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










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Five language style analysis of the host in the tonight show talk show: A sociolinguistics analysis

Muziatun Muziatun, Syarifuddin Achmad, Puspita Wulandari Samidu

Abstract

This thesis presents the language style used by Jimmy Fallon in *The Tonight Show* talk show. The objective of this study is to investigate the types of language style used by Jimmy Fallon in his talk show based on Jooss (1967) theory. This research applied descriptive qualitative method. The data of this research were taken from the talk show video and the video transcript. The main theory which was used in this research was taken from Five O'clock book by Martin Joss (1976) and the book of An Introduction to Sociolinguistics by Janet Holmes (1992). The result of this research showed that the researcher has found 29 conversations that contain types of the language style based on Jooss (1967) theory. As the result, it finds consultative style with 11 data and casual style with 18 data, which casual style becomes dominantly used.

Keywords

Language style; Jimmy Fallon; talk show; sociolinguistics

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Abstract: This thesis presents the language style used by Jimmy Fallon in *The Tonight Show* talk show. The objective of this study is to investigate the types of language style used by Jimmy Fallon in his talk show based on Joos's (1967) theory. This research applied descriptive qualitative method. The data of this research were taken from the talk show video and the video transcript. The main theory which was used in this research was taken from Five O'clock book by Martin Joss (1976) and the book of An Introduction to Sociolinguistics by Janet Holmes (1992). The result of this research showed that the researcher has found 29 conversations that contain types of the language style based on Joos's (1967) theory. As the result, it finds consultative style with 11 data and casual style with 18 data, which casual style becomes dominantly used.

Keywords: Language style; Jimmy Fallon; talk show; sociolinguistics.

INTRODUCTION

Talk show is one of the discussion forms that used to talk about some interesting topics. Usually, there is a host and a guest speaker that sharing opinion about some topics in their conversation at the talk show program (Abbas & Setiawan, 2020). Therefore, the host in a talk show will invite a various guest because from the entire different guests, they can see a different style of language. Setting can influence the speech style also and it shows that the function of language is not only for communication, but also for other goals (Putra & Rosa, 2019).

Furthermore, "language could articulate someone inner feelings by referring to emotional states explicitly or implicitly" (Schwarz-Friesel, 2015, p.164). In the same way, language is used and is employed by humans creatively in their daily life as in direct and indirect interaction, which people who spoke language (direct) could also be different in style from the style they use in written language (indirect) (Mangala & Simon, 2017). It showed that language is one of the most powerful emblems of social behavior. Meanwhile, people who express themselves in a particular

situation are referring to their style.

Everyone has their own language style hence; every language individual has their own style to differentiate the way of representing (Mulyani, Hamzah & Rosa, 2018). Language style can describe the personality, mindset, condition of human (Meyerhoff, 2006). Also, the utterances produced can reflect the personal character of the speaker (Batmang, Gunawan, Samad, & Saad, 2018). In any case, language style can reflect the background of education and age of the user (Indra & Hamzah, 2018). Therefore, language style is a way of expressing someone's thoughts through language (Keraf, 2010, cited in Aflahah, 2017). Furthermore, language style is a form of language that is characterized by degree of formality (Joos, 1967). Hence, the level of formality in language style is also influenced by the level of social diversity (Jamil & Nasrum, 2018).

The explanation above tries to tell the readers why the language style is always selected as the research focus. Some people realize that by seeing someone's language style, particularly on the types of language style that they usually use,

it shows their character and mind indirectly. Hence, it makes some researchers interest to analyze language style. However, in other objects such as two previous studies that the researcher got:

In Haqqo (2016), which is entitled '*Language Style in the Jakarta Post Advertisements*', stated that advertisement is a form of written communication that develops with the advance of technology, whether in oral or written way. Moreover, the language of advertisement is compact and persuasive; it is different from the other language uses in daily life. Thus, she is interested to choose the topic because she would like to know how the advertisements influence the readers with a language style.

Another research conducted by Rahardian (2016) under the title of '*An Analysis of Language Style in "FURY" Movie*'. He stated that the condition of human can create humans' language style and that is happened in movie if we see in a language style perspective. Hence, he is interested in that movie because during the war, there were many language styles appeared and used in their conversation, hence he wanted to analyze the types of language style that appear in the movie.

