

## CHAPTER I

### INTRODUCTION

This chapter contains some sections such as research background, research problem, research purpose, research significance, scope and limitation, and definition of key terms. Each section is presented as follows.

#### 1.1 Research Background

In essence, human beings are able to communicate with each other because human live in society. Humans communicate in order to develop a well-structured sociality and civilization. The process of human communication needs a tool which is language. Besides, language in communication has several forms, such as to convey something, ask something, give information, entertain, and others. Therefore, to catch the aim of these forms, people need to learn deeper about the language and its function through linguistics.

A language becomes a fascinating and personal study because it has a prominent portion in human's everyday life who are complex social creatures. Language is a part of social phenomenons that links to the social structure and the value system of society. Moreover, language not only played as a tool of communication, but it also establishes the structure of society. The language is continually developed by society, and it becomes variant. As the result, there are many language variations in a form of communities. One of the language variations is language style.

Language style is a typical language used by people in expressing and delivering notions through speaking or writing, and it appears in different way depending on the situation. Consequently, people use different way of language in certain situation in order to attract most effectiveness attention from listener. According to Strangert & Gustafson (2008), “a good speaker is a person capable of catching the attention and interest of an audience through her/his way of communicating”. In other word, people have to use different style of language in order to be receivable by other people. Missikova ( in Azizah, 2016) claims that style refers to a conscious and intentional selection in choosing a kind of utterance or a way of speech. Style is also formed by systematic patterning and implementation of linguistic and extra-linguistic that relate to situation, topic, function, speaker’s intention and content of an utterance. Therefore, every people has a chance to create their own style and equalize it to the related situation in which it can be studied by means of textual analysis.

Stylistic provides a way to know deeply about the theory of literary text. It is a part of applied linguistic which is associated with the field of language study. Therefore, stylistic refers to a study about style. It focuses on a sign system through delivering messages that the speaker want to convey. Besides, a stylistic study reveals the way of conveying the message by speaker’s and it give a certain effect to the audience.

Accordingly, people use language style because of certain purposes which are to get reader or listener attention, to create a typical character and to create an appealing concept toward audience, listener or reader . Hence, the implicit

meaning of a conversation can be grasped by audience, reader or listener through the language style of speaker. Dealing with language style, Harman (2013) who investigated language style used by the presenter of Oprah Winfrey show found two kinds of language style, they are casual style and consultative style. In addition, Nurjannah (2014) in her study about *the analysis of language style used by the speakers in "the tonight show with Jay Leno" talk show season 21 episode 145* found two types of language style were used by the speakers, they are: formal and casual style. Moreover, casual style is the dominant style used in this talk show.

This research, however, concentrates on the language style used by motivational speaker "Eric Thomas (ET)" in his motivational video "*Wake Up Early & Make It Happen*". The researcher is interested in conducting this research because of a couple of reasons. Firstly, Eric Thomas, Ph.D. is not only a motivational speaker, but also he is The Hip Hop Preacher, an educator, *Audie Awards Finalist*, a critically acclaimed author, and world-renowned speaker. Secondly, ET, as he get his popularity, has taken the world by storm, with his creative style and high-energy messages. His words has influenced tens of million of people continually in several hundred countries across the planet by means of his domestic and international tour and social media like YouTube and Facebook. Based on the explanation above, the researcher is interested to find out what kinds of language style that make audience influenced through his motivational video "*Wake Up Early & Make It Happen*". Hence, the projected study of language style is entitled "**LANGUAGE STYLE USED BY ERIC THOMAS IN THE**

## **MOTIVATIONAL VIDEO “WAKE UP EARLY & MAKE IT HAPPEN”: A STYLISTIC STUDY”**

### **1.2 Research Problems**

Based on the background above, the problems of this research can be formulated as follows:

1. What are types of Language Style used by Eric Thomas in the Motivational Video “*Wake Up Early & Make It Happen*”?
2. How are the Language Style used by Eric Thomas in the Motivational Video “*Wake Up Early & Make It Happen*”?

### **1.3 Research Purpose**

Linked to previous problems above, the purposes of the research are:

1. To know the types of Language Style used by Eric Thomas in the Motivational Video “*Wake Up Early & Make It Happen*”.
2. To get the descriptive knowledge about the ways Language Style is used by Eric Thomas in the Motivational Video “*Wake Up Early & Make It Happen*”.

### **1.4 Research Significance**

The intended advantages of this current research are expected to be useful for the following parties:

1. For English Language Education Department student, this research provides systematic conceptual understanding and new knowledge about

language style in motivational video since University of Muhammadiyah Malang organized Sociolinguistic class which discusses language and society as relates to language style.

- 2 . For lecturer, this research is expected to support the lecture as a source and empirical data in teaching sociolinguistic course about language style.
- 3 . For future researchers, this research can be used as reference in conducting future research that relates to the topic.

### **1.5 Scope and Limitation**

This current research is concentrated on the language style used in the motivational video “*Wake Up Early & Make It Happen*” by Eric thomas. This research analyzes based on the utterances produced by Eric Thomas as the speaker. This research was limited on Erich Thomas Speeches published on July 17, 2018. It was taken from HESMotivation YouTube channel. This research is also limited to the transcribed video.

### **1.6 Definition of Key Terms**

To avoid misunderstanding and misinterpretation, it is necessary to present definition of key terms, they are as follows:

1. Language style is considered as the ways of speaking; how the resource of language variation is used by speakers to create the meaning in social encounter (Coupland in Harman, 2013).
2. Motivation is a way to eventually influence people to act in a desirable way by means of complying people need (Haque, Islam, Haque, 2014).

3. Motivational speaker is inspirational speaker who conducts speeches intended to motivate or inspire an audience for instance, speakers can try to challenge or transform their audiences. (Thefreedictionary, 2011).
4. Eric Thomas is known as American motivational speaker, he is an educator who becomes a world-renowned speaker. (Ericthomas, 2019).
5. HESMotivation YouTube channel is a collection of motivational videos, it was established on March 24, 2005 in YouTube. (HESMotivation, 2005).

