

An Analysis of Language Styles Used by Taylor Swift in Her iHeartRadio Speech as The Winner of The Innovator Award

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ABSTRACT

The objective of the research was to determine the types of the language styles used by Taylor Swift in Her iHeartRadio Speech as the Winner of the Innovator Award. This research identifies the most dominant type of language styles used by Taylor Swift in Her iHeartRadio Speech as the Winner of the Innovator Award. This research also aims to determine the theory of social factors according to Janet Holmes (2013) which influences the use of language style. The method used in this thesis is a qualitative method. The research design in this research is content analysis. The data source is video from official Youtube IheartRadio. The dominant type of language style is consultative style. The researcher found that there were 7 of Consultative Style, 5 of Casual Style, 2 of Formal Style, 1 of Intimate Style, and 0 data of Frozen Style. There are some factors that influence the choice of language style, they are participant, setting, topic, and function. Taylor Swift's speech at the iHeartRadio Awards shows how using different language styles can make communication more effective and this is also useful in education field. The language style that Taylor Swift uses in her speech can be used in the field of education. Using the appropriate language style at the right moment can significantly enhance the effectiveness of communication.

Keywords: Language Style, Taylor Swift, Speech

ABSTRAK

Tujuan penelitian ini adalah untuk menentukan jenis gaya bahasa yang digunakan oleh Taylor Swift dalam pidato iHeartRadio sebagai Pemenang Innovator Award. Penelitian ini mengidentifikasi jenis gaya bahasa paling dominan yang digunakan oleh Taylor Swift dalam Pidato iHeartRadio sebagai Pemenang Penghargaan Inovator. Penelitian ini juga bertujuan untuk mengetahui teori faktor sosial menurut Janet Holmes (2013) yang mempengaruhi penggunaan gaya bahasa. Metode yang digunakan dalam tesis ini adalah metode kualitatif. Desain penelitian dalam penelitian ini adalah analisis konten. Sumber datanya adalah video dari Youtube resmi IheartRadio. Jenis gaya bahasa yang dominan adalah gaya konsultatif. Peneliti menemukan bahwa terdapat 7 data *Consultative Style*, 5 *Casual Style*, 2 *Formal Style*, 1 *Intimate Style*, dan 0 data *Frozen Style*. Ada beberapa faktor yang mempengaruhi pilihan gaya bahasa, yaitu peserta, latar, topik, dan fungsi. Pidato Taylor Swift di iHeartRadio Awards menunjukkan bagaimana menggunakan gaya bahasa yang berbeda dapat membuat komunikasi lebih efektif dan ini juga berguna di bidang pendidikan. Gaya bahasa yang digunakan Taylor Swift dalam pidatonya dapat digunakan di bidang pendidikan. Menggunakan gaya bahasa yang tepat pada saat yang tepat dapat secara signifikan meningkatkan efektivitas komunikasi.

Kata kunci: Gaya Bahasa, Taylor Swift, Pidato

INTRODUCTION

Language is a very important element in everyday life. Language helps people express their thoughts, feelings, and information and allows them to communicate well with each other (Hanisfi et al., 2022). Language is largely used as a tool for interpersonal communication within a society. Everyone holds the belief that language is universal, which indicates that everyone has the ability to communicate by using language to express their thoughts, feelings, and other emotions (Indra & Hamzah, 2018).

Language cannot be separated from society. The study of language from a social perspective is called sociolinguistics. Sociolinguistics refers to how society communicates with others using their language, which is inseparable from human life (Dewi et al., 2022). Language styles is how people have choices and alternatives in the way they use the language (Simamora, 2022). Marthin Joss recognized different language styles in his book *the five clocks*, there are five language styles namely: Frozen style, Formal Style, Consultative Style, Casual Style and Intimate Style (Sion et al., 2007).

Humans use language to convey their needs and feelings. In addition, language is necessary for human interaction in order to convey information, express regret, extend a greeting, and issue commands. There are some differences in language depending on the intended audience. Humans should therefore be able to use the appropriate style in the appropriate circumstance. For instance, communication needs take place when a person interacts with other people. Their speech will be influenced by the situation or the social context, and depending on their social, educational, age, and social background, they may have different linguistic idioms. The situational context and the cultural context must also be understood in addition to the phrase structure and meaning.

Therefore, people must know how to use appropriate style in appropriate situations. For example, when one person interacts with another, communication must take place. Their communication will be influenced by circumstances or social context, in that they may have different language styles depending on their social background, education level, age and social origin. But you have to understand the context of the situation and the cultural context, whether public or private, formal or informal, who is speaking to and who can hear what is being said, just the style and meaning is not enough (Miftahul et al., 2023).

