

LANGUAGE FEATURES OF WOMEN IN ZOE SUGG'S VLOG *A VERY HOMEY WEEKEND*

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ABSTRACT

Women's language in sociolinguistics reflects behavioral characteristics traditionally associated with women. According to Lakoff (1975), women are expected to exhibit universal language traits. This study explores the linguistic features of women's language in Zoe Sugg's vlog, "A Very Homey Weekend." Using a qualitative descriptive method, the research examines spoken utterances in the vlog published on April 22, 2022, which includes content on daily routines, fashion, and special events. The findings reveal that all ten features of women's language, as proposed by Lakoff, are present in the vlog. Additionally, all corresponding language functions are identified. This research contributes to teaching materials in sociolinguistics by providing practical examples of women's language features and functions.

Keywords: Women's Language Features, Women's Language Functions, Vlog

INTRODUCTION

Hornby (1989) suggests that women's speaking patterns are distinct from men's, reflecting and perpetuating lower social positioning. Women's language, as defined in the Oxford Advanced Learner's Dictionary, emphasizes politeness and respect. Lakoff (1975, cited in Holmes, 2011, p.169) argues that women's speech is carefully crafted and reflects their societal status concerns. Women employ polite and standard forms, signaling their awareness of societal expectations. This aligns with their roles as communicative role models, especially as mothers.

Women's language traits are evident in daily interactions and on digital platforms like YouTube. These traits serve distinct functions, connecting language use with gender variation. This study investigates Zoe Sugg's vlog through the lens of Lakoff's (1975) women's language theory, focusing on the features and their functions.

To narrow the scope, this research addresses the following questions: What features of women's language appear in Zoe Sugg's vlog "A Very Homey Weekend," and what are their

functions? The study aims to analyze these features and their purposes using Lakoff's theoretical framework.

It is essential to keep the conversation about this research to a minimum in order to avoid a broad debate and keep the emphasis on the topic. The topic of women's language in this research was relevant, confined, and focused on the following problem: what elements of women's language appear in Zoe Sugg's vlogs, and what functions of women's language appear in Zoe Sugg's vlogs. The purpose of this research is to discover and discuss the characteristics of women's language as expressed in vlogs by Zoe Sugg. Using Lakoff's theory of women's language, this research examines the women's language functions found in each word that are recognized as women's language features.

DATA SOURCE

Zoe Sugg's vlog was selected for its clear representation of women's language features. As an influential content creator and author on women's topics, Zoe exemplifies the characteristics of women's language in her videos. The study focuses on her vlog "A Very Homey Weekend," which includes topics like fashion, daily routines, and special events. The data, consisting of recorded utterances, were analyzed based on Lakoff's (1975) features of women's language and Pearson's (1985) functions.

METHODS

This study employs a qualitative descriptive approach. Creswell (2009, p.22) describes qualitative research as a method for understanding social phenomena through observation and interpretation. Data were collected from Zoe Sugg's vlog, focusing on utterances that reflect women's language traits. The analysis highlights the presence of ten linguistic features proposed by Lakoff (1975) and their functions as outlined by Pearson (1985). Features were identified through detailed observation of Zoe's spoken words and intonations.

Lakoff's ten features include lexical hedges or fillers, tag questions, rising intonation on declaratives, empty adjectives, precise color terms, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong swear words, and emphatic stress. Functions such as starting discussions, softening statements, expressing uncertainty, seeking responses, and conveying feelings were also analyzed. Utterances were timestamped to indicate their occurrence in the vlog.

THEORETICAL REVIEW

There have been several previous researches of women's language. Sidemen (2021) carried one of the researches titled Women's Language Features Used by Characters in Movie "Tinkerbell: Secret of The Wings". According to the findings, there are nine characteristics of women's language that may be detected in Tinkerbell: Secret of 3 The Wings for instance: Lexical hedges and fillers, tag question, rising intonation, empty adjectives, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong swear words, and emphatic stress. There is no fondness of the precise colour

terms featured in this movie. The functions that are found in this movie are expressive, directive or conative, referential, poetic, and phatic.

Another research entitled Women's Language in "Mean Girls" Movie Script: A Study Case in Sociolinguistics by Dewi (2020). That based on the research, the women's language from ten features that found in Mean Girls Movie only nine features for example: lexical hedges or fillers, tag question, rising intonation on declaratives, empty adjectives, intensifier, hypercorrect grammar, super polite form, avoidance of strong swear word, and emphatic stress. However, there are no precise colours found in this movie.

Another research was entitled Women's Language in "The Nanny Diaries" Movie conducted by Dharma Sanjaya (2018). There are six types of women's language features found in the movie and script The Nanny Diaries, which are the lexical features. The research's analysis revealed that Lakoff's theory can be applied to the data in the majority of cases. For example, as a lexical aspect of women's language, Lakoff explained that women prefer to employ weaker particles or avoid strong words or expletives in their utterances. The functions for each category of women's linguistic qualities in the film are varied.

