

Speech Style Used by the Dolan Twins towards Family and Friends in Their YouTube Videos

SPEECH STYLE USED BY THE DOLAN TWINS TOWARDS FAMILY AND FRIENDS IN THEIR YOUTUBE VIDEOS

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Penelitian ini bertujuan untuk menganalisis penggunaan gaya bicara Dolan Twins terhadap keluarga dan teman serta faktor-faktor sosial yang mendasarinya. Berfokus pada video mereka, Ethan dan Grayson memiliki gaya berbicara yang berbeda saat tamu mereka adalah keluarga atau teman. Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan melibatkan pengumpulan dan analisis data non-numerik berupa ucapan-ucapan yang diambil dari percakapan. Kerangka teori yang digunakan sebagai landasan penelitian ini adalah teori *speech style* Joos (1976) dan Chaika (1982). Data penelitian ini adalah empat video YouTube Dolan Twins terpilih yaitu *Our Family Reacts to Our Videos*, *Our Mom Controls Our YouTube Channel for a Day*, *Identical Twins Meet Their Mini Identical Twins*, *Road Trip to Vegas*. Hasil penelitian menemukan 18 tuturan Dolan Twins terhadap keluarga dan teman yang terdiri 9 gaya kasual sebagai yang paling dominan, diikuti dengan 4 gaya intim, 4 gaya konsultatif, dan 1 gaya formal. Namun, gaya beku tidak ada. Disimpulkan bahwa gaya kasual merupakan gaya yang paling dominan digunakan sebagai konteks komunikasi di sekitar keluarga dan teman, dan sebagian besar dalam percakapan sehari-hari atau informal. Selain itu, tidak ditemukan gaya beku dalam penelitian ini karena memiliki tingkat formalitas tertinggi dari empat gaya. Tidak ditemukan adegan yang menunjukkan percakapan di tempat formal yang memerlukan penggunaan pola bahasa standar yang tinggi.

Kata Kunci: *speech styles, sociolinguistics, the dolan twins, youtube videos*

Abstract

This study aims to analyze the use of speech style by the Dolan Twins towards their family and friends as well as the underlying social factors that influencing them. Focusing on their videos, Ethan and Grayson have different styles of delivering something that they wanted to talk with. Interestingly, their speech style differs when their guest is a family member or a friend. The study uses the descriptive qualitative research method because it involves collecting and analyzing non-numerical data in the form of utterances taken from conversation. The theoretical framework used as the foundation for this study is Joos' (1976) and Chaika's (1982) theories of speech style. The data of this study are five chosen of the Dolan Twins YouTube videos namely *Our Family Reacts to Our Videos*, *Our Mom Controls Our YouTube Channel for a Day*, *Identical Twins Meet Their Mini Identical Twins*, *Road Trip to Vegas*. The result found 18 utterances of the Dolan Twins toward their family and friends that consist of speech style, with 9 casual styles as the most dominant, followed with 4 intimate styles, 4 consultative styles, and 1 formal styles. However, frozen style was absent. It was concluded that casual style is the most dominant style used as the context of communication relies around family, friends, acquaintance and mostly in daily conversation or informal atmosphere. In addition, there is no frozen style found in this study as it has the highest rank of formality beyond four styles, and with that, there are no scenes showing a conversation at a formal place where the use of high standard pattern of language is required.

Keywords: *speech styles, sociolinguistics, the dolan twins, youtube videos*

1. INTRODUCTION

In times of the digital era, people are given effortless access to the internet, allowing them to subconsciously stimulate their enterprise under advanced

social platforms (Jackson, 2012). YouTube, an American online video sharing platform, offers a unique foundation for its users to innovate their creativity through the creation of graphical content, later rewarded according to the number of subscribers they have. One of the most

subscribed American comedy duo YouTube channels is the *Dolan Twins*. With a total of 10 million subscribers, Ethan and Grayson Dolan rose to their first digital fame in 2013 for their humor and hilarious videos. Focusing on their videos, Ethan and Grayson have different styles of delivering something that they wanted to talk with. Interestingly, their speech style differs when their guest is a family member. For instance, in one of their video where they bring their mini twins in the frame, they tend to limit the use of inappropriate language compared to when they were with their adult friends. This study is thus interested in seeking the kind of speech style that occurred under a particular context and their reason.

