

AN ANALYSIS OF LANGUAGE STYLE IN TAYLOR SWIFT'S SPEECH AT NEW YORK UNIVERSITY'S CLASS OF 2022

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Abstract

Language style can be seen in particular language forms, such as variation, style of language, or dialect, and its application in society. Researchers are interested in researching language style because each individual has their style of speech. When Taylor Swift spoke, she did not read the script but spoke spontaneously. Therefore, this study's purpose is to analyze the type of language style and the dominant language style used by Taylor Swift in her speech at New York University on the day of her doctoral graduation. This study uses descriptive qualitative research methods. The data obtained came from the official New York University YouTube channel as the primary source and speech transcripts from the official billboard music web page. In this study, researchers used the leading theory, namely Martin Joos (1967). Therefore, it can be concluded that the casual style is the most common because it tends to lead to the life story of Taylor Swift so that the language used tends to be relaxed, which is presented in an easy-to-understand language such as daily English.

Keywords: language, language style, speech

INTRODUCTION

In our daily life, language plays an important role in everyday life. Every person, society, or country has its language. In other words, it can be said that no person or community cannot live without language. Language style is a method of applied language study that employs textual analysis to uncover information about language structure and function (Simpson: 1996).

Wardaugh (2006) claims that humans can communicate formally or informally. It demonstrates that language style is influenced by the speaker and listener's personalities. They may employ formal or informal language when conversing in specific social circumstances for relevant reasons. According to Joos in Brown (2000), language style is characterized into five levels of formality:

frozen or oratorical style, formal or deliberate style, consultative style, relaxed style, and intimate style.

Nowadays, following the developments of many influencer or celebrities, students are following. One of the famous ones who are popular today is Taylor Swift. She is Taylor Alison Swift's, an Artist, singer, and songwriter who is recently taking the world by storm. That is what makes this woman known internationally. At the age of 32, she won an honorary degree from New York University on Wednesday, May 18, 2022, local time to be exact. The degree she has achieved is Doctor of Fine Arts, *honoris causa*. This doctoral degree is an honor given to someone who is considered to have a great service or influence in a particular field. Taylor Swift was awarded the title because she has made a significant contribution to the arts, namely through the songs she brings. Therefore, the researcher thought that it would be very suitable to be the object of this research.

1. Language. Language is a traditional spoken language, sign language (sign language), or written symbol system in which people express themselves as members of social groups and participants in a culture. In general, the main purpose of language is to facilitate communication in conveying information from one person to another. Traditionally, language has been a tool for interaction or communication, in a sense, the transmission of thoughts, ideas, concepts, or even emotions. The concept that a language is a tool for communicating thoughts has long served its purpose. (Chaer and Agustina, 2004)
2. Language Style. Wardhaugh (2006) states that we can speak formally or informally. It shows that language style is about who the speaker and listener are. They may use formal or informal language when communicating for general purposes in certain social situations. Furthermore, there are five language styles proposed by Joos (1967), namely: Frozen, Formal, Consultative, Casual and Intimate Styles.

1. Frozen Style. Joos (in Lubis, 2009) suggests that the frozen style is the most formal style, an elegant variation intended for significant or symbolic moments. It is usually used in communal situations involving respect and legal or standard ceremonies. In addition, freeze style is the language found in litigation and legal documents. In sacred occasions, church ceremonies, kingdoms, etc. In addition, communication between courtiers or courtiers is also included in the frozen style.

2. Formal Style. Joos (in Lubis, 2009) explains that the formal style is the style of speech used in factual or difficult situations. An example of a formal style is when you communicate with a stranger you have never met, automatically use the language. Formal language style usually occurs in name-based formal situations. Involves medium or large groups, Experience, exchange of knowledge, and graduation. It appears when communication is one-way, with little feedback from the audience. Therefore, speakers need to pay more attention to word choice, pronunciation, placement, and intonation of sentence structure.
For example: I would like to advise you that....

