



Types of Language Styles Used By Tobi “Tobiwan” Dawson in His Twitch Channel

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Abstract

People may use a different kinds of language styles in their social media. The use of language styles has a purpose, whether to persuade others, to share news, or even to intimate people. According to this issue, this research aims to analyze the types of language styles found in the utterances of Tobi Dawson. In the research, the writer applied the qualitative method. The data in this thesis are in form of utterances of Tobi Dawson in his twitch channel that had been transcribed. The answers the problem of the part of language style, the researcher answered by using Joos' theory of types of language style and Badiah's function of language style. The findings of this research showed that there are two most styles used by Tobi Dawson in his video; casual and intimate style, caused by the participants who influenced Tobi Dawson to use it more. Therefore Tobi Dawson used the styles for daily conversation and used spontaneous sentences.

Keywords: language style, types, twitch

I. INTRODUCTION

Language is the essential ability that human has in daily life to communicate. In having good communication, language plays an important part to make meaning between listeners and speakers clear. Each person has different kinds of styles when they speak. It means that Style is personal for each human and it is more flexible than status in the speech situation. Wellek and Warren (1956) state that the difference in language style depends on the environment in which the message is presented.

Communication will be influenced by the situation or the social context in which they may have different styles of language depending on the situation and condition. Humans do not always speak in the same way and always change the way they speak constantly as they move from one situation to another. The language style is used in the humans' communication to show their expression in oral and even written in a different choice. Humans can choose which style suits their communication's condition because they are always changing the way they speak. People keep changing their style because they are influenced by the situation or the social context.

Relate to the social context, Romaine (1994) states that style can change from formal to informal depending on social context, the relationship of the participants, social class, sex, age, physical environment,

and topic. Therefore, style is the aspect that distinguishes an individual from other individuals and the individual has to apply the right style depending on the situation and condition to make it easier to understand by whom the language is spoken.

Moreover, connecting with technological developments, many people take advantage of this technological progress to deliver and express information. Technological advances can also be seen from the number of booming media that people use for doing communication by using different language styles, nowadays one of the media is Twitch. The one who uses this platform as a user is called a streamer called Tobi Dawson. The writer was interested in analyzing language style in the TobiWan channel because Tobi Dawson through his channel in Twitch has influenced many of his viewers who are interested in Dota 2 games by giving the analysis of the game and also giving them the tips and tricks in playing Dota 2. The writer as one of the viewers of his videos also has been affected by his gameplay set and the choice of the heroes in playing the game. Therefore, the writer pick Tobi "TobiWan" Dawson and Language Style as the title of this research.

II. REVIEW OF RELATED LITERATURE

Language Style is very important in conversation and language style can be one

of the tools for people to emphasize the information. The Language style is the choice of words used by a specific group of people when they speak. In other words, Language style refers to delivering the same information by using a different way.

The writer found two theories about language style and the function proposed by Martin Joos and Nik Badiah. In the Five Clocks Times, Joos claims there are five styles of languages and the five classes are frozen style, formal style, consultative style, casual style, and intimate style. Therefore, there are only two styles that fit the data; casual and intimate style. The functions of language will be described as well to support the research analysis.

2.1 The Types of Language Style

In this section, the writer discusses the types of language styles that are explained by the expert. The writer found theory from Joos (1976) in the Five Clocks Times. The explanations of the two styles will be presented as follow:

2.1.1 Casual Style

Casual language style based on Joos (1976) is a language style that can be used in conversation with an informal situation like a conversation between friends, workers, and between students that busy talking with each other outside the classroom using casual language style, the description above its means is a casual style usually informal language used if we talk to

friends and co-workers to communicate. This style does not need a well-structured utterance. The utterance usually uses contraction, repetition, limited expression, and the sentence is usually shortened. Casual style is also characterized by the use of slang. Slang is a non-standard form of a word that is known and used by a certain group.