Former prominent linguist, Joos (1976), divided speech styles into five forms: frozen style, formal style, consultative style, casual style, and intimate style. Under his conceptual insinuation, he claimed that people have five manners of communication as they engage in a conversation with others. Each style applies discretely depending on contextual conditions such as the position and relationship that the speaker have with the interlocutor, the purpose, and also the setting. For instance, people are likely to use formal language in a serious setting or that which involve non acquaintance. Speech style is a variation of speech used by people to communicate with each other. Depending on their circumstances, every person speaks in a distinct way. When communicating for various purposes and on various subjects, speech style is a crucial component. Therefore, variety is a broad phrase that encompasses many accents, linguistic fashions, dialects, and even other languages that contrast with one another for social reasons, according to Holmes (1992:9). Each person has a different style in uttering their language. It serves as the form of language that the speaker uses, they are usually measured along a formal-informal scale depending on social context, social class, a relationship of participants, physical environment, age, sex, and topic Romaine (2000). For instance, people tend to change their style in a conversation to adapt the appropriated style that matches with their interlocutor or the situation and function. This phenomenon is known as speech style.

According to Keraf (2007:112), the word style comes from the Latin word "Stilus", that is such a tool to write in a candle plaque. The skill in using this tool will influence the clearness of writing in that plaque. As time went on, "style" came to mean the ability to use or write words in an appealing manner. As a result of that growth, diction or word choice—which deals with the appropriateness of employing a word, particular phrase, or sentence in facing a particular occasion—becomes a part of language style. Additionally, according to Chaika (1982:29), style refers to the choice of forms to convey

social or artistic impacts. The interaction's style indicates whether it is professional or informal. Likewise, it may instruct us on how to read a message or instruct the audience on whether to accept what is being stated seriously, jokingly, hilariously, dubiously, or in another manner. The writing style makes full use of language. It encompasses verbal tenor, alternative pronunciations of sounds, word choice, and even grammar itself. As opposed to that, people use casual style when they are engaged in a more informal setting or that which involves friends and family. Indeed, as Yule (1985:244) stated, some of the communication have their style to communicate when they meet each other and these situations are called styles as stated.

Therefore, almost all people will conform their speech styles relatively determined by the social factors and influences that adhere to it. Again, this pertains to the speaker's position and relationship with their interlocutors, including who they are speaking to, what they are trying to accomplish, and the situational context (Yule, 1985). Therefore, it is useful for people to get their purpose in communication from choosing kind of speech styles. For instance, when an employee talks to his/her boss in a informal situation or when an employee does the presentation, it is mandatory for him/her to use a formal style to create a good impression to the boss.

Outlining above's significance, the use of speech style and the social factors influencing it are reflected in the most loved American comedy duo's videos. Two of the Dolan's Twins videos are purposively chosen as the data: *Our Family Reacts to Our Videos* and *Our Mom Controls Our YouTube Channel for a Day*. Each of the videos displays the way Ethan and Grayson engage in a conversation with their family members. In these videos, Grayson and Ethan's speech style are constantly changed in a different way compared than their usuals as they bring family to the screen. Hence, it is interesting to further examine how speech style in a family-based communication occur and their contributing social factors.

Previously, this topic has been conducted in several research. First, Sukriana (2015) examined the speech style used in Oprah Winfrey and Ellen Degeneres using a comparison of Joos' (1976) and Chaika's (1982) theories. The findings suggest that casual style occurred most of the time due to the informal or casual setting. There are no frozen and consultative styles. Second, Astika (2018) analyzed the use of speech style in Kick Andy Talkshow by using Joos' (1976) speech style theory. The result show that casual style was the most dominant speech style used by the host and the guest. However, there is no frozen styler because the situation of the talk show is not suitable. Last, Hamdany (2018)

analysed the speech styles used in the workplace of *Summer* movie using Joos' (1976) speech style and Hymes' (1974) context theories. The result found that there are four speech styles used with consultative as the most dominant followed with formal and casual.

