

**LANGUAGE STYLE USED BY MUSLIM WOMEN FIGURE'S
SPEECHES ON TED TALKS**

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirement for Gaining
the Bachelor's Degree in English Department



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2022

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Atas perhatiannya, kami mengucapkan terima kasih.

Wassalamu'alaikum Wr. Wb

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MOTTO

“You don’t have to win everything in life, but you have to try”

-Alvin Syahrin-



DEDICATION

This graduating paper is dedicated to:

My adorable parents, Romadhon and Sri Indah

My sister and cousin, Hanik Masruroh and Ayu Nurmala Devi

All of wonderfull readers



ACKNOWLEDGMENTS

Assalamuailakum Wr. Wb

First of all, the writer would like to say *Alhamdulillahirabbil'alamin*, for the blessing of Allah SWT who has guided from the beginning to the end of this research, and peace be upon the Prophet Muhammad. For all His mercy and blessings, the author has completed a graduating paper entitled “An Analysis of Language Style Used by Muslim Women Figure's Speeches on TED Talks”

Secondly, the writer would like to express gratitude to:

1. Dr. Muhammad Wildan, MA, the Dean of the Faculty of Adab and Cultural Sciences, State Islamic University of Sunan Kalijaga.
2. Mrs. Ulyati Retno Sari, M. Hum., the Head of English Department
3. My Academic and My Graduating Paper Advisor, Dr. Ubaidillah, SS, M. Hum. Thank you so much for your kindness and support during my progress to finish this graduating paper.
4. All the lecturers of English Department who have shared experiences, support, and direction while I was studying at the English Department
5. All of my friends in English Department chapter 2018. Thank you for giving me beautiful memories while I was on campus
6. Alya, Janitra, Lisna, Jovanka, Adel, and Nil. Thank you for all of your support and attention.
7. Naba, Yuli, Fasa, Annisa, and Risa, thank you for giving suggestions, help, and trust to complete this graduating paper.

8. My lovely parents, mom, dad, and abah. Thank you for supporting me, and always being beside me.
9. My beloved sisters and cousins. Thank you for encouraging me to finish my graduating paper.
10. My gorgeous senior, Mbak Rosa, Mbak. Astri, Mbak Dewi. Thank you for listening to my problems and story.

Finally, I hope that this graduating paper can benefit the reader.

Wassalamualaikum wr. wb.

Yogyakarta, 21 May, 2022



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ABSTRACT

People have their style when speaking, which is usually called language style. They can apply language style in writing or orally. Muslim women figure successfully delivered their speeches to the audience by applying language style. However, they not only use one type of language style in their speech. This research focuses on the speech used by Dalia Mogahed, Alaa Murabit, Suzanne Barakat, and Yassmin Abdel-Magied uploaded by TED Talks. This study aims to reveal the language style and its function in the speech used by Muslim women's figure. This study applies the language style theory of Martin Joos, which is divided into five types, namely, frozen style, formal style, consultative style, casual style, and intimate style. In addition, this study also uses Holmes and Wilson's theory of language functions. It is divided into six types of functions: referential, expressive, directive, metalinguistic, poetic, and phatic. This study uses a qualitative descriptive method and research data obtained from transcripts of speeches delivered by Muslim women figures at TED Talks. The research results show that the speech in Muslim women figure has a different type of language style when Muslim women figure discusses different issues. In this study, the researcher found three types of language styles: consultative style, formal style, and casual style, and this research found six language functions.

Keywords: *Language Style, Sociolinguistics, Function of Speech, Speech*

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ABSTRAK

Setiap orang memiliki gaya masing-masing ketika berbicara yang biasa disebut dengan gaya bahasa. Gaya bahasa dapat diterapkan secara tulisan maupun lisan. Tokoh muslim perempuan sukses dalam menyampaikan pidatonya kepada para penonton dengan menerapkan gaya bahasa. Namun, mereka tidak hanya menggunakan satu jenis gaya bahasa dalam pidatonya. Penelitian ini berfokus pada pidato yang digunakan oleh Dalia Mogahed, Alaa Murabit, Suzanne Barakat, dan Yassmin Abdel-Magied yang diunggah oleh TED Talks. Tujuan dari penelitian ini untuk mengungkapkan gaya bahasa serta fungsinya pada pidato yang digunakan oleh tokoh muslim perempuan. Penelitian ini menerapkan teori gaya bahasa dari Martin Joos yang terbagi menjadi lima jenis yaitu, *frozen style*, *formal style*, *consultative style*, *casual style* dan *intimate style*. Selain itu penelitian ini menggunakan fungsi bahasa dari Holmes dan Wilson yang dibagi menjadi enam jenis fungsi, yaitu *referential function*, *expressive function*, *directive function*, *metalinguistics function*, *poetic function* dan *phatic function*. Penelitian ini menggunakan metode deskriptif kualitatif, dan data penelitian yang didapatkan dari transkrip pidato yang disampaikan oleh tokoh wanita muslim di TED Talks. Hasil penelitian menunjukkan bahwa pidato dalam tokoh wanita muslim terdapat jenis language style yang berbeda ketika tokoh wanita muslim membahas masalah yang berbeda. Pada penelitian ini ditemukan tiga jenis language style yaitu, *consultative style*, *formal style*, dan *casual style*, serta terdapat enam fungsi bahasa yang ditemukan.