2.1.2 Intimate Style

Intimate style as defined by Joss (1976) is completely a private language that developed in families, lovers, and closest friends. Description above means normally the intimate group is paired the intimate labels like dear, darling, honey, mom, dad, or other nicknames might be used in this situation. Intimate language style excludes public information, of course, it is not a public assumption, it means that intimate has private vocabularies with the receiver.

2.2 The Function of Language Style

Although there are many types of language styles that humans use when they talk to others. they must speak with a certain purpose. Chaika (1982) states that the speaker gives a great deal of information about themselves just by the word, grammar, and pronunciation they choose both unconsciously and consciously. This information reveals to the hearer such things as the speaker's social background such as educational background and regional affiliation. The style markers of a particular

social group or region may be deliberately used for other purposes. Furthermore, Chaika (1982) states that using the style carried along with greeting and a conversation message is more efficient than having to encode that information at the outside or continually during a conversation. Badiah (1994) defines the functions of language styles as below:

2.2.1 To increase the listener's taste

Languages style increases what the readers want to follow and what is being said by the writer. It will raise the reader's opinion about the writer's messages that expressed in his or her text and also what purpose going to be communicated by the writer. For example in the poem, how the writer is used suitable words to mix a romantic combination of poems that are pictured about love. Thus, the listener or reader will taste the language that is used by the writer touches their sense.

2.2.2 To persuade the listener

Languages style makes the reader feel sure and trustful toward what is being said by the writer. The writer or speaker asks the reader or listener attractively by using rhetoric language. For example that the politicians who attract many masses use the language that makes them sure and trustworthy.

2.2.3 To make the listener's idea clearer

Every writer wants the reader to understand and catch the messages and ideas that are carried by the text. Thus, the writer should use the correct and certain word and language style to make his or her messages

and ideas transferred to the reader. For example that the role of government for civilization uses common or usual language style to be understood easily by civilization, so they will not be wrong in interpreting the role.

2.2.4 To create a certain mood for the listener

The language style that is used by the writer influences the reader in the case of creating the mood. It can also influence the listener or reader's feelings or thoughts. So, how the speaker or writer uses the language style in their communication, consequently will create a certain mood. For example that when Joker uses humor or joke style in his presence. Furthermore, it will bring the listener's mood into a happy mood. Humans are going to talk to other people with a specific purpose. So, the function of language styles that refer to the statements above is to tell the hearer or reader how they act to the messages given by the speaker or author seriously, humorously, as sarcasm, happy or sad, or in some other ways.

III. RESEARCH METHOD

This research used a qualitative method because it used descriptive data in the form of texts such as words and sentences, not in tables or numbers. Since the writer wants to analyze the phenomena of language style that occurs in communities, the writer finds a qualitative approach is an appropriate way to be used. The writer chooses a qualitative method to

identify the types of language style and find a function of the type of language style based on Martin Joos's theory in Tobi Dawson's utterances while casting Dota2 in his channel.

The source of data used in this research was the utterances of Tobi Dawson in his Twitch channel which uses the username as TobiWan. The video that the writer chooses as the sample entitled "Casting Teamfight Breakdown by TobiWan - Na'Vi vs Vega" that uploaded 2 years ago with 200 viewers. The writer chose this as a sample because Navi is one of the writer's favorite teams and the video had 200 viewers that was the most-watched video about Dota 2 casting.

The data collection technique that is used in this research is non-participant observation. This is due to the writer getting the data by observing the data watching it without being involved with the data. The writer also took a document in the form of a video of a stream from Twitch by downloading it. By doing non-participant observation, the writer analyzes the data neutrally since the writer does not involve in the data source.