3. Consultative style. A consultative style is a type of language that most people expect. In semi-formal circumstances, a consultative style of communication is commonly used. Counseling approaches often include formal discourse and speech between two people, word choice among multiple friends, translation, doctor-patient conversation, or a first meeting with a stranger. One speaks at random intervals, while the other responds briefly using a limited number of typical cues. There are few basic components of the system.
For example: "Oh., Yes, Huh, Well, Mm, No, That's right, So".

4. Casual Style. A style used for informal and casual events is a casual style. This casual style is usually used in conversations with family and friends. It

can be used in both everyday and informal situations, such as conversations with relatives and everyday conversations with close friends. So you can freely link background information to everyday conversations. In this context, language needs to be protected by relatively low social barriers.

Example:

✧ *“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.”*

5. Intimate style. Intimate style is a truly personal language that emerges among family members, lovers, and close friends, recognizable by ellipsis, deletion, fast, slurred speech, and nonverbal interaction, which can sometimes be incomprehensible to others in the smallest social units.. Language, nonverbal communication, and personal codes are perhaps only the smallest unit of conscious society. Example:

✧ Hey darling, where are you going?

✧ How about you, honey?

3. Taylor Swift

Recently, the media was shocked by the news of her graduation or acceptance of a doctorate obtained by Taylor Swift at New York University. In addition, many people are inspired by Taylor Swift's success in her career and education. Taylor Swift is one of the best examples of that career and education can be obtained if we have a strong will to challenge and develop our ability to improve the quality of someone.

On Wednesday morning, Swift, 32, delivered her first graduation speech and received her Doctor of Fine Arts degree, *honoris causa*, from NYU. The opening ceremony took place at Yankee Stadium in a “doubleheader” event honoring the Class of 2020, 2021, and 2022. After he received his award, he took to the podium to deliver a 20-minute speech in which he gave a personal anecdote to the audience, conveying wisdom from his career and convincing them, that making mistakes is inevitable. Admitting that she never had a

“normal college experience,” Swift shared some of her best Life hacks and then explained why she no longer believes in giving “advice.” Taylor Swift also reflected on her rise to stardom, recalling the “veiled warnings” she received from “older members” of the music and media industries.

METHOD

This study used the qualitative approach since the data used are sentences spoken by the speaker. The researcher obtained this research data to be analyzed from internet data, namely YouTube and the transcript feature provided on YouTube, then copied and pasted it as research material. In analyzing the data, the researcher analyzes it analytically and descriptively.

Research procedures are special procedures or techniques used to identify, select, process, and analyze information about a topic or problem. The following are examples of research procedures in qualitative research: 1) The researcher watched the NYU Holds 188th Commencement at Yankee Stadium speech video by Taylor Swift. The researcher watched several times to get the Language Style in that video; 2) The researcher was reading the transcript of NYU Holds 188th Commencement at Yankee Stadium speech video by Taylor Swift; 3) The researcher analyzed the Language Style found in the NYU Holds 188th Commencement at Yankee Stadium speech video by Taylor Swift with the theory; 4) The researcher classified the Language Style found in the video; 5) The researcher concluded the data analysis in detail to answer the study problem.

RESULTS AND DISCUSSIONS

RESULTS

The following are the results of the findings that have been made by researchers from the speech of Taylor Swift's Graduate at New York University:

1. Casual Style

Based on the findings, the researchers found that there are 74 sentences casual styles, here are some examples:

Excerpt 1.

*This outfit is **much more** comfortable.*

The sentence above is included in the characteristics of casual style. This is evidenced by the excessive use of words used in the word "much more" which should only be "more". In this context, it is included in the topic of daily conversation.

Excerpt 2

*Sometimes a string of words just ensnares me and I **can't** focus on anything until **it's** been recorded or written down.*

The sentence above is included in the characteristics of casual style. This is evidenced by the use of the shortened word "I'd" which should be "I would" which is colloquial.

Excerpt 3

*As for me, **I'm**...90% sure the main reason **I'm here** is because I have a song called '22'*

The sentence above is included in the characteristics of casual style. This is evidenced by the use of the shortened word "I'm" which should be "I am" which is colloquial.

Excerpt 4

*If they are here in this stadium, I hope **you'll** find your own way to express your gratitude for all the steps and missteps that have led us to this common destination.*

The sentence above is included in the characteristics of casual style. This is evidenced by the use of the shortened word "you'll" which should be "you will" which is colloquial.

