Women's Language Features in "Emma Chamberlain's" Vlogs

Ni Kadek Intan Permata Sari Dewi[1], I Gusti Ayu Vina Widiadnya Putri[2], Putu Nur Ayomi [3]
English Study Program Faculty of Foreign Languages, Mahasaraswati Denpasar University, Jl. Kamboja No. 11 A Denpasar – Bali, 80233
Correspondence Email: kadekintan1601@gmail.com

Abstract

This study aims to analyze the women's language features and the functions of women's language features found in the Vlog by Emma Chamberlain. The data were taken from the Vlog by Emma Chamberlain on YouTube. This study was analysed by applying the theory by Lakoff (1975) and the theory by Pearson (1985). Nowadays, most of the women communicate through social media or digital platform. This trend increases the use of social media and digital platform that is usually called vlog or video-blogging. In total there are 8 data found in the Vlog from 6 videos. It can be concluded that, there were only Lexical Hedges, intensifiers, and hypercorrect grammars, tag question, rising intonation and declaratives, super polite form, Avoidance of strong swear, and emphatic stress were found in Emma Chamberlain's Vlog. The functions, it was only found 3 functions from 5 function of women language features proposed by Pearson (1985). These functions are to start discussion, to get response, and to express feeling. The result, it can be concluded that to express feeling is the most commonly found. While, to get responds and to start discussion are the least found.

Keywords: *women's language features, emma chamberlain, vlog*

Abstrak

Penelitian ini bertujuan untuk menganalisis fitur bahasa wanita dan fungsi fitur bahasa wanita yang ditemukan dalam Vlog karya Emma Chamberlain. Data diambil dari Vlog Emma Chamberlain di YouTube. Penelitian ini dianalisis dengan menerapkan teori Lakoff (1975) dan teori Pearson (1985). Dewasa ini, sebagian besar perempuan berkomunikasi melalui sosial media atau platform digital. Kecenderungan ini meningkatkan penggunaan media sosial dan platform digital yang biasanya disebut dengan vlog atau video-blogging. Total ada 8 data yang ditemukan di Vlog dari 6 video. Dapat disimpulkan bahwa, hanya terdapat Lexical Hedges, intensifiers, dan hypercorrect grammars, tag question, intonasi dan deklaratif yang meninggi, bentuk super sopan, Penghindaran sumpah serapah yang kuat, dan penekanan empati yang ditemukan dalam Vlog Emma Chamberlain. Fungsi-fungsi tersebut, hanya ditemukan 3 fungsi dari 5 fungsi ciri bahasa wanita yang dikemukakan oleh Pearson (1985). Fungsi-fungsi tersebut adalah untuk memulai diskusi, untuk mendapatkan respon, dan

untuk mengungkapkan perasaan. Hasilnya, dapat disimpulkan bahwa mengungkapkan perasaan adalah yang paling banyak ditemukan. Sedangkan untuk mendapatkan tanggapan dan memulai diskusi paling sedikit ditemukan.

Kata Kunci: fitur bahasa wanita, emma chamberlain, vlog

Introduction

Sociolinguistics is defined as linguistics focusing on studying the language phenomenon in the social community. The value of sociolinguistics is the main point that it throws on the nature of language in general or on the characteristics of some particular language (Hudson, 1996:4). The use of language can be differentiated into some categories: class, status, age, and gender. According to Vina (2020) state that male and female language uses different style in language. Difference gender in using language are closely related to a person's culture. According to (Connell, 2009:10), gender is a social structure, but of a particular kind. Gender involves a specific relationship with bodies. Hornby (2005) said that woman is an adult female human of the female sex. The relationship between gender and language has also created some variations; one is women's language. Women's language is a reflection of the character of the woman itself. Women speak emphasize, politely and gently in showing their feeling rather than the information for their topic (Holmes, 1991: 284). The phenomenon of women's language can be seen when the women use the language.

The way women uses the language can be seen in real life or digital communication. Digital communication can be divided into some aspects; one of them is a video blog. A vlogger is someone who is a video blogger. Emma Chamberlain is one of the most famous vloggers. Emma Frances Chamberlain (born May 22, 2001) is an American Internet personality. She made a lot of content on her videos such as; Fashion, Cooking, A Day vlog, Taste Test, etc. The reason why this data is chosen as the object is that in general, women and men speak differently about gender, environment, and society. This study focuses on the women's language features aim to present the women's movement, perspective, and also point of view when they are interacting with other speakers in the conversation. It is very interesting research because it analyzes the women's power and influence based on their perceptions. Therefore, this study focuses on the analysis of women's language features on the vlog by Emma Chamberlain.