Unlike preliminary research that focus on the use of speech style in talkshow (Sukriana, 2015; Astika, 2018) and workplace (Hamdany, 2018). This research, however, intends to postulates what kind of speech style is influenced by the social context used by the Dolan Twins towards their family members in their YouTube videos using Joos' (1976) and Chaika's (1982) speech style theory under the formulated research problems:

- 1) What is the dominant speech style used in certain domain by the Dolan Twins towards their family and friends in their videos?
- 2) Why do The Dolan Twins use the dominant types of speech styles in certain domain towards their family and friends in their videos?
- 3) How do the Dolan Twins use their speech style toward certain domain towards their family and friends in their videos?

METHOD

In analyzing the speech style of The Dolan Twins towards their family and friends, this study uses the descriptive qualitative approach as it involves collecting and analyzing non-numerical data in the form of utterances. Dornyei (2007:38) stated that qualitative research method is fundamentally interpretive, meaning that the study's outcome concerns toward the researcher's interpretation of the data. By using a descriptive qualitative method, it is expected to enable more advantageous exploration to seek in-depth information of this study. Hence, this method is therefore regarded as the most suitable to answer the formulated problems. The theoretical framework used as the basis of the analysis is Joos' (1976) and Chaika's (1982) theories of speech acts.

The object of analysis are four of the Dolan Twins' chosen YouTube videos: *Our Family Reacts to Our Videos*, *Our Mom Controls Our YouTube Channel For a Day*, *Identical Twins Meet Their Mini Identical Twins*, *Road Trip to Vegas*. The data were in the form of words and sentences taken from the utterances of their conversation. In addition, a purposive sampling method was used to gather the data as it is proper to the aim of the research which specifically focuses on their speech styles.

RESULT AND DISCUSSION

This section presents the finding and discussion of the data. The data are presented in the form of utterances of the Dolan Twins in chosen videos to answer the

statement of the problem. The data were analyzed based on Joos's (1976) theory. Moreover, this part consists of the types of speech styles used by the Dolan Twins and the social context influencing them to use those styles. There are four types of speech styles found in this study. The writer found 18 of The Dolan Twins' utterances that consist of speech style. In calculating speech style, there are 1 formal, 4 consultative, 9 casual, and 4 intimate. From the data that has been taken, all data will be analyzed. The data were also readily sorted out from the chosen YouTube videos from The Dolan Twins channel because of the amount of the data.

1. Formal Style

. The first style that occurs in this study is the formal style. In this section, there are 3 utterances showing formal styles. The conversation is done by Ethan Dolan and Grayson Dolan using a formal style in both informal and formal situation where they talk with someone with a higher social status than them. Such as when Ethan and Grayson Dolan have their interview in the coffee shop with the *Human Resource Department*, they used a formal style to respect the HRD and show seriousness in getting the job. Besides the analysis of the datum below, the formal style also is listed in datum (01).

Datum (01)

Ms. Bathsheba	: And what about customers?
Grayson	: Customers I would say I'm a people person, I'm a lot more outgoing than Ethan, I like to socialize whereas he likes to sit in his room and not socialize.
(YouTuber Get a Real Job for the First Time 07:43 – 07:54)	

This conversation happens inside the coffee shop when Grayson got the chance for the interview and he was talking with Ms. Bathsheba, HRD of the Aharon coffee shop. They meet for the first time as the delegation of the coffee shop and the candidate for a new employee. He's trying the best he can to convince the coffee shop company by answering the question that Ms. Bathsheba asks and making him and his brother get the job. And from this datum, Grayson is using the formal style in the datum above because the person whom he talks to is Ms. Bathsheba, the HRD of Aharon coffee shop. Ms. Bathsheba has a higher status than Grayson does in this video. He uses a formal style to understand the place he conducts his conversation. The settings in which he is conducting his conversation are still inside the coffee shop but Grayson also looks with whom he conducts the conversation. And the way Grayson answered the question from the HRD probably helped the company to decide which twins will be their new barista. He explains

straightforwardly yet politely because there is a standard sentence and grammatically correct. It can be seen when the HRD asked about how he could handle customers by saying “*I would say*”, “*I’m a lot more outgoing*” or “*I am a lot more outgoing than Ethan*” in this case, it is the common informal situation. The utterances above are code labels of the formal style used in the datum.

Table 1 Formal style used by The Dolan Twins YouTube videos.

No	Speech Style	Participants	Setting	Utterances
(01)	formal	Ms. Bathsheba Grayson Dolan	Coffee shop	I would say I’m a people person. I like to socialize whereas he likes to sit in his room.

