AN ANALYSIS OF LAKOFF'S WOMEN'S LANGUAGE FEATURES IN OPRAH WINFREY'S SPEECH AT THE UNIVERSITY OF SOUTHERN CALIFORNIA



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Submitted to the Faculty of Cultural Sciences of Hasanuddin University in Partial Fulfillment of Requirements

to Obtain Bachelor Degree in English Department

By

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AGREEMENT

On August 4th, 2023, the Board of Thesis Examination has kindly approved a thesis by Maria Putri Sarani. Y (F041191136) entitled *An Analysis of Lakoff's Women's Language Features in Oprah Winfrey's Speech at the University of Southern California* submitted in fulfillment of one of the requirements to obtain a Bachelor of Literature degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

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DECLARATION

The thesis by Maria Putri Sarani. Y (F041191136) entitled An Analysis of Lakoff's Women's Language Features in Oprah Winfrey's Speech at the University of Southern California has been revised as advised during the examination on and is approved by the Board of Undergraduate Thesis Examiners:

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Hereby declare that the writer wrote this thesis by herself. This thesis contains no materials released by others, and it does not mention anyone's ideas except for quotations and references.

Makassar, August 9th 2023

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The writer praises and thanks to God for His blessings so the writer can complete the writing of this thesis. This thesis is prepared and submitted to fulfill the requirements for obtaining a Bachelor of Literature degree in the Department of English Literature, Faculty of Cultural Sciences, Hasanuddin University. In addition, it is also expected to give additional knowledge for readers who are interested in the field of Sociolinguistics, especially language and gender. It cannot be denied that during the process of writing and completing this thesis, the writer faced several obstacles. However, with motivation and action accompanied by prayer, the writer was finally able to complete the writing of this thesis.

The writer realizes that this thesis has many shortcomings due to the limitations of the writer's knowledge and experience. Therefore, the writer openly accepts all forms of criticisms, corrections and constructive suggestions for the improvement of this thesis. This can also help the writer to develop herself in this field of science.

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ABSTRAK

MARIA PUTRI. Analisis Fitur Bahasa Perempuan Lakoff dalam Pidato Oprah Winfrey di Universitas California Selatan (dibimbing oleh Karmila Mokoginta dan Husain Hasyim)

Penggunaan bahasa perempuan sudah menjadi topik yang telah dibicarakan sejak dahulu. Maka dari itu, penelitian ini hadir untuk melihat seberapa jauh penggunaan bahasa perempuan oleh perempuan pada era ini. Penelitian ini membahass tentang penggunaan fitur bahasa perempuan oleh Oprah Winfrey dalam pidatonya untuk wisudawan angkatan 2018 di Universitas California Selatan berdasarkan teori Lakoff.

Penelitian ini bertujuan untuk (1) mengidentifikasi fitur bahasa perempuan yang terdapat dalam pidato kelulusan yang disampaikan oleh Oprah Winfrey di Universitas California Selatan; (2) menganalisis fungsi dari bahasa perempuan tersebut; dan (3) mengidentifikasi fitur bahasa perempuan apa yang paling sering muncul dalam pidato kelulusan yang dibawakan oleh Oprah ini.

Penelitian ini menggunakan teori dari Lakoff (1975) dan menggunakan metodologi campuran untuk menganalisis data. Data penelitian berasal dari ujaran-ujaran Oprah yang diambil dari video dan teks pidatonya. Selanjutnya, penulis mengkategorikan data ke dalam sepuluh fitur bahasa perempuan berdasarkan teori Lakoff kemudian menjabarkan fungsinya dan menentukan fitur dominannya.

Hasil penelitian menunjukkan bahwa terdapat enam dari sepuluh fitur bahasa perempuan dalam pidato kelulusan yang disampaikan oleh Oprah, yaitu pemagar atau tegun (3,27%), kata sifat kosong (6,54%), penegas (10,28%), penggunaan bentuk standar secara konsisten (35,98%), penggunaan bentuk kata yang sopan (6,07%), dan penekanan empatik (37,85%). Fungsi pemagar atau tegun adalah untuk memberikan waktu sejenak untuk memikirkan ujaran selanjutnya. Kata sifat kosong berfungsi untuk menunjukkan perasaan kagum terhadap sesuatu. Penegas dan penekanan empatik berfungsi untuk memperkuat ujaran, sedangkan penggunaan bentuk kata yang sopan dan penggunaan bentuk standar secara konsisten digunakan untuk menunjukkan kesopanan dan rasa hormat. Penekanan empatik merupakan fitur bahasa perempuan yang paling banyak ditemukan dalam pidato Oprah.

