of referential and poetic function which occurred 3 times for each function. The referential functions were achieved by using the consultative style, which indicates that the host was not only trying to get as much information from the guest but also to give as much understanding for the audience. The host (Oprah) mostly aimed the referential

function to explain something that has already happened, so that the audience can get the reference of what was being discussed.

In addition to that, the poetic functions were applied by using casual styles. This poetic function serves as a creator of dramatic situation in the talk show, which means that the speakers only used poetic function for to make their statements sound aesthetically pleasing to hear. Furthermore, the language styles used by Oprah also serve 2 directive functions, in which she directed The Rock to provide more information as they discussed a specific topic in the show. This function is achieved by using the consultative language style that appeared for 2 times in the show.

IV. RESULT AND DISCUSSION

This part of the chapter discusses data findings of language styles used by Oprah and The Rock in the Oprah Winfrey's Talk Show.

Datum 1 (00:20 – 00:33)

Speaker	Dialogue
Oprah Winfrey	<i>You've gone one on one with some fierce competitors in the ring, right?</i> But now you were in one of the scariest situations any man can be in raising three daughters.
The Rock	Yes. Yes, extremely scary.

The conversation above occurred when Oprah asked The Rock about his past competitions in the ring and how it compared to the current situation of him being a father. It can be seen from the data above that Oprah used the consultative style (business style) in her utterance. She used the word 'right?' as an assurance to the audience that she got the information correctly. This is a common thing in the business world to assure clients about certain things. With the word 'right?', Oprah showed how she wanted to make sure that she did not say anything wrong. Therefore, the data above is categorized as consultative style.

It is also supported Joss (1998) who states that consultative language style is commonly used in ordinary speech such as in schools, and meetings, or results-oriented or production-oriented talks. Talk show is a production-oriented talk because the host usually has a scripted questions to ask to the guests in the show, which means that Oprah chose the perfect language style for her position as the host. In addition to that, the consultative style in her speech has a referential function behind it. Oprah used the consultative style to refer to The Rock's past competitions that is being mentioned in the conversation.

Datum 2
(04:56 – 05:21)

Speaker	Dialogue
Oprah Winfrey	So, it didn't work out with the marriage, but then she became your business partner, your first marriage?
The Rock	She did. Yes, yes.
Oprah Winfrey	And you still are?
The Rock	We still are. So, my ex-wife, Dany, we, the marriage didn't work out. And it was just one of those things where it wasn't an ugly divorce, it was just <i>marriage wasn't in our cards</i> . We're great friends. Marriage wasn't in our cards, but <i>we both had an appetite for business</i> and to accomplish things.

In this conversation, Oprah asked The Rock whether it was true that he and his ex-wife were still business partners despite of having a divorce. In his answer to the question, The Rock used a metaphor 'marriage wasn't in our cards'. The term 'card' here does not actually mean a real card, but it refers to destiny or fate. By using the metaphor, The Rock implicitly said that they were not destined to be a married partners. He also used another metaphor in the utterance 'we both had an appetite for business'. The word 'appetite' was used to refer to a passion for

something, and in this case they both were passionate about building a business. By using these witty metaphors in his answer, The Rock made a casual impression to the audience. Therefore, this is categorized as a casual style.

The function of casual style with metaphors above can easily be identified. It is obvious that the casual style above has a poetic function in it, because the metaphors create a poetic effect to the answer that The Rock was giving to the audience. Furthermore, metaphor is also one of many figurative language and it belongs in the study of stylistics, both literary and linguistics approaches.

Datum 3
(10:25 – 10:42)

Speaker	Dialogue
Oprah Winfrey	So, I want to know, <i>how is success different from the way you imagined it would be?</i>
The Rock	I never imagined this. I, at one time when I was a kid, I did feel in my heart and in my gut, that I was... that I thought, I think the world's going to hear from me...

As the conversation went on in the show, Oprah went back to her host role and asked more questions to The Rock. Here, she asked about his views of success and how it was different than he thought it would be. In asking this question, Oprah said 'how is success different from the way you imagined it would be?'. The utterance has a small degree of formality in it, but it was also delivered in a relatively relaxed manner, which is a typical form of consultative style. In this utterance, we can see how Oprah immediately went back from the friendly casual style to the business-like consultative style in a matter of minutes. This is supported by Joos's theory, in which he said that the form of consultative style is between the formal variety and the informal variety or casual variety.

This consultative style used by Oprah serves a directive function, because the utterance was meant to make The Rock do something : tell the audience how he views success and what success means to him. By asking the question ‘how is success different from the way you imagined it would be?’, Oprah basically gave an instruction to The Rock to deliver his thought to the audience. This function is called a directive function, since it makes people do things based on what is said or inquired by the speaker in a conversation. As Jakobson mentions, in a directive function, the addresser will ask the addressee to do a certain thing by using some dialogues or sentences in delivering the directive messages.

Datum 4

(13:56 – 14:44)

Speaker	Dialogue
Oprah Winfrey	So, I remember reading this, that it was like WrestleMania 13 and you're still being called Rocky. And there were a bunch of fans at the time who were jeering you and they were saying unkind things. And you used that moment and literally turned on your heels and turned it around... How were you able to turn that around?
The Rock	Okay. So, <i>thank you for bringing that up</i> . So, this is, it was a turning point in my career, and it really allowed me to grow.