It is a necessity as a human to understand the variations in language socialization and the factors that contribute to these differences. Therefore, language style serves as an important tool for identifying the intended meaning behind a speaker's utterance. Therefore, this phenomenon causes the researchers want to research the language style. There are various ways to learn about language style, including movies, novels, speeches, and so on. In this research, the researcher wants to analyze the Language Style used by An Analysis of Language Styles Used by Taylor Swift in Her iHeartRadio Speech as the Winner of the Innovator Award.

One of the ways to know language style is by Speech. Besides that, the utterance in the speech has a different language style. There are many speeches that use different styles of language. Researchers want to understand in depth the five language styles of readers so that they can utilize these styles in everyday life.

The reason why the researcher used speech as the first data source is because one of the ways to know the language style is by speech. Language Style is also one of the main focuses in English in order to be able to distinguish the language style used and know when to used and know when to use formal or informal style.

The researcher chooses Language Styles Used by Taylor Swift in Her iHeartRadio Speech as the Winner of the Innovator Award because the researcher identified various types of language styles within the speech. The language style is an important for everyone as it may produce something different in a language.

The researcher is interested to explore more further regarding the types of Language Styles Used by Taylor Swift in Her iHeartRadio Speech as the Winner of the Innovator Award and what factors influence them in using different types of language styles.

RESEARCH METHOD

The research method that used in this research is qualitative method. Qualitative is used to described and analyze the phenomena that usually happened in daily activities and is not deal with number as a data (Saputri et al., 2022). Based on the explanation above, the researcher chose qualitative research because the title being studied is a phenomenon that occurs in everyday life and does not involve numbers as data.

The research design in this research is content analysis. Wahyuni (2019) stated that content analysis is one of numerous research methods used to analyze text data. Content analysis is research conducted systematically on notes or document as data sources (Hardani, 2020).

RESULT AND DISCUSSION

The Types of Language Styles Used

The researcher discovers 4 of 5 kinds of language styles utilized in this Speech. They are formal style, casual style, consultative style, and intimate style. They are introduced in a table beneath:

Table 1. The Classification of Language Style

No	Language Style Type	Number of Sentences
1	Frozen Style	0
2	Formal Style	2
3	Consultative Style	7
4	Casual Style	5
5	Intimate Style	1

TOTAL DATA	15
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Table 2. Sentence Table of Language Style

No	Sentence	Style
1	"Thank you"	Formal
2	"First of all... I love you Phoebe".	Intimate
3	"I love Phoebe she's you know that's my tour mate we're going on tour um thank you for doing that That was you're so funny and cool wow"	Casual
4	"Uh okay I'm just I'm really flattered by this award."	Casual
5	"So, thank you so much to "I heart" for giving this to me. And "Anyone who is part of that video, that video really blew my mind".	Consultative
6	"And Anyone who is part of that video, that video really blew my mind".	Casual
7	"I never a single time woke up in the morning and said, 'You know what I'm gonna do today? I'm gonna innovate stuff'".	Casual
8	"What I did do was make the right decisions for me".	Consultative
9	People want an example of something working before, but I think the coolest ideas, moves and choices are new ones, ones that set a new precedent".	Consultative
10	"I'm so thankful because my fans have backed me up on things like switching genres or re-recording all my old music".	Casual
11	"The thing about these exciting nights and moments and especially this award, they're shining a light on the choices I made that worked out, that turned out to be good ideas,".	Consultative
12	"I want everyone to know, especially young people that the hundreds and	Consultative

	thousands of dumb ideas that I had led me to my good ideas”.	
13	“You have to give yourself permission to fail”	Formal
14	“I try as hard as I can not to fail because it’s embarrassing, but I give myself permission to Make the right choices that make sense for you and someone one day might thing you’re innovative”	Consultative
15	“Thank you so much for this”	Consultative

Based on the table above, it is clear that the most dominant language style used is the consultative language style. Given the table above, there are four kinds of language styles found in Language Styles Used by Taylor Swift in Her iHeartRadio Speech as the Winner of the Innovator Award.

This section explains how Martin Joos' theory of language style is applied to examine and categorize the various language styles found in the speech. The data are examined as follow:

1. Formal Style

Formal style is a type of language style characterized by the use of standard, structured, and often complex language. It avoids slang, contractions, and colloquial expressions, making it suitable for official, academic, or professional settings.