Kata Kunci: fitur bahasa perempuan, Oprah Winfrey, pidato, teori Lakoff, bahasa dan gender

ABSTRACT

MARIA PUTRI. An Analysis of Lakoff's Women's Language Features in Oprah Winfrey's Speech at the University of Southern California (supervised by Karmila Mokoginta and Husain Hasyim)

The use of women language has been discussed for a long time. Therefore, this study presents to see how far the use of women language by women in this era. This study discusses the use of women language features by Oprah Winfrey in her speech for the 2018 graduating class at the University of Southern California based on Lakoff's theory.

This study aims to (1) identify the features of women language contained in the commencement speech delivered by Oprah Winfrey at the University of Southern California; (2) analyze the functions of those women's language features; (3) identify the most dominant features that appear in Oprah's speech.

This study used Lakoff's (1975) theory and applied mixed method to analyze the data. The data were taken from Oprah's utterances in the video and the text of the speech. Furthermore, the writer categorized the data into ten features of women's language based on Lakoff's theory, described their functions, and determined the dominant features.

The results show that there are six out of ten features of women language in Oprah's speech, namely hedges or fillers (3.27%), empty adjectives (6.54%), intensifiers (10.28%), hypercorrect grammar (35.98%), superpolite forms (6.07%), and emphatic stress (37.85%). The function of hedges and fillers is to give a moment to think about the next utterance. Empty adjectives are used to show a feeling of admiration for something. Intensifiers and emphatic stress are used to strengthen the utterance, while hypercorrect grammar and superpolite forms are used to show politeness and respect. Emphatic stress is the most dominant feature in Oprah's speech.

Keyword: women's language features, Oprah Winfrey, speech, Lakoff's theory, language and gender

CHAPTER I

INTRODUCTION

A. Background of the Study

Sociolinguistics is a branch in Linguistics that studies language in relation to society. As mentioned by Wardhaugh (2006) "sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how languages function in communication" (p.13). Sociolinguistics contains a large number of sub-disciplines.

One of the major topics in Sociolinguistics is language and gender. The study of language and gender emphasizes attention to the influence of gender on language use. Language and gender relationships are generally associated with the function of language use, which shows how women and men use language differently. The earliest study of differences in language use between women and men was Lakoff's theory (1975) in her book *Language* and *Woman's Place*. Lakoff provides a list of ten women's language features.

In the 19th century, with the rise of the second feminist movement, the exploration of language and gender issues was just emerging. The findings revealed gender inequality between women and men through language. Women are discriminated against in the English language, for example, when metaphors are used to depict women or when women are compared to males (Holmes, 2013 as cited in Naovaratthanakorn, 2017, p.1). Moreover, Lakoff (1975) states that "women experience linguistic discrimination in two ways: in

the way they are taught to use language, and in the way general language use treats them" (p. 4). In other words, language has an impact on women's social position. "If she refuses to talk like a lady, she is ridiculed and subjected to criticism as unfeminine; if she does learn, she is ridiculed as unable to think clearly, unable to take part in a serious discussion: in some sense, as less than fully human" (Lakoff, 1975, p. 6).

However, nowadays, women and men have the same positions in society. These days, women also have a big role in politics, economics, and education. It can be seen from the existence of International Women's Day which aims to fight for gender equality and to honor the accomplishments of women around the world who have contributed to politics, economy, social issues, and education. Despite the fact that women have the same social position as men, they still speak in a different style. As long as people are socialized within created gender ideologies, sexist language will always emerge from the differences in features and communication patterns between men and women (Naovaratthanakorn, 2017, p.3). Therefore, the writer is interested in analyzing this topic as it discovers the relevance of women's language features in this era.