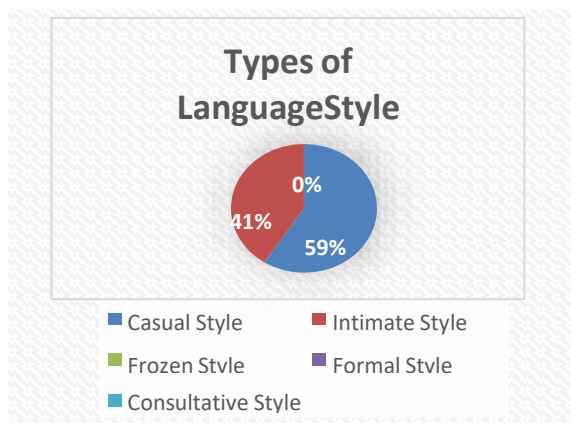
There are several steps to analyze the data. Hence, in this study, the writer did some activities. First, the writer downloaded the video to prepare the data by using the application downloader and transcribed it into text. Second, the writer

observed all sentences in the transcript to get clearer information. Third, the writer identified types of language styles by using Martin Joos's theory that are Frozen style, Formal style, Consultative style, Casual style, Intimate style, and function of language style by using Baidah's theory. Fourth, the writer made the table of coding from types of language styles. Fifth, the writer presented data in the form of a research report in chapter four. Sixth, the writer interpreted the data by explaining the reasons.

IV. FINDING AND DISCUSSION

In this research, the writer analyzed the types and functions of language style that are found in Tobi "TobiWan" Dawson's Video that entitled "Casting Teamfight Breakdown by TobiWan - Na'Vi vs Vega". The writer used the theory of Martin Joos (1976) to classify the types of language style and Baidah's (1994) theory to analyze the function of language style.

Since the writer use theory of Martin Joos about five types of language style, there are frozen style, formal style, consultative style, and intimate style, unfortunately, the researcher only found 2 of 5 types of language styles used by Tobi "TobiWan" Dawson in his Twitch channel. They are casual style and intimate style. They are presented in a table below:



Based on the figure chart, there are two kinds of language styles that are found in Tobi “TobiWan” Dawson’s channel. They are casual style (fifty-five data) with 59 percentages and intimate style (thirty-eight data) with 41 percentages. From the number of frequencies in each kind of style. The data are analyzed as follow:

4.1 Casual Style

The casual style describes a close relationship between two speakers. It happens in a relaxed situation or informal situation. This is a style that can be used in conversation between friends, workers, and students. This style does not need well-structured an utterance. The utterance usually uses contraction, repetition, limited expression, and the sentence is usually shortened or elliptical sentence as it is more practical. Moreover, the Casual style is characterized by the use of slang. There are 55 data with a percentage of 59%. Below are some examples of casual styles that are used by Tobi “TobiWan” Dawson in his twitch channel.

CS01 (00:00- 00:06)

“Let’s talk this again!, so We can actually highlight with that or You are being put in the middle that having my entire video and sense it”

The phrase *Let’s talk this again!* in the sentence is using a contraction sentence. The contraction sentence can be analyzed that TobiWan using casual style. This sentence usually can be found in the conversation between friends that usually have a debate about something. So, these utterances are using casual style because this is a style that is used in a conversation between friends and use of contraction sentence in the word *let’s*. The next data also presents a casual style.

CS02 (00:06-00:18)

“Okay, casting the team fight one on one, We can figure the contact of each situation, and we gonna watch the clip and we gonna review how the actually we commented it”

The word *gonna* in the sentence indicates that TobiWan uses a casual style. Since there is the use word of *gonna* that is the contraction sentence in his utterances, it proves that TobiWan uses casual style. These utterances can be found between friends’ conversations which is giving information to other friends about something. So, these utterances is using casual style because this is a style that uses in a conversation between friends. The next data also presents a casual style.

CS06 (02:35-02:54)

*“So We go back, so what was the time when I settle that, before that, yeah I forgetmy f**ing time, not that one,back up-back up, alright that was 29:15”*

This utterance uses the casual style because of the use of the bad word. It is not proper that use the bad word in the formal and frozen style. So, the use of the bad word is fitting in the casual style because it happens in a conversation between friends and workers. Also, the utterance is a well-not structured sentence because the word ‘so’ in a sentence is not properly used. So, these utterances are using casual style because this is a style that uses bad words and the sentence is not well-structured. The next data also presents a casual style.