Excerpt 5

***It's** been waiting for you.*

The sentence above is included in the characteristics of casual style. This is evidenced by the use of the shortened word "It's" which should be "It is" which is colloquial.

Excerpt 6

I'd like to thank NYU for making me technically, on paper at least, a doctor.

The sentence above is included in the characteristics of casual style. This is evidenced by the use of the shortened word "I'd" which should be "I would" which is colloquial.

Excerpt 7

*Then I went out on the road on a radio tour, which sounds incredibly glamorous but in reality it consisted of a rental car, motels, and my mom and I **pretending** to have loud mother daughter fights with each other during boarding so no one would want the empty seat between us on Southwest.*

In the sentence above, the word "pretending" should be "pretended" grammatically. The incompatibility of structure is one of the characteristics of casual style.

Excerpt 8

I'll go into this more later.

The sentence above is included in the characteristics of casual style. This is evidenced by the use of the shortened word "I'll" which should be "I will" which is colloquial.

Excerpt 9

***You've** worked and struggled and sacrificed and studied and dreamed your way here today and so, you know what **you're** doing*

The sentence above is included in the characteristics of casual style. This is evidenced by the use of the shortened word "You've" which should be "You have" which is colloquial. "you know what you're doing" is slang.

Excerpt 10

*So I **won't** tell you what to do because no one likes that.*

The sentence above is included in the characteristics of casual style. This is evidenced by the use of the shortened word "won't" which should be "want not" which is colloquial.

Based on the speech of Taylor Swift, several sentences are included in the casual style characteristics. The following are the findings of the researcher based on the characteristics of the casual style. From some of the sentences above in bold, it is shown that there is the use of sentences spoken with the shorthand of short meaning, there is the use of slang, there is still a mismatch in the structure of the sentence, and the language used is more general and non-standard, and there is a rapid pronunciation intonation. Meanwhile, for the completeness of the analysis.

2. Formal Style

Below are some examples of the results of the analysis;

Excerpt 1.

*I feel so proud to share this day with **my fellow honorees** Susan Hockfield and Felix Matos Rodriguez, **who humble** me with the ways they improve our world with their work.*

The sentence above is a sentence that is included in the formal style. This can be seen from the use of language that meets the language standard, namely S + V + O. The situation tends to be formal because it occurs at the graduation ceremony. In the video the above sentence is spoken well and clearly.

Excerpt 2.

*And let me just say, **I am elated** to be here with you today as **we celebrate and graduate New York University's Class of 2022.***

The sentence above is a sentence that is included in the formal style. This can be seen from the use of language that meets the language standard, namely S + V + O. The words in bold are the standard "elated" words in English. The situation tends to be formal because it occurs at the graduation ceremony. In the video the above sentence is spoken well and clearly.

Excerpt 3

Effortlessness is a myth.

The sentence above is a sentence that is included in the formal style. This can be seen from the use of language that meets the language standard, namely S + V + O. The situation tends to be formal because it occurs at the graduation ceremony. In the video the above sentence is spoken well and clearly.

Excerpt 4

I would like to say a huge thank you to NYU's Chairman of the Board of Trustees, Bill Berkeley and all the trustees and members of the board, NYU's President Andrew Hamilton, Provost Katherine Fleming, and the faculty and alumni here today who have made this day possible.

The sentence above is a sentence that is included in the formal style. This can be seen from the use of language that meets the language standard, namely S + V + O. The words in bold are the standard "I would" words in English. The situation tends to be formal because it occurs at the graduation ceremony. In the video the above sentence is spoken well and clearly.

Excerpt 5

This might sound like a very songwriter-centric line of discussion but in a way, I really do think we are all writers.

The sentence above is a sentence that is included in the formal style. This can be seen from the use of language that meets the language standard, namely S + V + O. The situation tends to be formal because it occurs at the graduation ceremony. In the video the above sentence is spoken well and clearly.

Excerpt 6

And most of us write in a different voice for different situations.