The object of this study is Oprah Winfrey. The writer chooses Oprah Winfrey because she is one of the richest and most influential women in the United States. She was the first Black American woman to own her own production company. She was nominated for an Academy Award in her first movie, *The Color Purple*. According to Forbes, she was listed in The Powerful

of Women in the world in 2021 and she was in 23 ranks of the World's Most Powerful Women. As a celebrity, actress, and entrepreneur who is known by many people, she has to pay attention to her utterances. Most people think that public figures should talk politely and appropriately in public. Furthermore, public figures have a significant impact on their audiences. Therefore, this study is aimed to analyze the women's language features used by Oprah Winfrey in her speech for the 2018 graduating class at the University of Southern California. The writer chooses this speech because it is a kind of formal speech but the speaker seems to speak in a semi-formal style.

B. Identification of Problems

Based on Lakoff's theory, in 1970's women were powerless and had subordinate social status, which was indicated by the use of women's language. However, in the present time, many women have powerful positions such as Oprah Winfrey, Michelle Obama, Hillary Clinton, etc. Therefore, the writer is interested in identifying to what extent the features of women's language in Lakoff's theory (which was indicating powerlessness) appear in women who had a powerful positions in society.

C. The Scope of the Study

The differences in the use of women's language in the time when Lakoff's theory was established (around 1975) and the present time can be seen by comparing data from these two periods. However, this will not be

discussed in this study. This study only focuses on the present time especially in the speech by Oprah Winfrey. Furthermore, among the women who have a powerful position in the present time, the writer only chooses Oprah Winfrey as the object of this study. The writer also only analyzes one speech of Oprah which is her speech for the 2018 graduating class at the University of Southern California. Moreover, the main theory used in this study is Lakoff's theory. Simply put, this study focuses on identifying to what extent the features of women's language in Lakoff's theory appear in Oprah Winfrey's speech, especially in her speech for the 2018 graduating class at the University of Southern California

D. Research Questions

Based on the background of the study above, this study is undertaken to answer the following questions:

- 1. What women's language features are used by Oprah Winfrey in her speech for the 2018 graduating class at the University of Southern California?
- 2. What are the functions of women's language features used by Oprah Winfrey in her speech for the 2018 graduating class at the University of Southern California?
- 3. Which women's language features are dominant in Oprah Winfrey's speech for the 2018 graduating class at the University of Southern California?

E. The Objectives of the Study

The objectives of the study are:

- to identify women's language features in Oprah Winfrey's speech for the
 2018 graduating class at the University of Southern California;
- to analyze the functions of women's language features used by Oprah
 Winfrey in her speech for the 2018 graduating class at the University of
 Southern California;
- to find out the most dominant women's language features that appear in Oprah Winfrey's speech for the 2018 graduating class at the University of Southern California.

F. Significance of the Study

The writer hopes that this study will give lots of knowledge to the readers who gain a new understanding of women's language features, especially in semi-formal speech. Hopefully, this study can be a reference for future researchers who discuss women's language features. Besides, future researchers can develop this topic of discussion using different approaches to get a better understanding of women's language features.

CHAPTER II

LITERATURE REVIEW

A. Previous Studies

Some studies on women's language have been conducted by several researchers. A research conducted by Guemmadi Ibtissem and Akermi Imane (2021) is entitled A Sociolinguistic Analysis of Females' Language Features used by Oprah Winfrey in Same and Mixed-Sex Group Communication. The researchers identified the women's language features used by Oprah Winfrey in same-sex communication with Tina Fey and mixed-sex communication with Dwayne Johnson in her talk show 'Vision Tour 2020' to find out the types of women's language and how Oprah used those features in both sexes. The data were analyzed by using Lakoff's theory of women's language features. This study used a mixed method. The results show that there are eight types of women's language in Oprah's speech in same and mixed-sex communication. Those are lexical hedges or fillers, tag questions, rising intonation on declaratives, intensifiers, hypercorrect grammar, empty adjectives, super polite forms, and avoidance of strong swear words. However, the absent features are precise color terms and emphatic stress. In contrast to the frequency of women's language features in same-sex communication, it was discovered that mixed-sex communication had a higher frequency of women's language features. That finding suggests that Oprah felt less assured when speaking in a mixed-sex communication.