CS11 (03:58-04:02)

“Where is the vision on the high ground?, doesnt exist!”

This utterance is indicated the use of casual style because there are contraction sentences in utterance. These are the characteristic of the use of casual style in the sentence. The contraction sentence is indicated from the word *doesn't* in the sentence. The casual style is also found in the next data.

CS48 (16:59-17:05)

“If you trying talk about something you just switch when you went talking about that hero before”

It is indicated the use of the casual

style in the utterance because the sentence is not structured. It is not structured because there is no ‘to be’ between you and trying. So, the utterance is using a casual style because the sentence is not structured. The next data also presents the casual style:

CS12 (04:02-04:08)

“Dire have observer ward where is the Radiant observer ward, these are the thing that you can refer to in the fight”

This utterance uses a casual style that is indicated by the use of the words *Dire* and *Radiant*. Both of the words according to the Cambridge Dictionary mean very serious or extreme and obviously very happy, or very beautiful. Unfortunately, the meaning of both of them is different in connection to the game context. In connection with the Dota 2 game, both *dire* and *radiant* is the base that needs to be defended by each team in the game. Since the meaning is different from the context, the words become slang words that only can be known by a group of people who play the game. Also, the utterance is indicated using the casual style because it is not a well-structured sentence. The casual style is also found in the next data.

CS16 (04:49-04:58)

“his Chronosphere is gonna will win the game. But, it just a critical the thing you look at, so Faceless Void's Chronosphere, how many people do you get in that and how much time have can be done to those people inside the

Chronosphere

The utterance is using the casual style because the sentence is not well-structured. The well-not structured sentence is indicated in the use of the words have and can which is can not be together in a sentence. So, this utterance is use the casual style because of the utterance is not a well-structured sentence. The casual style is also found in the next data.

CS14 (04:32-04:43)

“So you want craft your commentary around Chronosphere is would you always do when you have Faceless void in the game, his Chronosphere is gonna will win the game”

The word gonna in the sentence indicates the use of casual style. It is the casual style because of the use of gonna as the contraction sentence in his utterances. This sentence is also not right grammatically and not well structured because in the sentence So you want to craft your commentary, the verb can not combine, except with the progress verb. The casual style is also found in the next data.

CS46 (15:55-16:07)

“Faceless Void is dies side line, the real isthe bigger one, he lives, he survives, but itnothing to give in this fight”

It is indicated the use of the casual style in the utterance because the utterance is well not structured. The sentence is well not structured because there is no to be between words it and nothing. So, the

utterance is using a casual style because the utterance is well not structured.

4.2 Intimate Style

Intimate style is completely a private language that developed in families, lovers, and closest friends. Description above means normally the intimate group pairs the intimate labels like dear, darling, honey, mom, dad, or other nicknames might be used in this situation. The intimate style is usually used by participants who have very close relationships. There are 38 data with a percentage of 41%. Below are some examples of intimate styles that are used by Tobi “TobiWan” Dawson in his twitch channel.

IT15 (07:35-07:46)

“So Morphling was on the top, Morphling needs to come back to win this fight for Vega, initiation comes from Vengeful Spirit as well as the Mirana then Morphing arise for the fight. This is what you focused on in this fight, so the fight continues, the damage is being done, you almost turn this Navi fight into counter”

The word Navi in the sentence is an indicator that this utterance is using intimate style because Navi is the nickname of a team. The full name of the team is Natus Vincere, the team of Dota 2 from North America. So, because the name of the team is too long to be said, TobiWan and the other casters only said the nickname of the team while they are casting. The next data also presents an intimate style.