Kata kunci: *Gaya Bahasa, Sociolinguistics, Fungsi Bahasa, Pidato*

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CHAPTER I

INTRODUCTION

1.1 Background of Study

The existence of language allows humans to communicate with each other. Without language as a means of communication, people will have difficulty understanding the meaning between them. According to Sapir (1955, p.8), language is a purely human and non-instinctive method of communicating ideas, emotions, and desires using a system of voluntarily produced symbols. Based on Sapir's opinion, it can be seen that language is used as a communication tool by humans to express opinions and feelings. In addition, language has an important role in human social life. Mu'in (2020, p.17) says that humans can not stand alone in this world without the help of others because humans are social creatures. Therefore, humans interact by using language. It can be concluded that humans use language to communicate and establish relationships with other people.

The communication process can not be separated from the process of socialization between humans, which involves language as a means of exchanging information. The more often people socialize it will affect the language used. As a result, there are various variations of the language used by humans. Llamas and Stockwell (2020, pp. 154-155), argue that social factors are associated with language variation, namely geographic and social mobility, age, gender, audience, identity, and social network relationships. It can be simplified that a person's social factors can influence language variation. Thus, it is not surprising that language used by a person can indicate whether he is female or male, he is from America or Australia, he is old or young, so it can show the relationship between the speaker and the listener. In addition to language variations that can affect a person's use of

language, there is a style of language that shows a person's characteristics. Likewise, when someone wears clothes, he has a style of fashion to show his senses and characteristics that can attract the attention of others. The language style is the same, and it can be used to attract people's attention to be interested in what the speaker or writer is talking about.

This style of language is clearly described in the book "*Five O'Clock*" written by Martin Joos. He divides language style into five types: such as frozen style, formal style, consultative style, casual style, and intimate style (as cited in Coupland, 2007, p.10). Language style can occur in daily activities, such as bargaining between sellers and buyers. In addition to these examples, another example requires the use of a good and correct language style, namely speech. Speech contains many language styles to attract the audience's attention to the speaker to make it easier for the speaker to express his opinion to the wider community. According to the Oxford Dictionary Online, a speech is a formal speech usually attended by a large audience on a particular or special occasion (Dictionary. Oxford. Org, nd). Meade (2021, p. 22) adds that the essential thing in speech is the relationship between the speaker and the audience.

Speech is often found in daily life. It can be seen in offline or online media. One of them can be found in TED Talks. TED Talks are known by people for bringing great speakers to give speeches. There are many speeches at the event, but the researcher was interested in the speech entitled "What Does My Hijab Mean To You" delivered by a Muslim woman named Yassmin Abdel Magied. She succeeded in building connections and getting the audience's attention with 2.5 million views and 77 thousand likes. The large number of viewers can prove that the style of language used by Yassmin is able to attract people's attention. It was not easy for Yassmin to express her opinion in the midst of non-Muslims. Muslim women live in environments with Islamophobia trauma after

9/11, such as in America, Britain, and Germany. It will be complicated and challenging to share their views because of the high-level discrimination that already happened. One of the journals written by Doris Weichselbaumer published on September 17, 2019, reveals various discriminations when Muslim women apply for a job in Germany. They get bad treatment when they wear hijab at work. (Weichselbaumer, 2019, pp. 622-624)

Apart from Yassmin, several Muslim women have also succeeded in realizing their rights such as Suzanne Barakat, Dalia Mogahed, and Aala Murabit. They have successfully voiced their opinions to the audience by applying language style and language functions whose purpose is to attract the attention of the audience. This can be proven by the example of Yassmin Abdiel-Magied's speech uploaded by TED Talks at 00:15-00:28 seconds.

“Someone who looks like me walks past you on the street. Do you think they are a mother, a refugee, or a victim of bullying? Or do you think they are a cardiologist, lawyer, or maybe your local politician?”