The sentence above is a sentence that is included in the formal style. This can be seen from the use of language that meets the language standard, namely S + V + O. The situation tends to be formal because it occurs at the graduation ceremony. In the video the above sentence is spoken well and clearly.

Excerpt 7

You write differently in your Instagram stories than you do your senior thesis.

The sentence above is a sentence that is included in the formal style. This can be seen from the use of language that meets the language standard, namely S + V + O. The situation tends to be formal because it occurs at the graduation ceremony. In the video the above sentence is spoken well and clearly.

Excerpt 8

You send a different type of email to your boss than you do your best friend from home.

The sentence above is a sentence that is included in the formal style. This can be seen from the use of language that meets the language standard, namely S + V + O. The situation tends to be formal because it occurs at the graduation ceremony. In the video the above sentence is spoken well and clearly.

Excerpt 9

And I know it can be really overwhelming figuring out who to be, and when.

The sentence above is a sentence that is included in the formal style. This can be seen from the use of language that meets the language standard, namely S + V + O. The situation tends to be formal because it occurs at the graduation ceremony. In the video the above sentence is spoken well and clearly.

Excerpt 10

*As a person **who started my very public career at the age of 15**, it came with a price.*

The sentence above is a sentence that is included in the formal style. This can be seen from the use of language that meets the language standard, namely S + V + O. The situation tends to be formal because it occurs at the graduation ceremony. In the video the above sentence is spoken well and clearly.

In this study, Researchers did not find any intimate style in Taylor Swift's speech. There were no words that showed that it was an intimate style in the speeches he spoke in his speech.

3. The Dominant Language Style Found in Taylor Swift's speech

There are two types of language styles used by Taylor Swift in his speech at NYU: casual and formal. The speech uses a casual style in situations where sentences are expressed using informal language and in informal or casual situations. Furthermore, formal style is characterized by standardized language, more complex sentence structures, infrequent use of personal pronouns, and a lack of colloquial terms or slang. In this study, the researcher found the use of the most language style in Taylor Swift's video speech which is known based on the checklist table above, namely the casual style, then dominant use of casual style in her speech at Yankee Stadium, New York University.

DISCUSSIONS

Based on the speech of Taylor Swift, several sentences are included in the casual style characteristics. The following are the findings of the researcher based on the characteristics of the casual style. From some of the sentences above, it is

shown that there is the use of sentences spoken with the shorthand of short meaning, there is the use of slang, there is still a mismatch in the structure of the sentence, and the language used is more general and non-standard, and there is a rapid pronunciation intonation. A contraction is a word formed by shortening and merging two words. Contractual words include *can't* (*can + not*), *don't* (*do + not*), and *I've* (*I + have*) are all contractions. You can analyze the contraction that Taylor Swift uses casual style.

According to the findings, the research subjects used a variety of language styles, including casual, formal, and frozen style. The majority of Taylor Swift's speeches are in a casual style because, according to Joos (1967), the casual style does not require any norms when utilized in conversation. Casual style is distinguished by its quick speech and frequent use of slang. The researcher also discovered that the subject employed a casual style in his speech, whereas she utilized a frozen manner for multiple presentations in front of significant individuals when speaking. In informal conversations, peers typically use ellipsis and slang. Ellipsis is a shorthand for common meaning; slang frequently expresses concepts in a way that defines a group while excluding others.

The formal style characteristics contain several sentences from Taylor Swift's speech. The following are the researcher's findings based on the formal style's characteristics. From some of the sentences above, it is shown that there is the use of formal or standard and polite language, the topics used to refer to important issues and educate listeners, and the expressions used are usually found in formal or essential event settings such as in official speeches, ceremonies, seminars, etc.

CONCLUSION

This study discusses the style of language used by Taylor Swift in her speech on the official YouTube channel of NYU. In this speech, the dominant style is casual because most speeches talk about her life story, which is a characteristic of the casual style but spoken in formal situations. The goal is to provide information and, in some parts, use a casual style because the sentences

refer to the application of any word that is usually in a formal atmosphere, these words are utilized to make the situation more comfortable and pleasurable. Taylor Swift, in her speech, uses a formal style in some parts at the beginning because it shows that the speaker is giving a speech in front of other graduates who are celebrating their graduation.

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