There are some previous studies used as references in this study. First, Pamikat (2020) states that the women's language features that she found in her research based on the character of Eilis Lacey in Brooklyn movie. She explained that the character, Eilis Lacey uses the women's language features when she was talking with her fiancé, family, and friends. This research shows that Eilis Lacey, as a young woman who moved from Ireland to Brooklyn in the movie uses the women's language features

which can be categorized into 9 types, they are; hedges or fillers, tag questions, rising intonation on declaratives, intensifiers, super polite forms, emphatic stress, empty adjectives, precise color terms, and hypercorrect grammar. The theory that proposed by Lakoff (1975) was used to identify the research problems. The similarity with this study is that, this study identified which women's language features are used by Emma Chamberlain in her vlogs. The difference between the previous study and this study is the data source. In this study used the vlogs from Emma Chamberlain, while the previous study used a movie scrip as the data source.

Moreover, Kuniaty (2018) states that the women's language features is also used by some female characters in the movie The Perk of Being a Wallflower. She concludes that the use of women's language features is used to strengthen the speaker's assertion, admiration and judgement. The results found there are 8 types of women's language features, they are; lexical hedges, tag question, rising or question intonation, empty adjective, intensifier, hypercorrect grammar, super polite form, and the avoidance strong swear word. This study is also analyzed through Lakoff's theory (1975). The similarity from the previous study with this study is that this study identifies which women's language features are used by Emma Chamberlain in her vlogs based on Lakoff's theory (1975). The difference between the previous study and this study is that the data source used the vlogs from Emma Chamberlain while the previous study used a movie script as the data source. Nunung Kurniaty (2018) also uses the same theory by Lakoff (1975) about women's language features. The result of the previous study, there are eight features of women's language.

Andriani (2018) also states that the use of women's language features is found in Summer Mckeen's vlog. She explains that the women's language features is used to show uncertainty, emphasize an utterance, get a response, express feeling, and soften an utterance. The results shows there are 10 women's language features that are analyzed in her research, they are; empty adjectives, intensifiers, lexical hedges, tag questions, hyper-correct grammar, rising intonation, and super polite form, avoidance strong swear word, emphatic stress, praise colour terms. This study is also analyzed through Lakoff's theory (1975). The difference point in this study is the previous study used Lakoff's (1975) to analyze the functions of women's language features. Meanwhile, this study used the theory by Pearson's (1985) to analyze the functions of women's language features.

Meanwhile, Yolanda (2021) states that the women's language features are also used by Mulan in the movie. She describes that Mulan as the female character who masquerades as a male in the movie. This previous research shows there are seven language features that found based on the data analysis such as lexical hedges/fillers, rising intonation on declaratives, 'empty' adjectives, intensifiers, 'hypercorrect'

grammar, super polite' forms, and emphatic stress. Both previous and this study also used the same theory proposed by Lakoff (1975). The difference between the previous study and this study is that the data source used the vlogs from Emma Chamberlain while the previous study used a movie as the data source.

Methods

The data source used in this study is a vlog by Emma Chamberlain on YouTube. It is analysed by using qualitative method and present descriptively. First, watching and listening to Emma Chamberlain's vlogs and understanding every word she says. Second, taking note of the data considered women's language features that is uttered by Emma on her vlog. Third finding the words which considered a women's language said by the person vlogging. Then, finding the functions of the women's language features used in her vlog. After finding out the words and understanding the functions, classifying them into each of the 10 types of women's language features proposed by Lakoff (1975). Last, from all of the women's language found in the Vlog, it finally can be analysed each function of women's language based on the theory of the functions that proposed by Pearson.

Results and Discussion

Table 1. Table for Women Language features in the Vlogs

No	Language Features	Total	Percentage
1	Lexical Hedges or filler	1	10%
2	Tag Question	1	10%
3	Rising intonation and declaratives	1	10%
4	Empty Adjectives	0	0%
5	Specialized vocabularies (precise color terms)	0	0%
6	Intensifier	1	10%
7	Hypercorrect Grammar	1	10%
8	Super Polite Form	1	10%
9	Avoidance of strong swear	1	10%
10	Empathic Stress	1	10%
	Total	8	80%

This study analyzes the women's language features used in Emma's Chamberlain Vlog. The theories used in this study are proposed by Lakoff (1975) and Pearson (1985). She proposed the theories that mentioned there are 10 women's language features and 5 Functions of women's language features itself. In total there are 8 data found in the Vlog from 6 videos. They were Lexical Hedges, intensifiers, and hypercorrect grammars, Tag Question, Rising intonation and declaratives, super polite form, Avoidance of strong swear, and emphatic stress.