The two previous studies are strengthening the researcher's inspiration to observe deeply this research focus '*Language Style*' in the other object. Therefore, talk show is selected as the object of this research. In addition, the object of this research intended to be the host of the talk show. Moreover, talk show is selected because people in a talk show do not speak the same in every episode, which they speak to a different person so that they have to change their style while they were speaking.

In the same way, the researcher found a talk show that is interesting to be analyzed. The talk show named *The Tonight Show Starring Jimmy Fallon*. The talk show is selected as the object of this analysis, particularly the host of the talk show. This research wants to see the language style phenomena that contains in social media such as YouTube. Language style has been broadly employed as a part of educating and examining language formality in the social media environment (Rostami & Khodabandeh, 2019).

Meanwhile, this analysis chose sociolinguistics approach because it is concerned about language used that occurs in society. It is supported by Trioktaviani (2019) who stated that the language style is one of the categories in language variety and language variety is one of

the topics discussed in sociolinguistics. Moreover, a variety of language should be used by the speaker both in certain culture and certain situation (Luthvia, Nababan & Kristina, 2020).

Additionally, this analysis has some significances particularly for the further researchers and English lecturers. This analysis can be a reference for the further researchers that may refer to in conducting their research. It is important because before observing the language style, it is necessary to have an insight of the language style phenomenon that might happen around us. Meanwhile, the result of this study has a meaningful reference that might be referred to by the higher educators in building up their linguistic material, which is using the other illustration such as the language style phenomenon in a talk show.

It can be stated that the result of this research is useful for the other researchers in the future, because we cannot deny that language is dynamic, which is always developed in the future condition, that is way a language has to be observed and researched continuously.

In the same way, this analysis tells the readers how the language role in communication, how the impact of the language style used in the environment, also how the way we determine what types of language style that is used in speaking. It also becomes the reason why the readers are suggested to read this analysis.

Therefore, in analyzing this new object, the researcher decided to take five videos from different episodes to be the data of this research. The researcher chose some guests, which come from some different fields such as politician, singer, comedian, and YouTuber. Regarding this, an analysis is needed to know what are the types of language style used by the host in the talk show. Therefore, that makes the topic important to be analyzed further.

METHOD

Qualitative method is used in this research. Qualitative research is used to investigate the meaning, concept, definition, character, symbol, and description of the thing (Lune & Berg, 2017). For instance, qualitative research explicitly covers the contextual and environmental condition of data (Yin, 2016).

A qualitative description could be understood as a comprehensive description, one that seeks to provide a detailed description of the findings more likely to generate consensus among observers (Seixas, Smith & Mitton, 2018). Hence,

the data of this research used the utterances that contain in the five talk show videos. In addition, the script is used in getting the accurate data.

The method is used to collect the data in the form of the object's speech texts on the sub-title that is not a number, but the data comes from their interview and other official document (Susatyo & Wardhono, 2019). Data collection is important to determine the data of the study (Dewi, Ediwan & Suastra, 2020). Besides, this analysis took the data source from the object YouTube Channel that is *The Tonight Show Starring Jimmy Fallon*. Meanwhile, the data is collected through watching the video.

Analyze the data

In starting the process of data analysis, the researcher analyzed the object utterances in the video, which is being guided by language style theory; particularly the types of language style theory by Joos (1967). The utterance or the conversation will be categorized into one of the types if it contains some characteristics from the types itself.

Mark the data

The researcher marked the utterances based on the types of language style from Joos's theory (1967), which the researcher wrote a different code in each type.

Categorize and interpret the data

After marking the data, the researcher categorized it based on the theory from Joos (1967) that is types of language style. In this case, the data will be categorized into a table. Besides, the researcher interpreted the meaning of utterances for each type of the language style found.

Stating a conclusion

The conclusion is the important point that the readers pay close attention to as the research finding. Therefore, in this part, the researcher concluded the explanation in chapter four based on the researcher's interpretation of the data.