Another previous study is by Anesthesia Tripinta Kristi Pamekasih (2017) entitled *The Comparison of Women's Language Use Between Ellen DeGeneres and Oprah Winfrey in Their Conversations with Michelle Obama in Talk Shows*. The writer compared the use of women's language by two famous hosts, Ellen DeGeneres and Oprah Winfrey in their own talk shows. This study is mixed research that applied Lakoff's theory and Parab's research paper. The findings show that only five features of women's language were used by Ellen DeGeneres and Oprah Winfrey in their interviews with Michelle Obama which are intensifiers-adjectives and adverbs, expletives, euphemisms and polite expressions, hedges, and hypercorrect grammar. The use of women's language features differentiates their languages from one another. Compared to Oprah, Ellen employed more women's language features. Additionally, Ellen spoke to Michelle more informally than Oprah since she used less hypercorrect grammar.

Furthermore, there is Fadhila Nur Kartika's (2019) study in *Women Linguistic Features Used by Oprah Winfrey in Same-Sex and Cross-Sex Communication*. The researcher analyzed the woman's language features used by Oprah Winfrey in same and cross-sex communication in her own talk show called *Oprah Winfrey Show*. This study applied a descriptive qualitative method and used ten characteristics of women's language by Lakoff's theory. The results show that six women's language features appeared in same-sex communication, including lexical hedges or fillers, tag questions, rising intonation on declaratives, empty adjectives, intensifiers, and avoidance of

strong swear words. In addition, six women's language features also appeared in cross-sex communication, including lexical fillers, tag questions, rising intonation on declaratives, empty adjectives, intensifiers, and superpolite forms. The frequency of women's language features appearing in cross-sex communication is higher than that in same-sex communication. It follows that women were less confident while speaking to men because women's language features were intimately linked with hesitancy.

In comparison with those previous studies and this study, the difference lies in the form of communication. Those previous studies are in the form of two-way communication while this study is only one-way. All the studies above focused on conversations in same-sex and mixed-sex communication. In contrast, this study focused on speech.

B. Theoretical Background

In this theoretical background, the writer discusses theories of related literature. They are language and gender and women's language features.

1. Language and gender

Humans use language as a means of communication. People can communicate ideas, information, and even knowledge to others using language. Eckert and Ginet (2003), state that "language is a highly structured system of signs or combinations of form and meaning". In this case, gender has a close relationship with the use of language, which is

viewed as a system of signs for communicating in various ways. In the other words, "Gender can be the actual content of a linguistic sign" (p. 60).

Language and gender is an interdisciplinary field of study that investigates varieties of speech related to a particular gender. The term 'gender' has been debated in recent years. Sometimes, people misunderstood about the definition between gender and sex. In fact, both have different definitions. According to Wardhaugh (2006), "Sex is to a very large extent biologically determined whereas gender is a social construct". In other words, gender refers to the psychological, social, and cultural differences that exist between men and women.

Wardhaugh (2006) states that as a part of society, the existence of gender cannot be avoided. Moreover, Wardhaugh (2006) says that "Gender is a key component of identity" (p. 316). In other words, gender influences the way we live our lives and behave in society. It is supported by Holmes (2008) that gender is more suited for differentiating people based on their sociocultural behaviors, including speech. In any culture, women and men use language in different ways.

According to Crawford (1995), "The fundamental differences between women and men shape in the way they talk" (p. 1). "Men expected to be direct, women expected to be indirect" (Holmes & Meyerhoff, 2003, p. 162). Moreover, Lakoff also stated, "Women use a speech style that is ineffectual because it is overly polite, hesitant, and deferent" (as cited in Crawford, 1995, p. 1). Gossip, shatter, nag, rabbit,

yak, and chatter are all phrases used to refer to women's conversations that are not commonly used to describe men's communication (Thomas, et al., 2004). In short, when it comes to conveying ideas, women are more chatty and meaningless than men. Besides, Crawford (1995) also mentions, "The differences are conceived as located within individuals and prior to the talk as differences in personality traits, skills, beliefs, attitudes, or goals" (p. 1).

The study of language and gender developed in the 1960s and 1970s with the second feminist movement. Among other researchers, Lakoff (1975) published an influential description of women's language. It is a set of basic categorizations of the ten features of the women's language. The specific features of the women's language indicate that women are more likely to express insecurity.