Table 2 Tabulation for function of Women Language features in the Vlogs

No	Function	Total	Percentage
1	To express feeling	6	60%
2	To get uncertainty	1	20%
3	To start discussion	0	0%
4	To get response	1	20%
5	To soften utterance	0	0%
	Total	8	80%

Based on the table above, it was only found 3 functions from 5 function of women language features proposed by Pearson (1985). These functions are to start discussion, to get response, and to express feeling. To start discussion were found as much as 1 data or as much as 10%. To get responds were found as much as 1 data or as much as 10%. While to express feeling found 6 data or as much as 60%. So, it can be concluded that to express feeling is the most commonly found. While, to get responds and to start discussion are the least found.

Discussion

The researcher analysed as many as five videos from Emma Chamberlain's video blog sourced from her YouTube channel. This research has found the types of women's language features and their functions. This has been adapted to the formulation of the problem in this study. There were ten types of women's language features found, with 21 data, while for functions, there were five functions that followed the type of women's language features. The findings are presented as follows:

1.   Lexical Hedges or filler

Lexical hedges or filler are used to express uncertainty and lack of confidence in the conversation, according to Lakoff (1975). The purpose of this type of women's language features is to give the speakers some time to think about what they will say for the following conversation to get the conversation still on track.

Data 1

Emma: tell me something embarrassing that you see do like she just embarrassed me?

*Mom: see, the things that, I don't care what people think. So I don't have that perspective. **You know** like I know you have been embarrassed when you waving but they are not waving at you [...]*

(00:08:20-LA Morning Routine Lol)

The data above shows Emma used lexical hedges or filler types of women's language features. This type of female language's features aims to give the speaker time to think about what they would say for the following conversation to keep the conversation on track. In the data, it was found that Emma's mom said, "you know...". It means that her mom gives listeners time to wait for what she says. It can be classified as a **Lexical Hedges or filler** based on the data**.**

Pearson (1985) states that there are five functions of women's language features. One of them is to get uncertainty. The function of the women's language features in data 1 is to **get uncertainty** about the things she got embarrassed of. In data 1, use the word "you know..". It means that Emma gives listeners time to wait for what she has to say. Therefore, Emma's words are classified as a function to get uncertainty, which purposely expresses or gets uncertainty in the conversations.

2.   Tag Question

Tag question is used to turn the statement into a question, according to Lakoff (1975). Most people use question tags to ensure that the information we think we know is true. In general, using a question tag in the conversation is, first, to ask someone's opinion and discuss something. Second, to give the addressee freedom means in the way we are not forcing them to go along with the speakers, and using question tag also can be used to ask agreement or to ask some questions.

Data 2

I am not going groceries shopping today. Okay I really should. Or ***Should I? Do I have to?***

(00:07:02-What I Actually do in a day)

The data above shows Emma's use of **question tag**. The question tag is used to turn a statement into a question. Most people use the question tag to verify and check the information or respond. On this data, Emma said "should I? do I have to?". It is used to ask the listeners if she should go to the grocery shopping.

Pearson (1985) states five functions of women's language features. One of them is **to get response**. The women's language features in the second data shows to get response. This language's features aims to get response from her viewers. In data 2, Emma used a statement "should I? do I have to?" which means that she asked the audience whether going to the grocery shopping or not. Therefore, the function based on data 2 is classified as getting response.

3.   Rising intonations and declaratives

Women are more likely to use rising intonation than men. Women use rising intonation in certain contexts to protect themselves from accusations. Lakoff cited in Cameron, 1990:230). Sometimes, women use arising intonation in her utterance to declare something others have known about her declaration.

Data 3

Omg!↗ *This is the most beautiful children's jacket I have ever seen*

(00:16:58-My Childhood Bedroom)

Data 3 shows that Emma uses female language's features with **rising intonation**. It is known that women are more likely to use rising intonation than men. Women use the intonation that arises in their speech to express something other people know about their statement. On the data Emma says "omg!" followed by "this is the most beautiful children's jacket I have ever seen" with rising intonation. It is because she was surprised that she found her old jacket when she was a kid

Pearson (1985) states that there are five functions of women's language features. One of them **is to express feeling**. The function of the women's language features in data 3 is to express her feeling about her jacket. As seen in data 3 Emma use word "omg!" shows that Emma really surprised and excited about the jacket she found. Therefore, the function based on the data 3 is classified as a part of getting response of to be surprised towards something that she found which her old jacket is.