IT16 (07:46-07:55)

“Sideman in the fact the Broodmother’s aegis pop, the initiation is work well for the Vega, but you do this quickly and moveback to the vocal point which is Chronosphere target”

The word *Vega* in the sentence is an indicator that this utterance is using intimate style because Vega is the nickname of a team. The full name of the team is Vega Squadron, the team of Dota 2 from North America. So, because the name of the team is too long to be said, TobiWan and the other casters only said the nickname of the team while they are casting. The next data also presents an intimate style.

IT12 (06:40-06:45)

“Where are the positioning of everybody else?, Rodjer and Sonneiko are really close”

The words *Rodjer* and *Sonneiko* in the sentence are indicators of the use of intimate style. *Rodjer* and *Sonneiko* are the nicknames of Dota 2 players who are still active. *Rodjer* is the nickname for Victor Nigrini who currently plays for FlytoMoon. Moreover, *Sonneiko* is the nickname for Akbar Butaev who is a Russian player that currently plays for Ninjas in Pyjamas. The next data also presents an intimate style.

IT20 (08:55-09:06)

“Dooms still even has doom, so maybe this will be the next vocal point, General lock up Slayer,”

The use of intimate style is indicated from the word *Slayer*. The *slayer* in this

sentence is the nickname of the player. But after several years, he changed into *CemaTheSlayer*. His real name is Semion Krivulya who is an inactive Ukraine player. The next data also presents an intimate style.

IT21 (09:13-09:22)

“General backs off, Crystallize comes in, next critical moment is moonlight is there, fantastic!”

The *General* in the sentence is an indicator that the sentence is using the intimate style. It has already been explained before that *General* is the nickname of the Dota 2 player who currently plays for FlyToMoon. The next data also presents an intimate style.

IT27 (10:24-10:38)

“Navi were aggressive before by using everything they had, this all the lost now, now is Vega turn, and this like you ride a roller coaster of the cast. First is navi and now is Vega that can come back from Navi”

The words *Navi* and *Vega* are the indicators that the utterance uses the intimate style. They have already explained before that both *Navi* and *Vega* are the nicknames of Dota 2 team which are from North America. So, because the name of the team is too long to be said, TobiWan and the other casters only said the nickname of the team while they are casting. The next data also presents an intimate style. The next data also presents an intimate style.

IT42 (13:27-13:41)

“General get the hoop stomp and small turn, the small turn by the Dendi, I love to go back a fraction of sickness, but he turns and looks for the Morphing and the DoomBringer”

The words *General* and *Dendi* in the sentence are an indicator that this utterance is using intimate style because *General* and *Dendi* are the nicknames of players. *Rodjer* is the nickname for Victor Nigrini who currently plays for FlytoMoon and *Dendi* is the nickname for Danil Ishutin. The next data also presents an intimate style.

IT37 (12:26-12:31)

“So, the wall from Sonneiko, critical moment to help they turn”

The word *Sonneiko* in the sentence is indicated the use of intimate style in the utterances. It has already been explained before that *Sonneiko* is the nickname of the player. *Sonneiko* has a real name, Akbar Butaev who is currently playing for Ninjas in Pyjamas. The next data also presents an intimate style.

IT42 (13:27-13:41)

“General get the hoop stomp and small turn, the small turn by the Dendi, I love to go back a fraction of sickness, but he turns and looks for the Morphing and the DoomBringer”

The words *General* and *Dendi* in the sentence is an indicator that this utterance is using intimate style because *General* and

Dendi are the nicknames of players. *Rodjer* is the nickname for Victor Nigrini who currently plays for FlytoMoon and *Dendi* is the nickname for Danil Ishutin.

Based on the data that have been analyzed, the writer concludes that only two types of language styles were used by *TobiWan* in his twitch channel. The reasons that there are two most styles used by *TobiWan* in his video that because the participants are influencing *TobiWan* to use a more casual style and intimate style, therefore *TobiWan* uses the styles that uses in daily conversation and use spontaneous sentences.

V. CONCLUSION

After doing the research, the writer concludes that language style is used in humans' communication to show their expression in the form of oral and even written in different choices. So, people can choose which style suits their communication condition because they are always changing the way they speak.

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