

CHAPTER I

INTRODUCTION

This chapter discussed the general topics under focus of the current study. It provided an overview of the study, including its background, research question, research objective, scope and limitation, significance, and key terms.

1.1 Background of the study

Language was a key. Language was critical to effective human interaction. It served as a method of conveying information. There were many languages in the world, each with its own particular way of speaking. New words emerged over time, and the meanings of the existing context shifted. Language was more than just words; it was about expressing ourselves in our own distinct manner. Making requests, providing information, and entertaining others are all ways of communicating. It was used in everyday situations to convey ideas and concepts, as well as to express thoughts.

Sociolinguistics was the study of language within its social environment. The term "sociology" is derived from the words "socio" (social) and "linguistics" (the study of communication). According to Fishman in Wardhaugh (2010), sociolinguistics ought to investigate "who spoke (or wrote) what language (or what language variety) to whom, when, and to what end". Sociology studied the social ties that existed between persons in society, both individually and in groups. Holmes (2013) defined sociolinguistics as the study of language in relation to society. This influenced people's linguistic decisions in a variety of situations. Modern communication entails using a common language to transmit clear

messages. Yule (2006) language and society were assumed to be connected, and sociolinguistics studied this connection.

Wani (2013) asserted that languages came in two varieties: spoken language and written language. Spoken language was immediate and dynamic, allowing for real-time discussion. Speakers could adjust their speech, tone, and speed based on the current situation and audience feedback. The written language was permanent and stable. When words were written down, they stayed valid, offering a more permanent record of knowledge. Both spoken and written language were essential components of human communication, complementing each other in various contexts. They played various roles, but all contributed significantly to the dissemination of information, the expression of ideas, and the connection of people across time and space.

Language style was one of the components of the two types of languages. Style related to a person's distinct approach of expressing themselves. People spoke differently depending on the situation, area, and social dialects. Martin Joos (1967) defined language style as having five components: frozen style, formal style, consultative style, casual style, and intimate style. Specific situations may impact human language styles. For example, politicians in high positions who delivered speeches in front of a large audience almost definitely used a formal language style, whereas someone interacting with family or close friends may use an informal or intimate language style.

While there has been research on dominating language types, few studies have focused on podcasts explicitly. Based on past study, researchers focused on

the style of language in all Dive Studio Podcast episodes. However, in this study, the researchers aimed to focus on Eric Nam as a presenter, specifically looking at three episodes from each season.

Dive Studios was the first exclusive podcast platform for K-pop artists. Eric Nam and his siblings established Dive Studio, a South Korean corporation, in 2019. This podcast originated in Seoul and Los Angeles and is aimed at K-pop enthusiasts, Asian Americans, and anybody interested in Asian arts and culture. DIVE Studio had a truly global audience, with 38% of listeners in North America, 36% in Asia, and 17% in Europe. The podcast channel included a variety of shows, including the Daebak Show, Unboxing, Get Real, How Did I Get Here?, Nonsensible, Beauty Bar, and many others. Several musicians presented these shows, including Eric Nam, Jae, Alexa, pH-1, Jinjin, Peniel, Jamie Park, and others. DIVE Studio covered a wide range of themes relevant to youthful viewers, such as pop culture, young adulthood, music, K-Pop, film reviews, and spontaneous conversations.

The researcher focused on Eric Nam, the host of the Dive Studio Channel podcast's Daebak Show program. His language style was particularly interesting to investigate, providing insight into why he had so many viewers, particularly young people, on his show. Eric Nam's language style was fascinating due to his varied background. Eric was born in Atlanta, Georgia, and had worked in South Korea. His language combined American and Korean cultural norms. His education at Boston College most certainly helped him build good communication abilities. Eric was fluent in five languages and understood and efficiently applied various language nuances. His worldwide job compelled him to change his language in

order to communicate with a wide range of listeners. As a public person, he interacted and connected with a large audience using good words. In addition, he employed language to build and encourage his personal brand across multiple media.

The importance of assessing language styles such as informal, consultative, and intimate is apparent in both sociolinguistics and English Language Teaching (ELT). In sociolinguistics, this study aids in understanding how language reflects social conditions, cultural identity, and group behaviors. It demonstrates how language use varies depending on context and relationships, offering insights into social interactions and communication patterns. Understanding these styles is critical for ELT teachers because it allows them to teach students how to adjust their language effectively in a variety of contexts, from informal to formal. This knowledge helps students improve their language flexibility, cultural awareness, and communication competence, all of which are necessary for effective engagement in a variety of settings.

1.2 Research Problems

Based on the previous studies the background, this research proposes the following essential problem:

- a. What are the types of language styles used in Eric Nam dive studio podcasts?
- b. What is the most dominant types of language styles used in Eric Nam dive studio podcasts?

1.3 Research Objectives

Following are the study's objectives, which indicate the research's objectives, such as

- a. To analyze the type of language style Eric Nam uses in a dive studio podcast.
- b. To determine Eric Nam's dominant language style in a dive studio podcast.

1.4 Scope and Limitation

In this research, the scope of the study was the types of language style, utilizing Martin Joos' (1967) theory comprising five components: frozen style, formal style, consultative style, casual style, and intimate style. Researchers examined Eric Nam's podcast discussions, evaluating numerous words to find various types of language patterns represented. Researchers used the obtained data to create explanations and instances of language styles found in the analysis results. The primary language employed in this study was English.

Meanwhile, this study was limited to the selected Podcast Dive Studio over three seasons, each represented by one video. Focus on Eric Nam as the host of the Daebak Show program. The researcher examined the videos with the most views in each season. Three videos analyzed entitled: 1. Raisa takes Eric Nam behind-the-scenes of her life and collab with Sam Kim | DAEBAK SHOW S1 eps (138) 2. Stray Kids' Bang Chan and Felix Catch Up with Eric Nam | DAEBAK SHOW S2 eps (1) 3. GISELLE of aespa on Finding Her Passion Again | DAEBAK SHOW S3 eps (20).

1.5 Research Significance

This research held significance in both theoretical and practical aspects. The theoretical significance lay in its contribution to sociolinguistics. The study's findings could be used as a reference for sociolinguistic themes and to help readers understand the language styles used in DIVE studio podcasts. The researcher hoped that this research will assist readers understand the varied language styles utilized in podcasts. People could then apply these language types in their daily lives to improve communication and expression.

The practical significance for ELT in this research was to assist teachers in developing interesting courses, adapting communication to the needs of their students, and making language learning more useful and practical in everyday situations. The emphasis on various topics in Dive Studio allowed teachers to explore several topics and include real-world examples in their courses.

1.6 Definition of Key Terms

1.6.1 Language Style

Language style represented the personality, intentions, and emotional nuances that the writer or speaker wanted to express. It was an important part of communication that varied with situation, genre, and individual, contributing to the variety and diversity of human expression. Language style in podcasts was a flexible and adaptable tool that hosts utilized to connect with their audience, deliver information, and create an engaging and comprehensive listening experience.

1.6.2 Dive Studio Podcast

Eric Nam established Dive Studio, a podcast channel, in 2019. In this podcast, he collaborated with numerous artists in various shows, making it popular among teenagers who enjoy K-pop or Generation Z. Eric Nam was the host of the "Daebak Show" podcast, which was in its third season and had many listeners on each episode.