4.   Intensifier

Intensifiers are adverbs or adverbial phrases that strengthen the meaning of other expressions and show emphasis according to Lakoff (1975). Intensifier also can be used to maximize the meaning of the words (Romeo, 2012).

Data 4
Flea market are the places that have a bunch of vintage stores. Maybe I will go to one of those too, ***Declan you're so sweet, you're so precious*** *but you need to get off mommy*

(00:01:47-LA Morning Routine Lol)

The data above shows that Emma uses an **intensifier** when expressing her feelings. The data quote is evidenced by the words "Declan you're so sweet" and "and you're so precious". This shows that Emma emphasizes her feelings that she loves her subscribers. This relates to the definition of intensifier which is a language in emphasizing one's feelings.

Pearson (1985) states that there are 5 functions of women's language features. One of them is to express feeling. The function of the women language features in data

4 is **to express feeling**. In this data Emma use words "Declan you're so sweet" and "and you're so precious". She shows emphasis her feelings about her fans who watched her video at the end of the day. Emma's words serve to express her feelings of love for cat. Therefore, in this data can be classified using to express feeling functions of women's language features.

5.   Hypercorrect grammar

In the conversation between the speaker and the addressee, one used hypercorrect grammar to create a distance between each other. Lakoff (as cited in Holmes, 1995) states that hypercorrect grammar is the consistent use of standard verb forms.

Data 5

*Well, I already have been **getting food** and **getting coffee***

(00:00:00-Thrifting in NY)

Hypercorrect grammar is the consistent use of standard verb forms. This statement is supported by the quote above. Hypercorrect grammar is a style of language using sentences that are good and grammatically correct, even though grammar is often ignored when speaking. In the quote Emma says "I already have been getting food and getting coffee". This sentence is a sentence which is grammatically complete and has no abbreviations. So, the **Hyper correct grammar** that Emma uses is the consistent use of standard verb forms.

Pearson (1985) states that there are five functions of women's language features. One of them is to express feeling. The function of the women's language features in data 5 is **to express feeling**. As seen in data 5 Emma use words "I already have been getting food and getting coffee". This sentence is a sentence which is grammatically complete and has no abbreviations. This means that she expresses her feeling towards her food and her coffee coming at the same exact time. Therefore, in this data can be classified using.

6.   Super Polite Form

Lakoff (1975:7) stated that women's language is politer than how the men's speak. It is also related to their hypercorrectness in grammar. They also use standard form to indicate their social status in society.

Data 6

*I think he just poop omg it's in his but a little bit.. **please** leave*

(00:01:05-I have a Shopping Problem)

Women's language is polite than how the men's speak. It proved by the data above, it can be found that there is the use of woman's language **super polite form** category. Emma stated "please leave" which is shown a form of politeness through this sentence. The use of the word "please" shows that Emma is trying to be polite to her cat.

Pearson (1985) states that there are 5 functions of women's language features. One of them is to express feeling. The function of the women language features in data 6 is **to express feeling** about her being annoyed by the smells of her cat. In data 6 Emma use words "Please leave" which through this sentence, is shown a form of politeness. She tries to sound polite by saying "please" to the cat in the video. Therefore, this considered as to start discussion function on how to say that.

7.   **Avoidance of strong swear**

Both gender women and men have different ways in the swearing expression invectively Lakoff (2004:44). Women often use softer forms such as "Oh.. honey!" or "Damn" then men most likely to say it like "Holy cow!" or "Dammit!". From that example most people just classify the difference by the first sentence being part of women's language and the second one being a part of men's language.

Data 7

Oh look magically these 2 pieces of bread around my cutting board! **What in the world can I be making?**

(00:08:37-Reading Makes You Hot)

Women often use softer forms. This is proven in this data 7. In this data, Emma shows the uses of **Avoidance of strong swear** when expressing her felling about the bread on her cutting board. The situation in the video is Emma swears to herself for seeing the bread. Then she said "what in the world!" which he should have said harshly he prefers to use a nicer and gentler word that is "What in the world". This situation shows that Emma avoids saying strong swear.

Pearson (1985) states that there are five functions of women's language features. One of them is to express feeling. The function of the women language features in data 7 is to express her angry feeling to herself. As seen in data 7, Emma use word "What in the world!" to avoid any strong swear words. In the data, she swears to herself about what is she going to make with the 2 pieces of bread. Therefore, it can be classified as **to express feeling** function of women's language features.