Datum 1

"Thank you"

Language Style: Formal Style

Based on Martin Joos' theory of language style, the phrase “thank you” is generally categorized under the Consultative Style or sometimes Formal Style, depending on the context in which it is used. In this context, the phrase "Thank You" is included in the Formal Style.

According to Martin Joos' theory (1976), the formal style is typically used in public, respectful, or structured situations, such as speeches, presentations, or official events. In this context, Taylor Swift gave a speech delivering her speech in front of a large audience including fans, media, and industry professionals. The phrase "Thank you" is a standardized and polite expression of gratitude.

Datum 2

"You have to give yourself permission to fail."

Language Style: Formal Style

The utterance "You have to give yourself permission to fail." is categorized as formal style because it uses standard grammar, neutral tone, and universal messaging to convey a general principle. These characteristics align with the formal language style described by Martin Joos (1976), particularly in settings such as public addresses, professional guidance, or written instruction.

The delivery of general advice adopts an instructional and proverbial tone, a feature that aligns with the characteristics of the formal style, as it emphasizes clarity, structure, and a degree of social distance typical of formal communication.

2. Consultative Style

Consultative style is also found by the researcher, The data shown below represent the use of consultative style by Taylor Swift in Her iHeartRadio Speech as the Winner of the Innovator Award.

Datum 2

"So, thank you so much to 'I heart' for giving this to me."

Language Style: Consultative Style

Based on Martin Joos' (1976) theory of language styles, the utterance "So, thank you so much to 'I heart' for giving this to me." is categorized consultative style, based on the language style theory proposed by Martin Joos (1976). Joos identifies the consultative style as a semi-formal language style typically used in situations where the speaker and the listener do not share a close relationship, but where clear and polite communication is required.

This sentence was delivered by the speaker (Taylor Swift) during an award acceptance speech, which represents a public and professional setting. Although the tone is friendly, the speaker maintains a level of formality appropriate for addressing a wider audience and an institution (iHeartRadio). The use of expressions such as "thank you so much" demonstrates courtesy and respect, aligning with the key characteristics of the consultative style.

Furthermore, the utterance is grammatically structured and explicit, reflecting the speaker's intent to communicate appreciation clearly and appropriately in a semi-formal context. According to Joos, this style often involves complete sentences, standard grammar, and listener feedback, all of which serve to ensure mutual understanding in communicative exchanges where the relationship is not intimate.

Thus, the utterance "So, thank you so much to 'I heart' for giving this to me" illustrates a consultative style based on the context in which it is delivered, the linguistic features, and its function as a respectful and public expression of gratitude. The utterance exhibits a polite structure without adhering to a strictly formal style, thereby aligning with the characteristics of the consultative style.

3. Casual Style

The researcher discovered several uses of casual language style by Taylor Swift in Her iHeartRadio Speech as the Winner of the Innovator Award.

Datum 3

"Okay I'm just I'm really flattered by this award."

Language Style: Casual Styles

Based on Martin Joos' (1976) theory of language styles, the utterance "Okay I'm just I'm really flattered by this award" is categorized as Casual Style. It is characterized by the use of spontaneous speech, contractions, interjections, false starts, and informal vocabulary, all of which are evident in this sentence.

In this case, the speaker, Taylor Swift, uses informal and fragmented language patterns that indicate the use of Casual Style. Several features in her utterance reflect characteristics commonly found in casual speech. Firstly, she uses filler words such as "you know," "um," and "wow," which are typically used to fill pauses, give the speaker time to think, or maintain the natural flow of conversation. In addition, the utterance lacks clear grammatical structure and punctuation, resulting in unstructured and incomplete sentences. This is a common feature of spontaneous spoken language in informal contexts. Taylor also uses informal vocabulary such as "funny" and "cool," which contributes to the relaxed and friendly tone of her speech. Moreover, personal references such as "my tour mate" and "thank you for doing that" reflect a conversational and personal exchange, directed toward someone the speaker knows personally, even though the setting remains public. The repetition "I'm just I'm really" and emotional tone show an informal, personal response. It's less polished, more spontaneous, and resembles everyday speech. Based on the explanation above, the utterance can be clearly categorized as Casual Style.

4. Intimate Style

The researcher only found one uses of intimate style by Taylor Swift in Her iHeartRadio Speech as the Winner of the Innovator Award.