2. Consultative Style

The second speech style that is occurring in the Dolan Twins’s YouTube videos is the consultative style. The consultative style is usually used between a superior and subordinate. There is some code label of consultative style such as “*I see, uh-huh*”. It is happening when one of the speakers or interlocutor gives a short response and unfinished statement. This style is usually used in semi-formal communication and typically shows our norm for coming to terms with strangers who speak our language but whose personal stock of information may be different. It shows in the data below.

Datum (02)

Anuradha: This is the grinder that’s servicing only espresso machine.

Ethan and Grayson: **Okay**.

Anuradha: This is the dairy milks and the non-dairy milks.

Ethan and Grayson: **Okay**.

(YouTubers Get a Real Job for the First Time!
10:13 – 10:30)

Datum 2 described the conversation above happens in the coffee shop between Anuradha as the head of the coffee shop and the Dolan twins (Ethan and Grayson) as the candidate for the new barista. Hence, the superior speaker here is Anuradha, while the subordinate is the Dolan twins (Ethan and Grayson). As we can see Ethan and

Grayson are on a job training to become a junior barista and Anuradha is showing them the espresso machines and their operations. From the conversation written in the datum above, the utterances showed that the twins are using a consultative style. “Okay” here has the characteristic of a consultative style because it involves cooperation although not necessarily requiring involvement. By any means, the twins as the listener here are involved in the meaning-making by allowing passive feedback to Anuradha as he mentored them.

Datum (03)

Anuradha	:	When you going to be interacting with customers that come inhere
Ethan	:	Yeah
Anuradha	:	You need to have the concept of the customer is right all the time.
Ethan	:	Okay , they’re right all the time. (YouTubers Get a Real Job for the First Time!)

According to this datum, similarly to the previous one, the conversation still happens in the coffee shop between Anuradha as the head of the coffee shop and the Dolan twins (Ethan and Grayson) as the candidate for the new barista. As we can see here, Anuradha as the twins’ mentor for their job training taught them several concepts that must be applied to succeed as a barista. From the conversation written in the datum above, the utterances showed that the twins are using a consultative style. “Yeah,” “Okay,” and the nodding gesture here have the characteristic of a consultative style as it involves cooperation although not necessarily require involvement. Again, the twins as the listener here are involved in the meaning-making by allowing passive feedback to Anuradha as he continues his mentoring.

Table 2 consultative style used by The Dolan Twins
YouTube videos

No	Speech style	Participants	Setting	Utterances
(02)	Consultative	Anuradha Dolan Twins (Ethan and Grayson)	Coffee shop	Okay
(03)	Consultative	Ms. Bathsheba Ethan	Coffee shop	Yeah Okay

3. Casual Style

The third style is a casual style, the use of casual style refers to the situation in which utterances are expressed. It usually used by people in daily activities when they met someone who has a close relationship or has the same status scale in the non-formal situation and the topic of conversation is not about the job or less of formality. In this style, there are frequent omissions and slang words in the sentence that they are used. In this study, the casual style has the most data. All of the data are in the appendix below.

Datum (04)

Ethan	: I'm always like ohh... whats grandma gonna think?
Grandma Bernadette	: Yeah I love it I've been with you guys watching you do crazy stuff since you were like this big
Grayson	: True
(Our Family Reacts to Our Videos 04:57 – 05:11)	

From the datum above, this conversation took place in Dolan's room and it is between Ethan, Grayson, and Grandma Bernadette. Then the topic of this conversation is where the family member will watch their least favorite video on the twins' YouTube channel and this time is Grandma Bernadette first. This datum, shows that this conversation uses a casual style because when Ethan said "To be honest when we were about to make this video when we were doing really stupid stuff like this one I'm always like ohh... whats grandma **gonna** think?" the word "gonna" is an omission from "going to" it is a slang word. And after Grandma Bernadette explains the reason why she liked the video then Grayson answer with a short response, the utterance "True" is the informal word. These are code labels of the casual style used in

this datum. Furthermore, they use this style as it is influenced by the situation that is not too seriously such as talking about Grandma's opinion about the video that they make on YouTube. So it can be concluded that this datum uses a casual style.