8.   Emphatic Stress

Emphatic stress can be used to strengthen an assertion. According to Lakoff (1975) Emphatic stress is a term to emphasize the most important in a speaker's statement. Women usually used italic, bold, colouring, repeat, capital letter, or typing with longer letters to emphasise or strengthen those words.

Data 8

*I literally wearing the zip up sweater like every day. I would wear it every day if I could. Like **I literally love it! it's one of my favourite things in my closet***

(00:08:48-LA Morning Routine Lol)

This data shows that the use of women's language through the speaker's statement which can be categorized as **emphatic stress**. Emma used two utterances that referred to praise as it can be seen "I literally love it! It's one of my favorite things in my closet" which means the speaker was amazed at something. This statement also refers to the way of the speaker was very enthusiastic to a special thing that she had. Therefore, she expressed her happiness as an emphasis regarding to the thing that she could have in her life.

According to Pearson (1985), this data can be considered as a part of expressing a feeling. She expressed the women's language features about her favorite sweater that she wore at that time. This data shows the speaker's opinion about her sweater which was good and she really loved it as the favorite one. Therefore, based on the data above, Emma's reaction shows a feeling of happiness.

Conclusion

This study analysed the women's language features used in Emma's Chamberlain Vlog. The theories used in this study are proposed by Lakoff (1975) and Pearson (1985). She proposed the theories that mentioned there are 10 women's language features and 5 functions of women's language features itself. There are 8 data found in the Vlog from 6 videos in total. Based on the table above, it can be concluded that, there were only Lexical Hedges, intensifiers, and hypercorrect grammars, Tag Question, Rising intonation and declaratives, super polite form, avoidance of strong swear, and emphatic stress. For the functions, it is only found 3 functions from 5 function of women language features proposed by Pearson (1985). The functions are categorized into; starting a discussion, getting a response, and expressing feeling. The result covers 1 data (10%) of showing uncertainty and getting a response. On the other hand, there are 6 data (60%) of expressing feeling that found in this study. Meanwhile, the other types which covers getting a response and starting a discussion are not found in this study.

Women's Language Features in Emma Chamberlain's Vlog – NKIPS Dewi[1], IGAVW Putri[2], PN Ayomi[3]

REFERENCES

Bryant, S. C. (2006). *Video Blogging for Dummies John*. Wiley & Sons

Chaika, E. 1994. *Language: the social mirror*. 3rd edition. Boston: Heinle & Heinle Publisher

Connell, R. 2009. *Gender*: Polity Press

Eckert, L. 2016. I*ntersexualization*: The Clinic and The Colony

Eckert, P. 2003. *Language and Gender*. Cambridge University Press

Fraser, B. 2010:15. *Pragmatic Competence: The Case of Hedging. In New Approaches to Hedging*. Brill

I Hudson, M Hudson. 2020. *Consumption*

Lakoff, R. 1975. *Language and Woman's Place*. New York: Cambridge University Press

Lerner, G. 2012. *Placing Women in History*: Definitions and Challenges

N Chomsky, C Noam. 2002. *On Nature and Language*

Pearson, J. (1985). *Gender and Communication. Dubuque*. Company Publisher

RA Hudson. 1996. *Sociolinguistics*

Romero, S. 2012. *This is cool!- A Comparative Corpus Study of Intensifiers in British and American English*. Pro Graduation Thesis of University of Tampere

Putri, I Gusti Ayu Vina Widiadnya, 2020. *The Emotional Lexicon Used by Male and Female Communication: Study of Balinese Language Used in South Kuta Bali.* Linguistic, English Education and Art (LEEA) Journal

7 Things You Should Know About Videoblogging (2005) by EDUCAUSE Learning Initiative, EDUCAUSE. Retrieved November 15, 2006

Andriani, Ketut, 2018. *Women's Language Features in Summer McKeen's Vlogs.* Fakultas Sastra dan Humaniora Universitas Udayana: Journal.

Kurniaty, Nunung, 2018. *Women's language Features in the Movie Script of The Perks of being a Wallflower*. Fakultas Sastra dan Humaniora Universitas Udayana: Journal

Pamikat, 2020. *Women's Language Features of Eilis Lacey in the Brooklyn Movie Script*. UC Journal: ELT, Linguistics, and Literature Journal

Yolanda, 2021. *Women's Language Features Used by a Woman Who Masquerades as a Man in Mulan (2020 Movie*. Tell Teaching of English Language and Literature Journal