The majority of prior research employed novel and movie scripts as data sources to determine women's language, however this research relied on video blogs or vlogs. The reason why this research prefers to use a vlog as the data source rather than a movie script or novel is that it requires real expressions and intonations stated by real women in real life. which is real live utterance with the aim of bringing out direct utterances from the thoughts of the speaker to the audience without being filtered, this makes it better analyzed than a movie script which can give the impression of exaggerating the speaker's exaggeration to the audience. To put it another way, there is no script that was read by the speaker. The research analysis by watching and listening to the vlog although there is no script. The researcher employed genuine women's utterances and expressions captured in vlogs as the data source for this research, which concentrated on proving women's linguistic traits. Furthermore, earlier studies merely looked at women's linguistic traits without describing the roles of each feature, while this research employed also the function. Meanwhile, using Lakoff's women's language theory, this research will not only analyze women's language features, but also explain the roles of each feature (1975).

RESULTS AND DISCUSSION

A. Language Features of Women

In this section, it will be discussed the women's language features in Zoe Sugg's vlog *A Very Homey Weekend*.

1. Lexical Hedges or Fillers

Data 1. (2:35) um just trying to get it done

From her statement above it is fillers. "um" signified that she was still confused and doubtful.

Data 2. (2:35) because **i'm like** in the zone **um** just trying to get it done as Hedge, according to her account.

"I'm like" indicated that she was still perplexed and sceptical. Also "um" indicates that her statement above is filler. "um" signified that she was still confused and doubtful.

2. Tag Question

Data 3. (12:59) the crawling is starting, **isn't it?**

The tag question here is "**isn't it?**" is that the speaker wants to get a response regarding her utterance.

3. Rising intonation on declarative

Data 4. (3:00) eye cream it is **so nice** and she was right as always

As the data has shown that "**so nice**" is the rising intonation on declarative because she said it with a rise of intonation.

4. Empty Adjectives

Data 5. (5:08) This was also really **lovely**

It's an empty adjective, according to her remark. "**Lovely**" implies that she is making a comment or critique about anything.

5. Precise color terms

Data 6. (18:04) print tips and then like **a fluro yellow**

From her statement above it is the precise color term. "**fluro yellow**" signifies that it gives color expression to an object. That she wanted to show the audience about the color of the thing. Which one she wants to prove her color ability.

6. Intensifiers

Data 7. (15:48) bridesmaids which i'm **very excited** about

Based on the data number seven here "**very excited**" is the intensifiers here. Because she wants to show what she is passionate about.

7. Hypercorrect Grammar

Data 8. (2:05) what **I want to** know is when you cook do

Based on her statement above it is the hypercorrect grammar. "**I want to**" signifies that it gives a clear expression rather than a gap. The function is to give a directive to bring the referential.

8. Super polite form

Data 9. (16:42) I was like guys **please** do angus songs

Based on the data here above number nine "**please**" here is the super polite form because she wants to propose a favor but it is unexplicit.

9. Avoidance of strong swear words

Data 10. (11:59) **oh my goodness** me the crawling is starting guys

Her statement avoids the strong swear words. The reinforcement "**oh my goodness**" is to avoid the swear words.

10. Emphatic stress

*Data 11. (15:13) a huge portion so the portion sizes are **extremely generous***

As the data shown above data number 11 is “**extremely generous**” which is that she made an indication of emphatic stress.

B. Language Function of Women

1. To start a discussion

*Data 1. (2:35) **um** just trying to get it done*

According to the data 1 above with the utterance “**um**” she wants to start or begin a discussion.

2. To soften the utterance

*Data 9. (16:42) I was like guys **please** do angus songs*

*Data 10. (11:59) **oh my goodness** me the crawling is starting guys*

As the data 9 also data 10 with the utterances “**please**” and “**oh my goodness**” which makes women to be politer than men.

3. To express uncertainty

*Data 2. (2:35) because i'm **like** in the zone **um** just trying to get it done as*

The data 2 above utterance “**like**” and “**um**” which the speaker trying to express were not certain about her utterances.

4. To get response

*Data 3. (12:59) the crawling is starting, **isn't it?***

The meaning here is that data 3 with the “isn't it” tag is showing that the speaker wants to get a response.

5. To express the feeling

*Data 5. (5:08) This was also really **lovely***

*Data 6. (6:02) print tips and then like **a fluro yellow***

*Data 7. (15:48) bridesmaids which i'm **very excited** about*

*Data 11. (15:13) a huge portion so the portion sizes are **extremely generous***

Based on the data 5, 6, 7, and 11 above the utterances “**lovely, fluro yellow, very excited, extremely generous**” which the speaker wants to express her praise.

CONCLUSION

Based on the above analysis the conclusion are follows: ten features of women's language were found in Zoe's vlog. The features include lexical hedges or fillers, tag question, rising intonation on declarative, empty adjectives, precise colour terms, intensifiers, hypercorrect grammar, super polite form, avoidance of strong swear words, and emphatic stress. Also, according to the findings, all the functions of language by Pearson are found here such as: to start a discussion, to soften the utterance, to express uncertainty, to get response, and to express the feeling.

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