Datum 4

"First of all... I love you Phoebe"

Language Style: Intimate

Based on Martin Joos' theory of language style this style of communication is commonly used among people who have a close emotional connection such as family members, intimate friends, or romantic partners. The utterance "First of all... I love you Phoebe" is classified as Intimate Style. In this case, the speaker, Taylor Swift, begins with the phrase "First of all", which signals a spontaneous and conversational opening, indicating a shift toward personal expression within a larger public address. The central clause, "I love you Phoebe,"

is a direct expression of affection addressed to Phoebe Bridgers, her close friend and tour partner.

Factors Influencing Language Style

The factors that influence Taylor Swift in using of certain language styles in Her iHeartRadio Speech as the Winner of the Innovator Award. The language styles employed by Taylor Swift during her iHeartRadio Innovator Award acceptance speech can be systematically analyzed using Holmes' (2013) sociolinguistic framework, which identifies four key contextual factors that influence language choice: participants, setting, topic, and function.

1. Participant

The participants, or intended audience of the speech, were diverse and included Taylor Swift's fans, fellow musicians, industry professionals, the event organizers, and the general public who followed the event through broadcast platforms. The heterogeneity of the audience required the speaker to carefully select a language style that was both accessible and engaging to all listeners. Taylor Swift adopted a clear, approachable, and motivational language style to ensure the message was comprehensible to both informal listeners and formal stakeholders. Specific references to individuals, such as her statement directed to Phoebe Bridgers, reflected a personal connection, while expressions of appreciation towards the organizers demonstrated respect and acknowledgment of the formal participants.

2. Setting

The speech was delivered during the iHeartRadio Music Awards, an event that, while formal in nature due to its function as an award ceremony, also carries the characteristics of an entertainment-focused gathering. The attendees included musicians, celebrities, fans, and a broad television and online audience. This setting significantly influenced Taylor Swift's language style, leading her to employ a combination of formal and informal expressions. Formal language was used to convey respect for the occasion, while casual, personal remarks were incorporated to foster a sense of relatability and warmth towards the audience. For instance, the phrase "I love you Phoebe" reflects informality and personal closeness, which is acceptable within the context of an entertainment-based event. Meanwhile, statements such as "I want everyone to know, especially young people..." represent a more formal and motivational tone, appropriate for the prestigious nature of the award ceremony.

3. Function

The primary function of Taylor Swift's speech was to express her gratitude for receiving the Innovator Award. In addition to expressing appreciation, the speech served a motivational purpose by encouraging particularly young individuals to embrace bold decisions and pursue innovative paths, even in the face of potential failure. Furthermore, the

speaker conveyed her appreciation for the continuous support of her fans, especially regarding critical career decisions such as changing musical genres and re-recording previous works. These communicative purposes influenced the speaker to employ a language style that was reflective, appreciative, and inspirational, while still incorporating casual expressions and humor to maintain audience engagement and relatability.

4. Topic

The central topics addressed within the speech included the significance of innovation in Taylor Swift's music career, the importance of making independent and sometimes unconventional choices, and the recognition that both success and failure are essential components of personal and professional growth. The nature of these topics encouraged the speaker to adopt a language style that was simple, relatable, and moderately informal to ensure the message was accessible to a broad audience. Through this approach, Taylor Swift was able to effectively communicate complex themes of innovation and personal development in a manner that resonated with listeners from various backgrounds.

CONCLUSION

This study was conducted to find the language styles used by Taylor Swift in her iHeartRadio speech as the winner of the innovator award. The conclusion of this research can be formulated based on the research questions. The researcher used Martin Joos' theory, which classified language styles into five categories. They are frozen style, formal style, consultative style, casual style and intimate style. The researchers found that there were 0 data of Frozen Style, 2 of Formal Style, 7 of Consultative Style, 5 of Casual Style, and 1 of Intimate Style. The dominant type of language style is consultative style. Based on the factors that influence Language style stated by Holmes, Taylor Swift's choice of language style is greatly influenced by participants, setting, topic, and function. Her ability to combine polite language style with a personal touch makes her speech more effective, touching emotions, and easily accepted by her audience. Taylor Swift's speech at the iHeartRadio Awards shows how using different language styles can make communication more effective and this is also useful in education. Using the appropriate language style at the right moment can significantly enhance the effectiveness of communication

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Tarbiatuna: Journal of Islamic Education Studies

Volume 5 Nomor 2 (2025) 152 – 161 P-ISSN 2775-3387 E-ISSN 2775-7250

DOI: 47467/tarbiatuna.v5i2.9406

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