Datum (05)

Sean	: I wanna see that again, I gotta see that again.
Grayson	: Dad jokes already.
Ethan	: Now, I know why called em dad jokes .
(Our Family Reacts to Our Videos 12:37 – 12:52)	

Refers to this datum, the conversation took place in Dolan's room. The participant involves in this datum is Ethan, Grayson, and Sean their Dad. The topic of this conversation is where the family member will watch their least favorite video on the twins' YouTube channel and this time their dad have his favorite video of them. From the datum above, Ethan is using casual style. we can see from the utterances of Ethan in the conversation "now I know why called **em** dad jokes". The word "em" is the omission from "them" it is a slang word. The word "em" has the characteristic of casual style because it is very short. The other utterances that show casual style are from Sean when he speaks are from the utterance "Well, the tour video used to be my favorite video but um, I was really happy when you brought you to know... when you brought your brother anyway you brought Nolan in it and uhh... give him a shot. But uhh... I wanna see that again, I gotta see that again" this utterance showed the characteristic of casual style. The word "Well" appears in his utterance. This word can be a short word that belongs to the casual style.

Datum (06)

Lisa	: Oh I got one, this one you're off to the hook on this one, he's gonna be so mad, so when I was looking trough all the photos
Ethan	: Why me?
Lisa	: Sorry
Ethan	: What the fff
Lisa	: Ethan used to be a songwriter at the age of like eight or eleven

According to the datum, this conversation happens in Dolan's house. It is happening because the twins ran out of video ideas and they had no other options for rejecting their mom's idea although they do not like that. Focuses on the conversation above, three of them use a casual style because when Lisa said "Oh I got one,

this one you're off to the hook on this one, he's **gonna** be so mad, so when I was looking through all the photos". The word "gonna" is a slang word and it is an omission from "going to". Also, there is a repeated sentence in this conversation; it shows that this is less formality. Another proof that this conversation uses casual style is when Grayson responds to Lisa's idea for doing the carpool karaoke to Ethan's song that he wrote when he was in 2nd grade, he answers with a response, the utterance "Oh my God!" is the informal words. These are the code labels of the casual style used in this datum.

Datum (07)

Ethan : Alright so were going to the nail salon
Grayson : Starting off the video with a **banger**
Ethan : With a banger
Grayson : Banger idea
Ethan : Thank you mom
(Our Mom Control Our YouTube Channel for a Day 02:54 – 03:00)

Refers to this datum, the conversation above occurs in the mall between Ethan, Grayson, and Lisa, their mother. It happens when the twins ran out of video ideas and they had no other options for rejecting their mom's idea although they do not like that. From this conversation, it can be seen that they communicate using casual style because both Ethan and Grayson are using slang words in their conversation. It shows when Grayson said "Starting off the video with a **banger**". The word "banger" is called Slang because that is the shorter way to say a phrase of something great and it is the characteristic of casual style. Moreover, in this conversation above it can be seen that they communicate using the informal style because it is influenced by the setting and the participant. After all, they are brothers and sons. So from this conversation, it can be concluded that this datum uses casual style.

Datum (08)

Ethan : What else? The skull... I got a skull
Elijah : That's why
Ethan : Perfect! He knows **what's up**
(Identical Twins Meet Their Mini Identical Twins 16:12 – 16:19)

Refers to this datum, the conversation above occurs in Dolan's house between Ethan and Elijah. The conversation above happens because Ethan and Grayson have an idea for taking their new mini friends Elijah and Xavier to continue the journey of living as the Dolan Twins. And in this video, Ethan and Grayson try to explain their daily activities so Elijah and Xavier could keep up. From this conversation, it can be seen that they communicate using casual style because it shows when

Ethan said "Perfect! He knows what's up". The word "what's up" here is a slang word for greetings. But in this conversation the word itself is not a greeting, this one is more like "He knows what is going on right now". And it is the characteristic of casual style. Moreover, in the conversation above could be seen that they communicate using an informal style.