RESULTS AND DISCUSSION

In analyzing data of this research, it is based on the language type theory that had been found by Joos (1967). To apply that theory in analyzing this research data, the researcher collected data from YouTube Video (YTV), as an object of this research. The name of the object YouTube channel is "*The Tonight Show Starring Jimmy Fallon*". Thus, the researcher identified and

analyzed the video, which is being guided by Joos's (1967) language style theory. As what had been explained, the researcher will categorize the data analysis that already got into a table. In addition, interpreting some data themselves is based on the date when the video was uploaded. By the explanation above, the finding and analysis of each style found in the data are presented, as follow:

Table 1. *Language style in "The Tonight Show"*

Guest/ Date	Types of language style	Utterances	Situation
Barack Obama (10 th of June 2016)	Consultative style	Utterances 1	Jimmy asked Obama about Donald Trump.
		Utterances 2	2. Jimmy asked about republican's response
		Utterances 3	3 Jimmy asked about Supreme Court thing.
		Utterances 4	4. Jimmy asked how Obama's opinion after his Job is over.
Evan and Jillian (4 th of January 2017)	Casual style	Utterances 1	1. Jimmy asked why they did review toys.
		Utterances 2	2. Jimmy asked how to play Jillian's toy.
		Utterances 3	3. Jimmy played Evan's toy.
		Utterances 4	4. Jimmy was curious with Jillian's toy.
BTS (25 th of September 2018)	Consultative style	Utterances 1	1. Jimmy joked with the members of BTS.
		Utterances 2	2. Jimmy let the members of BTS to introduce themselves.
		Utterances 3	3. Jimmy asked how their felling when speaking at the U.N.
		Utterances 4	4. Jimmy asked the BTS message when speaking at the U.N.
		Utterances 5	5. Jimmy asked their opinion about the New York city.
		Utterances 6	6. Jimmy asked what BTS next project is.
		Utterances 7	7. Jimmy gave his support to the members of BTS.
Madonna (20 th of June 2019)	Casual style	Utterances 1	1. Jimmy told Madonna's experience with Obama.
		Utterances 2	2. Jimmy told how was Madonna's expression when she has to meet Obama.
		Utterances 3	3. Jimmy asked about Madonna tour.
		Utterances 4	4. Jimmy told his opinion about Madonna's tour.

		Utterances 5	5. Jimmy told the audience about the ticket tour was already sold out.
		Utterances 6	6. Jimmy asked how Madonna's tour would be like.
		Utterances 7	7. Jimmy asked Madonna to teach him dance with the audience.
		Utterances 8	8. Madonna explained about her dance.
		Utterances 9	9. Madonna taught her dance. Jimmy, Madonna and the audience did "cha cha cha" dance together.
Eddie Murphy (21 th of December 2019)	Casual style	Utterances 1	1. Jimmy asked about Eddie's feeling after coming back to the SNL.
		Utterances 2	2. Jimmy asked about how Eddie's audition was like.
		Utterances 3	3. Eddie told his experience in the SNL audition.
		Utterances 4	4. Jimmy asked Eddie how his after parties was like.
		Utterances 5	5. Jimmy showed Eddie's iconic character when he was in the SNL

From the table above, this analysis found two types of language style from the five videos; namely consultative style and casual style. While the rest of the styles had never been used.

Research question: Types of language style used by the host in a talk show

The question of this study sought to find out the types of language style that the host used in his talk show. In this case, Jimmy Fallon is selected as the object of this analysis, which the data were collected from his talk show namely *The Tonight Show Starring Jimmy Fallon*.

In the following subsections, all the types of language style used by the host are discussed; which is being guide by Joos's (1967) theory. This step consists of the phenomena that happened regarding the types of language style,

why the data called as types of language style, what is the different degree in the use of both language styles, how the previous study dealt with this phenomenon, and the theories that could strengthen the data. The types of language style that has been found in this research are explained below:

The first video when the guest is Barack Obama (Utterances 1)

Situation: The discourse or the conversation occurred when Jimmy asked Obama about the Republicans' response after the presidential election, which is when Donald Trump was declared as the elected president. Meanwhile, Jimmy was curious about the harder thing that Obama went through after he was declared as the elected president in previous election. Then, it

was what Jimmy asked to Obama afterwards.

This discourse or the conversation included consultative style. This is because there were some characteristics of consultative style occurred in Jimmy's utterance. For instance, in utterance "people are gonna go, like not work with me?". Jimmy said the utterance because of his curiosity about Obama's feeling when he became a president of the United State of America. Furthermore, this utterance showed Jimmy used word 'gonna' in the middle of his utterance, in which the word 'gonna' is a shortened form of 'going to', and the word belongs to informal form. Otherwise, some of his utterances have a good structure sentence. In Joos's (1967) theory, one of consultative style characteristics is that it has subject and predicate in every utterance, but some words of vocabularies are non-standard ones.