In the next part of the talk show, Oprah brought up a past story of how The Rock used to be humiliated during his early days in the wrestling world. It was said that The Rock used to receive so much hate from wrestling fans when he first enter the WrestleMania13. Here, we can see how The Rock responded to Oprah’s statement with a gratitude, ‘thank you for bringing that up’. He thanked Oprah for bringing the story up into the conversation, because it reminded him of how the moment was a turning point in his

career. The Rock’s utterance of thanking Oprah in this part of the show is categorized as formal style. As Joos has proposed, the patterns and rules of formal style have been established in a standard and steady manner and showing gratitude is one of the standardized manner in society.

The formal style used by The Rock in the conversation above serves a social function. As Jakobson emphasized that social function of language style includes basic expression of gratitude for the sake of society’s standardized mannerism. We can see how The Rock thanked Oprah with the utterance, ‘thank you for bringing that up’. It was directed toward Oprah for the sake of respect and formality in a social interaction. It was not done for a specific purpose, but only for the sake of being well mannered based on society’s standard.

Datum 5

(22:01 – 22:47)

Speaker	Dialogue
The Rock	... I said, I am not quite sure how we're going to do it. But I need you to buy into the vision with me and I'm willing to put in the work with my own two hands as I was telling my agency at that time in Hollywood. And <i>they all looked at me like I had three heads</i> and they thought, well, we just don't...
Oprah Winfrey	So, you posted on Instagram in November, “Joy and hope cost nothing” remember this?

On The discussion above took place when The Rock shared a story of how he proposed his Hollywood agency to do a large scale of global project and they were so stunned at his impossible goal. The Rock described the situation by saying, ‘they all looked at me like I had three heads’. The utterance was said in a casual style as he was talking about his Hollywood promotion team. The Rock delivered the utterance as if he was

sharing a story with his best friend. Therefore, this is categorized as a casual style. It is also supported by Joos' theory which states that casual style is commonly used in informal situations such as chatting with family while on vacation.

The utterance above serves two functions at the same time. First, it has a poetic function, because the utterance 'they all looked at me like I had three heads' is a simile that created a poetic effect within the speech. Second, it also serves a referential function, because The Rock used the casual style utterance to refer to a situation where his Hollywood team looked so confused at him for making a goal that was impossible to achieve at that time. He described it by comparing the surprise faces of his team members with those who had just seen someone with three heads. Therefore, this particular utterance paly both referential and poetic function in the talk show.

V. CONCLUSION

Based on the analysis, the writer concluded the following conclusions out of 21 data collected in the research, there are only 3 language styles used in Oprah Winfrey's talk show, which are formal style (two times), consultative style (five times), and casual style (fourteen times) which was applied the most throughout the talk show; (2) the 21 data of language styles used in the talk show represent their own specific functions, which are referential function (three times), directive function (two times), expressive function (eight times), social function (five times), and poetic function (three times), with expressive function as the most common function in the speech. The result can be seen in the table below:

Tabel 3. Conclusion of the Research

Style	Frozen Style	Formal Style	Consul-tative Style	Casual Style	Intima-te Style
Refere ntial Functi	-	-	3 (1, 3, 11)	-	-

on					
Directi ve Functi on	-	-	2 (2, 10)	-	-
Expres sive Functi on	-	1 (18)	-	7 (4, 7, 8, 9, 12, 13, 19)	-
Social Functi on	-	1 (14)	-	4 (6, 15, 20, 21)	-
Poetic Functi on	-	-	-	3 (5, 16, 17)	-
Meta-linguis tic	-	-	-	-	-
Total	-	2 Forma l Style	5 Consul tativ	14 Casual Style	-

It is also concluded that the speakers in this talk show did not use frozen/oratorical style and intimate language style in their speech because these two types of language style do not fit the casual concept of the show. Oprah Winfrey's talk show has a casual atmosphere that is created by using friendly and expressive interactions between the host and the guest, therefore it is not appropriate to use intimate style that shows too much intimacy between two speakers with different roles in the conversation.

It is also not suitable for the speakers to use frozen style because it would make the show feel like a formal type, where the topics of discussion are strictly scripted. This does not fit the category of Oprah Winfrey's talk show as a casual and relaxed environment to discuss a life story of a public figure. Therefore, these two language styles were not found in the talk show conversations.

As a media product, talk shows can be cultural 'texts' that interact with their viewers in the production and exchange of meaning. The definition of talk show according to Clark (2016:37). is a television or radio show in which noted people, such as authorities in a particular field, participate in discussion or are interviewed and often answer question from viewer.

Morissan (2008: 28) states that talk show or talk is a program that features one or several people to talk about a topic presented by the host. The theme must be really important (or considered important) to be known to the audience or at least interesting to the viewers. Talk show is a television or radio program where a person or group gathers together to discuss various topics in a relaxed but serious atmosphere, guided by a moderator. This talk show is usually followed by receiving calls from listeners / viewers who. Another thing can be explained there is no language style that serves the metalinguistic function. As stated by Jakobson mentions about metalinguistic function, it is basically the use of language to discuss or describe itself. The talk show mainly focuses on life stories and personal events, therefore the metalinguistic function was not achieved by the language styles because it was never a related topic to begin with and there is no reference to elements of language like grammar or parts of speech in the discussion.

From this conclusion, we can consider the fact that not all functions of language can be achieved through language style usage, it all depends on the context and topics of the conversation in the talk show.

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