2. Women's language features

According to Lakoff (1975), there are ten elements of women's language features. Those are:

a. Hedges or fillers

Hedges are used to express the speaker's certainty and uncertainty about what is being said. According to Lakoff (1975), the words such as *well*, *you know*, *kinda* are convey a sense of uncertainty that makes the utterances may lack of accuracy. On the other hand, Holmes' analysis shows that *you know* expresses the speaker's confidence or certainty (as cited in Coates, 2004). Moreover, Lakoff

(1975) stated that hedges are used for the sake of politeness such as *sorta/sort of*. This is in line with Holmes's statement that hedges are a linguistic form that is used as a softener for an utterance. Another kinds of hedges are *I guess, I wonder, I think*. These hedges are the preface to declarations or questions that gives impressions that the speaker lacks authority (Lakoff, 1975).

Women's use of hedges, according to Robin Lakoff, is associated with unassertiveness. According to her (based on no empirical evidence), women tend to use more hedges in their speech because women 'are socialized to believe that asserting themselves strongly isn't nice or ladylike, or even feminine' (Lakoff 1975, p. 54).

In a different study, "hedges" and "fillers" were distinguished. Hedges refer to the words such as well, you know, sort of, etc. While fillers are classified as meaningless particles and placed in the same class as pause fillers such as *uh*, *um*, *and ah* (Holmes, 2013).

b. Tag questions

A tag question is a phrase used at the end of a statement to emphasize the need for agreement or assurance. According to Lakoff (1975), a tag question is midway between a statement and a yes or no question, indicating more confidence than a yes or no question but not as much as a statement. Tag questions are used when the speaker makes a claim but is unsure about its accuracy. Dubois and Crouch

(1975) divided the examples of tag questions into two, i.e formal tag questions such as 'Probably industrial too, isn't it?' and informal tags such as 'Right?', 'OK?' as in 'That's not too easy, right?' (as cited in Coates, 2004).

Jakobsson (2010) states that "women use tag questions more often than men, but the usage does not differ that much" (p.6). As proposed by Holmes (2013) "it is clear that the women used more tags than the men, as Lakoff predicted. But more interesting is the fact that women and men used them more often for different functions" (p. 307)

According to Holmes (1984) there are three functions of using tag questions (as cited in Coates, 2004), these are to express uncertainty and express the speaker's request for affirmation (speaker-oriented), to supporting and express the speaker's attitude to the addressee (addressee-oriented) and to soften the negative statement.

c. Rising intonation on declaratives

According to Eckert and Ginet (2003), rising intonation "has a high-rising tone at the end of the sentence" (p. 173). Lakoff (1975) states that rising intonation on declaratives is a type of yes-no question that expresses the speaker's uncertainty, for example: a) *when will dinner be ready?* b) *six o'clock...?* The speaker (b) is uncertainty to answer the question indicates that the speaker is seeking confirmation from the addressee (p. 17).

Moreover, Lakoff as cited in Eckert and Ginet (2003, p. 173) "identified the use of a "question" intonation on sentences that are not questions as a central component of the style she characterized as both "women's" and "powerless" or "weak." However, in fact, the usage of rising intonation on declaratives makes women's speech sounds more 'polite' than men's.

d. Empty adjectives

Empty adjectives are a group of adjectives that indicate the speaker's approbation or admiration for something (Lakoff, 1975, p. 12-13). Empty adjectives are used to express women's emotional reaction rather than give specific and literal meanings. As proposed by Lakoff (1975), "empty adjectives tend to express approbation in terms of one's own personal emotional reaction rather than by gauging the likely general reaction" (p. 13)

Lakoff differentiates the adjectives that may use either men or women and are confined to women's speech. The words such as great, terrific, cool, and neat are neutral adjectives. While adorable, charming, sweet, lovely, and divine are used in women's speech only. Women can use both of these types of adjectives, neutral and women only, freely. While men do not suggest using women's words because it will affect their reputation as a man (Lakoff, 1975).

e. Precise color terms

Women are considered to have more detailed characteristics than men. This is clear from the large number of vocabulary that women have in terms of their interests, such as color (Lakoff, 1975). As Lakoff states "women make far more precise discrimination in naming color than do men; words like beige, ecru, aquamarine, lavender, and so on are unremarkable in women's active vocabulary but absent from that most of men" (Lakoff, 1975, pp. 8-9). Men rarely used these words because "if men used these words at all, it tends to be tongue-in-cheek" (Lakoff, 1975, p. 53).