Moreover, the situation was semi-formal that can be seen from the way they talked. In the conversation, the situation was looked serious but sometimes they laughed together. Another reason, Jimmy asked someone that has specialized knowledge in political field that was Barack Obama. In addition, this is one of one of consultative style characteristics in Joos' (1967) theory.

In the second video when the guest is Evan and Jillian (kids) (Utterances 1)

Situation: The discourse or the conversation occurred when Jimmy asked Evan about his story and reason why he did review toys.

The discourse or the conversation belongs to casual style because there was a shortened and slang in Jimmy's utterance; "How'd you end up reviewing toys?". Jimmy said the utterance to his guest because he wanted to know why they did review toys as their YouTube content. Moreover, the reason why that is categorized as casual style because based on Joos's (1967) theory, casual style consists of some characteristics such as use of slang, use of ellipsis. Another reason, Jimmy called his guest with their first name that can be seen in utterance "yeah I guess I've been saying that all the time. Jillian?". In addition, Joos' (1967) theory said casual style is also characterized by the use of the first name rather than a little name and last name in addressing one another.

In the third video when the guest is BTS (Boyband) (Utterances 3)

Situation: The discourse or the conversation

occurred when Jimmy asked BTS about their experience when they spoke in the United Nation. In addition, Jimmy asked about how their feeling was at that time.

This discourse or the conversation is classified into consultative style. This is because there was background information in Jimmy's utterance such when he said "and you got to speak at the U.N.". In Joos's (1967) theory, consultative style can be classified into two features, one of the features is the speaker supplies background information, and he or she does not assume that they will be understood without it. Furthermore, Jimmy continued his question as when he said, "What was that like? Was that amazing?". In that utterances, Jimmy gave a clear question to his guest also. This is what Joos (1967) informed in his theory. Consultative is for communication with strangers, so that each sentence that the speaker pronounces must be explicit and clear (Joos, 1967).

Besides, BTS members as the hearer gave some short responses while were Jimmy asking, like "yeah, you know.". On the other hand, there were some signals intimacy found in Jimmy's utterance such "buddy", "guys", "dude", and "man". However, they are not friend. It can be seen from their conversation, which there was no sign that indicated they knew each other. Furthermore, there is no characteristic of casual style found in the conversation. For instance, containing slang, incomplete grammar, unclear sentence or pronunciation that was also contained ellipsis and shortened. Jimmy used those signal intimacy words because of the language used development in society. Nowadays in the United States and some places, people use intimacy signal not only to their close friend but also to the people that they talk with, such as stranger.

In the fourth video when the guest is Madonna (Utterances 3)

Situation: The conversation occurred after Jimmy explained Madonna's experience when she met Obama. Moreover, in that situation Madonna said that she came to the show just to meet Jimmy and no more reason. Furthermore, in that video, Jimmy asked Madonna about her next project in that year, which was her tour.

This discourse or conversation included casual style; Because there is Jimmy's spontaneous occurred when he heard what Madonna said to him. In the conversation, he

said “wow, thank you so much”. Furthermore, there was an opinion that can be seen when Jimmy’s said “our relationship has grown”. Additionally, there were some ellipsis occurred in Jimmy’s utterance. There were two ellipsis occurred; when he said “I feel-- thank you so much” and “what are you gonna do that’s-- I know you’re..”. In both utterances, Jimmy did not continue his word and changed it to another one. In the first utterance he stopped in word ‘I feel..’ and the second utterance he stopped in ‘you gonna do that’s..’, in which there were ellipsis. Furthermore, slang occurred in Jimmy’s utterance such as when Jimmy said “another curveball that you threw this year..”.

Spontaneous, opinion, ellipsis, and slang are the characteristics of casual style proposed by Joos (1967). As he disclosed in his theory, there are two kinds of casual style. The first is ellipsis and the second is slang. Moreover, the casual conversation is the type of talk in which we feel most relaxed, most spontaneous, and usually people prefer to use slang in their daily conversation. Furthermore, the types of casual conversation are narrative, anecdotes, recounts, exemplum, observation or comment, opinion, gossip, joke telling, sending up, and chat.