(TED Talks, 2016)

Based on the example above, it can be seen the sentence contains elements of consultative language style. The consultative language style is the language style that appears when talking to relatives or people we know. Evidence that the sentence contains elements of consultative language style is the use of the pronoun "you" and the abbreviation *allegro* that appears when speaking quickly "they". In addition, he uses the word "lawyer", which is much more polite than using "lawyer". The evidence presented above also shows that Yassmin's language style is not casual and formal. The function of using language is referential because Yasmin uses language to express opinions, thoughts, or views. Language style occurs at every opportunity. For example, Yasmin's speech has a style of language. At the beginning of the speech, the consultative language style seemed to create a conversation among the audience. Yasmin did this so that the audience could easily understand the message she wanted to convey.

Based on the example presented by the researcher. Hence, there are several reason the researcher chose speeches from Yassmin Abdel-Magied, Suzanne Barakat, Dalia Mogahed, and Aala Murabit. First, there are different language styles in their speeches when discussing other issues. They brought the topic of Islam and Muslims in their speeches. Therefore, they use different types of language styles to convey their opinions so that the audience easily understands them, and most of them are non-Muslims. Second, there are different language functions in the speeches of the four Muslim women figures. They use the different language functions to convey several purposes in their speeches, such as sharing opinions and inviting audiences to see Islam positively. These reasons make researcher interested in examining the speeches delivered by Muslim women figures. To find out more about the elements of language style and language function and why there are different types of language styles in speech, the researcher will use the theory of language style popularized by Martin Joos and the speech function theory from Holmes and Wilson.

1.2 Research Question

Based on the explanation of the research's background above, this study was done to identify the solution to various problems related to the discussion above, as follows:

- a. What types of language styles are used in Muslim women figures' speeches on TED Talks?
- b. What function of speech are used in Muslim women figures' speeches on TED Talks?
- c. Are there some functions of language in each language style?

1.3 Objectives of the Study

The following sentences are the research objectives, based on the problem statement above:

- a. To reveal the language style used in the speech of Muslim women figures' speeches.
- b. To know the function of speech used in Muslim women figures' speeches.
- c. To describe language styles that have more than one functions.

1.4 Significance of Study

The findings of these studies tend to have both theoretical and practical implications. In theory, this research can be a resource for students interested in learning more about female and male language styles. This research is expected to be helpful for the academic community in expanding knowledge and understanding of the use of language styles and their functions. Then, realistically, this research contributes to future academic generations interested in language style. This study will provide additional information regarding sociolinguistic studies in language style studies, especially linguistics students.

1.5 Literature Review

In this research, the researcher is interested in analyzing Muslim women figures' language style and function in speech. The researcher has discovered some similarities and differences in the previous study that relate to this study. Those can be evidence that there are no similarities with this study.

First, a thesis undergraduate titled "Language Style Used by Muslim Figures in Speech" was released by Elian Maulana in 2019. His research explains the

language style and function of Muslim figures' speech. He focuses only on Muslim figures, such as Muhammad Ali, Sadiq Khan, Zakir Naik, and Ahmed Deedat. He uses Martin Joos's theory to classify language styles and Roman Jakobson's theory to reveal language function. He uses the descriptive qualitative design as the methodology research. In addition, he uses a table to classify the data, which makes it easy to data the result, and he also rates the result using percentages. He discovered five kinds of language style in Muslim figure speech, such as formal style 36,2%, frozen style 30,77%, casual style 27,15%, and consultative style 4,43%. Then, the highest frequency of functions of language styles in Sadiq Khan's formal style by percentage 22.2%, and the lowest in Ahmed Deedat's casual style, by percentage 11%.

Second, a graduation paper titled "Language Style Used in The Kite Runner Novel Written By Khaled Hosseini: In Sociolinguistics" was written by Hayati Yusti Karina in 2019, a student of State Islamic University Sunan Kalijaga Yogyakarta. Karina's research focuses on language styles and the factor of selecting language styles in the novel. First, the researcher combines the theories of Joos, Krizners, and Mandell to reveal the kinds of language styles, and those are formal styles, consultative styles, casual styles, colloquial styles, and intimate styles. In addition, she also uses Holmes's theory to reveal the factors of selecting language and descriptive qualitative as the research methodology. The researcher found that some unsuitable language styles used in colloquial style to casual style, and the less-used kinds of language styles are formal style to consultative style, formal style to

intimate style, and intimate style to casual style. Moreover, the factors of selecting language style are participants and setting.