Table 3 casual style used by The Dolan Twins YouTube videos

No	Speech style	Participants	Setting	Utterances
(04)	Casual	Grayson Ethan Grandma Bernadette	Dolan's room	True Gonna
(05)	Casual	Sean Grayson Ethan	Dolan's room	Em' Well
(06)	Casual	Lisa Ethan Grayson	Dolan's house	Gonna No
(07)	Casual	Lisa Ethan Grayson	Dolan's house	Banger
(08)	Casual	Ethan Elijah	Dolan's house	What's

4. Intimate Style Used by The Dolan Twins YouTube Videos

The last style that is used by The Dolan Twins in their YouTube videos is intimate. It is mostly used by people that have intimate and closed relationships such as best friends and girls or boyfriends. For example, when Ethan talks to Elijah, they are talking about the twin problem, even though they just met for the first time, Ethan found he is comfortable enough for sharing his twin problem with Elijah. There are some code labels of intimate style. There is special addressing to someone such as someone calling other people with "dude" not his name, also jargon that not everyone knows about it.

Datum (09)

Ethan : What's like the most annoying thing that your twin does?
Elijah : He wakes me up in the morning
Ethan : **Dude!** Same
(Identical Twins Meet Their Mini Identical Twins 16:12 – 16:19)

Focuses on the datum, this conversation happens in Dolan's house, specifically in Ethan's bedroom between Ethan and Elijah. They talk about a problem that they have with their twin. This conversation uses an intimate style because when Ethan addresses Elijah with "Dude". This word usually uses an informal situation. And this word has the same meaning as "Bro" it is belonging to "brother". Moreover, the use of intimate style is also influenced by the setting, because it is in Dolan's house and the situation is not that serious because the topic of this conversation is about them just talking about anything related to twins. So from proves above, it can be concluded that this datum uses an intimate style.

Datum (10)

Ethan : Do we just map Vegas?
Emma : Yeah!
Ethan : We're four **fucking** hours away
James : Nooooo, you've got to be kidding me
Emma : That's not that **fucking** bad, we have a lot to talk about
(Road Trip to Vegas 01:14 – 01:22)

From the datum above, this conversation happens in Ethan's car between Ethan, Emma, and James, when Ethan is in the driver's seat opening maps and asking his friends to just write the destination. According to this conversation, all of them are using the intimate style because there is the characteristic of the intimate style. The extraction or not ellipsis. It can be seen from the utterance "*fucking*". It is representing of empty word or there is no meaning in this word but it is an impolite word at the same time. From this datum, the use of intimate style is influenced by the participants because the participants in this datum have a close relationship also the topic of the conversation is not that formal too. So from the conversation above it is approved that this datum uses an intimate style.

Table 4.4 intimate style used by The Dolan Twins
YouTube videos

No	Speech style	Participants	Setting	Utterances
(09)	Intimate	Elijah Ethan	Dolan's House	Dude
(10)	Intimate	Ethan Emma James	Ethan's Car	Fucking

CONCLUSION

According to the analysis of the discussion above, there are three major points can be concluded in accord with the objectives of the study:

- 1) First, in addressing to RQ-1. The study found 18 utterances of the Dolan Twins toward their family and friends that consist of speech style, with 9 casual styles as the most dominant, followed with 4 intimate styles, 4 consultative styles, and 1 formal styles. However, frozen style was absent.
- 2) Second, addressing to RQ-2. It was concluded that casual style is the most dominant style used as the context of communication relies around family, friends, acquaintance and mostly in daily conversation or informal atmosphere. In addition, there is no frozen style found in this study as it has the highest rank of formality beyond four styles, and with that, there are no scenes showing a conversation at a formal place where the use of high standard pattern of language is required. Therefore, it can be said that the findings conforms to Joos' (1976) and Chaika's (1982) definition of casual and frozen style usage in communication.
- 3) Third, addressing to RQ-3. The Dolan twins address their speech style in a different manner according to the context such as whom they speak with (e.g., friends, parents, boss), or the situation they are engaged into (e.g., home and workplace). Their purpose was to adapt which degree of formality is the most appropriate.

SUGGESTION

In terms of the primary objectives, this research was successful in identifying the type of speech style and its main factors in the context use among family and friends. The researcher hopes that this study may contribute to add knowledge of the readers about speech style since it can occur in our daily activities. However, the study is constrained, though, as it only considers the speech style under the landscape of relative members. As a result, it is anticipated that future studies in the relevant area could further assess to some degree how certain speakers may adapt comparable speech style in cooperating to other social contexts.

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