In the fifth video when the guest is Eddie Murphy (Utterances 2)

Situation: The conversation occurred when Jimmy asked about how Eddie’s audition was like. This is because Jimmy was curious about how the situations when Eddie followed the Saturday Night Live audition for the first time, which was on December 21st, 1984.

This conversation belongs to casual style because there is ellipsis in Jimmy’s utterance such as when he said, “Do you remember your audition for the show?”, where it should be “do you remember how was your audition for the show?”, also another ellipsis can be seen when Jimmy said, “what was it? Do you remember -- ...” in this utterance, Jimmy did not continue his utterance and directly asked another question like “what did you do?”. Furthermore, there was spontaneous like when Jimmy said “wow..”. From Joos’s (1967) theory, there are two kinds of casual style. The first, ellipsis (omission) that usually shows the differences between casual grammar with consultative grammar. The second is the type of talking in which we feel most relaxed, most spontaneous and usually people prefer to use slang if they talk to their friend in their daily conversation.

The data analysis shows that from five types of the language style proposed by Joos (1967), only two types found in the five talk show videos, they are consultative style and casual style.

The first type used by Jimmy Fallon in his talk show is consultative style. Based on the explanation of types of language style by Joos (1967), this study found 11 data from two different videos, which were categorized as consultative style. The two videos that contain consultative style are the video with a politician that is Barack Obama and the video with a nonnative speaker, which is BTS (*Korean* boyband). This style used by Jimmy Fallon as the host of the talk show when he talked to Obama. He used this style because of his respect. He knows that Obama was his president, so that he spoke carefully but still relaxed. Style refers to the atmosphere and its means of expression form of language (Zhang & Huang, 2020).

In the same way, this consultative style is used by Jimmy when he talked to BTS in the talk show because they are not friend. Indeed, there are some intimacy signals found in their conversation. However, Jimmy knows that they are not American, which cannot speak English fluently so Jimmy tried to make the conversation not awkward. The language style that someone used can be formal or informal depends on the social status of the person or a group of people she or he is talking to (Febriyan, 2019).

Besides, there is an analysis from Rahardian (2016), which is about *Language style in Fury Movie*. Meanwhile, the researcher found the similar finding between Rahardian’s (2016) and this analysis. For example, the researcher found some short response in BTS and Obamas’ video such as “yeah, I did”, “No”, “Of course”, “All right.” In the same way, in Rahardian’s (2016) finding there are some short responses he found from his data such as “All right, sir.”, “Yeah. I am”.

Moreover, the second type that Jimmy used in his talk show is casual style. There were 18 data that indicate casual style. The data found in three videos, the first video with comedian that is Eddie Murphy. The second is video with singer that is Madonna. The third is video with kids, those are Evan and Jillian. The host used casual style when he talked to these guests because of their relationship that indicated they have met before, so nowadays they become as close acquaintances or even friend. It supports by Firda (2020) who stated that casual style is

used in a normal situation and used by some friends, such as Jimmy and all musicians because they are from the entertainment field. This is what the researcher found in Eddie Murphy and Madonna video. Moreover, another reason that makes the host used casual style when he talked to his guest is because the guest is children, which the host needed to adjust their language when speaking in order to make the children understand and answer what the host asked. In addition, this is what the researcher found in Evan and Jillian video.

From finding and analysis above, the researcher found the similarity with Rahardian's (2016) finding in casual style. For instance, the researcher found some opinion states from the object utterance in the conversation, such as "I mean, these are iconic" (in Eddie Murphy video), "I love that you're doing this" (in Madonna video), and "this is like so cool" (in Evan and Jillian video). Meanwhile, there are some opinion states found in Rahardian's (2016). For example, "If they do, we'll know exactly where they are" and "We've been lucky till now".

Additionally, it can be seen that among all of the types of language style found in data, casual style was the most dominantly used by the host of the talk show. Based on the researcher interpretation of the data, the style mostly appeared in the video because the situation was relaxed. A host should be able to read the situation, create atmosphere to make the talk show runs well (Rumpoko, 2013, cited in Situmorang, 2015). Each has a different style with other individuals especially in communication in essence (Gunawan et al., 2019). Also, the use of language styles is able to determine the purpose of communication (Sakti & Weda, 2020).