Third, Irkhas Ziana Rizqi Afriza's graduation paper entitles "Language Style in Exclusive Interview of Jessie J and Sarah Sechan on Net Tv" in 2017. The researcher explains and shows the language styles used in an exclusive interview and Sarah Sechan on television in this research. The researcher uses Gorys Keraf, combining it with the theory of Chaika to describe general types of language styles. Furthermore, the researcher uses the idea of Chaika Elaine, but the researcher does not apply Chaika's theory clearly, which makes the reader confused with the result of this researcher. She also uses descriptive qualitative to analyze and describe the dialogues that show the language styles on television. This research has four kinds of language styles revealed in an exclusive interview: informal, colloquial, casual, and consultive styles.

Fourth, a journal by Hamzah Indra titled "An Analysis of Teenagers' Language Style Found in Facebook Status" in 2018. The author focuses on the forms of language and the frequency of the style used by Facebook users in Indonesia, ranging from teenagers to pre-adults. The status of Facebook users was studied in this study to determine the sorts of language styles and the most often used style by Facebook users in Indonesia. According to the research, there are four language styles: formal, consultative, casual, and intimate. Then, with around 70%, informal style is the most often employed language style among users. The author discovered that the reasons for casual are the most commonly utilized by Facebook users. The author applies the theory well and displays a frequency table that clarifies

the percentages. On the other hand, the author cites just one statement in all the styles, which excludes the frozen type, although he gathered one hundred Facebook user data.

Based on previous research, they used a lot of the theory proposed by Joos. That is because the idea put forward by Joos can reveal the whole problem of their object. Some combine the theory of Joos with other approaches, such as the theory of Krizners, Mandell, and Chaika. In addition, they also search language functions, a factor of selecting language style and frequency of the language style. The objects they use vary, such as speech, novels, interviews, advertisements, social media.

On the other hand, in this study, the researcher focuses language styles used by Muslim women figures' speeches. This research also explains how the language style exists in Muslim female characters in speech and what language styles exist in the speech. This study uses the theory of Joos. In addition, the researcher explains the function of the language style using Holmes and Wilson's theory.

1.6 Theoretical Approach

This study focuses on analyzing the style of language that appears in Muslim figures' speech. The researcher uses the language styles theory proposed by Martin Joos (1967, pp. 20-43). The idea of Joos can explain clearly the style of language. Martin Joos (1967, pp. 20-43) classifies language styles into five styles. There are frozen styles, formal styles, consultative styles, casual styles, and intimate styles. On the other hand, the researcher is also interested in analyzing the function in language styles and uses Holmes and Wilson's theory (2017, pp. 294-303), and they mention six functions that appear in a language, referential function,

expressive function, metalinguistics function, directive function, phatic function, and poetic function. The theory of Martin Joss has many types of language styles, and the function encourages this research.

1.7 Method of Research

1.7.1 Type of Research

In this study, the researcher uses a descriptive qualitative method and uses the qualitative technique. Qualitative research is a method for investigating and comprehending the significance that individuals or groups assigned to a social or human situation (Cresswell, 2014, p. 32). This research is called descriptive qualitative because this research investigates the language style used by Muslim women figures in speeches on TED Talks videos and uses Joos's theory. The researcher chooses this approach because the analyzed data are phrases from Muslim women figures' speeches.

1.7.2 Data Sources

According to Sugiyono (2011, p. 225), data sources are divided into primary and secondary sources. In this research, the primary data will be taken from four videos:

- a. A speech by Suzanne Barakat entitled "Islamophobia killed my brother. Let's end the hate" was published in 2016.
- b. A speech by Alaa Murabit entitled "What Islam really says about women" was published in 2015.

- c. A speech by Dalia Mogahed entitled “What it’s like to be a Muslim in America” was published in 2016.
- d. A speech by Yasmin Abdel-Magied entitled “What does my headscarf mean to you?” was published in 2015.

While the secondary source in this research is the script's speeches from four videos above.

1.7.3 Data Collection Technique

The collective data technique explains how the researcher collects the data for this research and uses observation as the data collection technique. Observation is a method of collecting data by note-taking the information during the investigation (Sugiyono, 2011, p. 225). Researcher used the observation method to collect detailed data. There are several steps to collect the data. First, the researcher watches the videos of speeches from Dalia Mogahed, Suzanne Barakat, Alaa Murabit, and Yassmin Abdel-Magied on TED Talks streaming. In the next step, the researcher types transcripts of the four speech videos, and the last, the researcher marks the types of language style and functions contained in the videos.