f. Intensifiers

Intensifiers are used to give emphasis to other words spoken by the speaker. According to Holmes (2013), intensifiers are boosting devices that are used to strengthen the assertion, such as *so*, *really*, *just*, and *very*. Lakoff describes intensifiers as "a device you'd use if you felt it unseemly to show you had strong emotions or to make strong assertions, but felt you had to say something along those lines anyway" (p. 55). In short, it is used to express the speaker's emotional message and emphasize the speaker's utterances. Intensifiers are more frequently used in women's language than in men's, however, men can use them as well (Lakoff, 1975).

g. Hypercorrect grammar

Hypercorrect grammar refers to the use of standard forms of a language to show politeness. According to Holmes (2013), women use more standard speech forms than men because they are more statusconscious than men. In society, women typically have lower status. As a subordinate group, women must speak carefully and politely. It is supported by Lakoff (1975, p. 55) "women are not supposed to talk rough." For example, in phrases like *going* and *singing*, women tend to pronounce the last 'g' rather than just saying goin'.

Further, Holmes (2013) states that women are expected to behave 'better' than men in society. It is because, according to Lakoff, "women are viewed as being the preservers of literacy and culture" (p. 55). Therefore, women must exhibit good manners, and speak more correctly and standardly.

h. Superpolite forms

The usage of superpolite form is something that women are expected to do because, as it should be, women are the preservers of morality and civility (Lakoff, 1975). Holmes (2013) defines superpolite as an indirect request or euphemisms. Those are part of politeness, which is often intended at avoiding hurt feelings and unpleasant words or statements. As Lakoff (1975) states, "women do not use off-color or indelicate expressions; women are the experts at

euphemism; more positively, women are the repositories of tact and know the right things to say to other people" (p. 55). Therefore, women must consider politeness when speaking. Furthermore, women must frequently use terms such as *please* and *thank you* to maintain social conventions (Lakoff, 1975). For example, using please when commanding something such as *close the door, please*.

i. Avoidance of strong swear words

Swear words are a type of interjection that express strong emotion about the speaker's condition. According to Eckert & Ginet (2003), swearing is an expression of very strong emotion such as anger that contains profanity and other kinds of interjections. Eckert & Ginet (2003) also adds that profanity is also viewed as inappropriate for use among women and children. Therefore, women are supposed to avoid strong swear words. Furthermore, Lakoff states that women tend to use the weaker expletives which are the softened words such as "oh dear", or "goodness", or "oh fudge". In a speech event, avoidance of strong swear words is used by women to express annoyance, anger, or distaste for something by cursing subtly and even showing the seriousness of the woman.

j. Emphatic stress

According to Holmes, emphatic stress is a boost device that is used to strengthen assertions. Emphatic stress words such as *brilliant*, *amazing*, etc are provided to be used as an additional reassurance to the addressee so they are more convinced in what the speakers are saying (Holmes, 2013). In addition, according to Lakoff, women use boosting devices to get attention from the addressee and be taken seriously (Holmes, 2013).

3. The functions of women's language features

Based on the explanations above, the writer classifies the function of each feature into the table below.

Table 2.1 The Functions of The Women's Language Features

No.	Features	Functions
1.	Hedges/Fillers	 to express the speaker's uncertainty to soften utterance to show politeness
2.	Tag Question	 to express uncertainty and express the speaker's request for affirmation (speaker-oriented), to support and express the speaker's attitude to the addressee (addressee-oriented) to soften the negative statement
3.	Rising Intonation on Declaratives	 to express speaker's uncertainty seeking for confirmation
4.	Empty Adjectives	 to express women's emotional reaction to indicate the speaker's approbation or admiration for something.
5.	Precise Color Terms	 to express specific meaning for something to show that women have a large number of vocabulary

6.	Intensifiers	1. to emphasize the speaker's utterances and emotional message
7.	Hypercorrect Grammar	1. to avoid harsh language
8.	Superpolite Forms	 to show politeness avoid strong statements
9.	Avoidance of Strong Swear Words	1. to express annoyance, anger, distaste for something, or seriousness of the woman by cursing gently
10.	Emphatic Stress	 Strengthening the assertions to boost and ensure the message is received and responded by the interlocutor