In the same case, after analyzing all data, the researcher found a difference degree in the use of both types in each video. For instance, Jimmy used consultative style when speaking to BTS members and Barack Obama. However, when speaking to BTS members the style tended to be intimate style, while it did not occur in Barack Obama's video. It can be seen from the words that Jimmy used; he often called the BTS members with 'man', 'dude', and 'guys'.

In the conversation, Jimmy said "Yeah, that's right. Good to see you buddy. Guys, it's been so fun, exciting having you here in New York City, and you got to speak at the U.N". Jimmy said that utterance when he wanted to start the

conversation with BTS in which Jimmy asked about their experience when they spoke at the United Nation. Another example that Jimmy said is "Wow. Tell me. You spoke at the U.N. You sold out Citi Field in less than 10 minutes. I mean, this is –it's a big deal for you guys". In addition, there is another slang word that Jimmy used in his conversation with BTS in the video such as 'dude' and 'man'. Whereas, those slang words are not found in his conversation with Barack Obama. There are many semi-formal styles found in Jimmy utterances, which do not contain slang or any non-formal words.

Therefore, it becomes a difference degree between the use of a consultative style of BTS with Barack Obama video on Jimmy's talk show. Moreover, there is a difference use of casual style found between the kids' (Evan and Jillian) video with Madonna and Eddie Murphy's video. Casual style is used in Madonna and Eddie Murphy's video. However, the style tended to be intimate style. It can be seen from their conversation. There is a short conversation that sounds a little intimate; When Madonna said "I'm sorry, but the truth hurts. So, now we don't have any -- We have no distractions, and there are no illusions. I am only here to see you".

That utterance expresses her feeling when she comes to Jimmy's talk show. Moreover, Jimmy replied her utterance like when he said "See, wow, thank you so much. I've grown. I feel -- Thank you so much. Our relationship has grown" and Madonna said "Your hair has grown". They tried to joke one another and the conversation shows how close their relationship, which is more than just a close acquaintance perhaps.

In the same way, the same case also was found in Eddie Murphy video, which there is a conversation or utterance included into casual but tends to be intimate. It can be seen from the first utterance that Jimmy said in the beginning of the video "Thank you for coming by. What's it like? What's this week been like? You're back on "SNL." Is it like going back to school or". The utterance "Is it like going back to school or" is included into casual but sounds a little intimate. This is because it sounds like Jimmy knows well how the SNL influence the Eddie Murphy carrier.

Furthermore, in their conversation, there is a slang word found, when Eddie Murphy said "35 years since I've been back". And Jimmy replied "Man oh man", he said that slang word to show

his feeling after knowing how long Eddie left the show. In addition, that is why their language style sounds casual but a little intimate.

However, that case was not found in Evan and Jillian video, in which there are no utterances that tended to be the other style. Jimmy used the casual style when talking to Evan and Jillian, although they are not friend which never meet before. However, Jimmy used the casual style in order to make them feel comfortable when speaking to him. Hence, Jimmy chose a style that is suitable in speaking to a kid, and that is casual style. The way of delivering people thought, whether in the form of formal or informal can be understood from the styles of their language (Syuhada, Samad & Muthalib, 2020).

CONCLUSION

The major goal of this research is to describe the types of language style used by Jimmy Fallon in *The Tonight Show* talk show. This study used the theory of Joos (1967) to analyze the types of the language style. Furthermore, the result of this research has shown that the host of the talk show that is Jimmy Fallon used two types from five language styles proposed by Joos (1967). Those are consultative style and casual style.

Furthermore, the more significant findings in this research are the use of casual style. It is because Jimmy wanted to make his conversation with his guest not awkward when speaking one another. Therefore, this style becomes the most dominant in Jimmy's talk show because he wanted his guest feeling comfortable in speaking just like how they speak to their friend. "the most dominant function is created from the needs of people itself in communication" (Putri, Oktama & Nursyamsu, 2016, p. 128).

To understand the language, the hearer can not only know the meaning, but also the situation whether it is formal or informal, who is being addressed and who might be able to overhear (Ivan, 2020). Overall, the participant, the setting, and the function become the important things that have to be known when analyzing these types of language style. Besides, Joos's (1967) theory teaches how style in language can be distinguished based on someone's relationship with others.

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