1.7.4 Data Analysis Technique

The process of data analysis can be known as follow:

- a. Identifying the language style and functions of speech found in the speeches of Dalia Mogahed, Suzanne Barakat, Alaa Murabit, and Yassmin Abdel-Magied. At this stage, the researcher used the theory from Martin Joos, Holmes, and Wilson to identify language styles and language functions.

- b. Classifying the language style and function of speech found in the speeches of Dalia Mogahed, Suzanne Barakat, Alaa Murabit, and Yassmin Abdel-Magied.
- c. Describing the language style and functions of speech found in the speeches of Dalia Mogahed, Suzanne Barakat, Alaa Murabit, and Yassmin Abdel-Magied.
- d. Explaining the reason why there are different functions of speech in each language style found in the speeches of Dalia Mogahed, Suzanne Barakat, Alaa Murabit, and Yassmin Abdel Magied.
- e. Making the conclusion of the research.

1.8 Paper Organization

This research study is divided into four chapters. The first chapter serves as an introduction. This section includes the background of the study, research questions, objectives of the study, the significance of the study, literature review, theoretical approach, method of research, and paper organization. The second chapter includes a theoretical framework. This chapter will explain the theory that is being applied in this study. The third chapter consists of data findings and an analysis of the language style used by Muslim women figure's speech. Finally, the last chapter, known as the fourth chapter, is the conclusion that will explain the findings from the results found by the author.

CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

4.1 Conclusions

After researching Muslim women figures' speeches in TED Talks, the researcher found different language styles in each of their speeches. That can happen because the speakers adjust the language style with the opinions they explain to the audience. For example, Suzanne Barakat's speech contains two types of language styles in his speech, namely consultative style and formal style.

The researcher found 102 data containing language styles based on the research findings and discussion. The most common type of language style found is consultative style, with 64 data from 102 data. Consultative style is often found in their speeches because the topics of Islam and Muslims that they bring are not familiar to audiences. In addition, most of them are non-Muslims, so they use a consultative style that does not demand proper grammar and does not use terms related to Islam. As a result, the audience quickly understands the message conveyed by the speaker.

Next is the formal style, with 30 data from 102 data. The formal style of their speech is used when talking about something serious, and they want the audience to pay attention to what they are saying. The last one is a casual style, with a total of 8 data from 102 data. Casual style is only found in Dalia and Yassmin's speeches. They both use casual style to create a relaxed situation for the audience when discussing something that is not too serious. However, two language styles are not

found in their speech: intimate style, which is too informal to be used in speech, and frozen style, which is too formal to be applied to address.

Meanwhile, the researcher found all the language functions in a speech. Most language functions are referential, with 78 data from 116 data. Most of them use language style to express their opinion to the audience. Next is the expressive language function with 30 data from 116 data. This function is used to say what they feel to the audience. Then, the directive language function, with a total of 4 data from 116 data, is used by them to invite, persuade, or order audiences to take action to fight hatred against Islam and Muslims. Finally, there are three language functions, each of which has the same amount, 1 data from 116 data. Metalinguistics that Yassmin uses to describe a term. Dalia uses a poetic function to express her feelings by applying figures of speech and phatic, which Dalia uses to show sympathy and empathy.

In addition, the researcher found several language functions in one type of language style. Muslim women figure use several functions simultaneously because they have messages that they want to convey at once. Most of them use the referential function and expressive function together with the intention of attracting sympathy by expressing what the speaker feels to the listener so that it is easy for the listener to understand the intent and purpose of the speaker. Moreover, they also combine referential with directive to easily invite the audience to do something. Not only that, Yassmin also combines referential with metalinguistics to clarify the meaning of a term to make it easier for the audience to understand the message. Suzanne combines expressive and directive to easily attract the sympathy of the

audience so that she can easily invite the audience to do good. The last, Dalia uses phatic, expressive, and referential as well to make it easier for her to give messages to the audiences.

So, it can be concluded that the language style and function of speech used by Dalia Mogahed, Suzanne Barakat, Alaa Murabit, and Yassmin Abdel-Magied to express their opinion plays a significant role in attracting the attention of the audience. The language style and the functions they apply varies according to the context they convey, which is their strategy to maintain the audience's attention. They almost use all kinds of language styles, except frozen, intimate, and all the types of language functions found in Muslim women figure speeches.

4.2 Suggestions

After conducting the research, the researcher has several suggestions for the next researcher. First, the next researcher can use a theory language style, exempt from Martin Joos, or the next researcher can combine the theory language style with other branches of sociolinguistics. Second, the next researcher can analyze events that occur directly and in real terms, such as the daily conversation of a student in a school, so that the next researcher can easily find out instantly how the language style occurs.

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