

FACTORS INFLUENCING THE USE OF SPEECH STYLE IN STEVE HARVEY'S TALK SHOW VIDEOS

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ABSTRACT

This research analyzed the factors influenced the speech style used in Steve Harvey's talk show videos. The objectives of this research were to describe the factors influenced the speech style based on Holmes's theory occurred in Steve Harvey's talk show videos. The method of the research was a descriptive qualitative. The technique for collecting the data was audio-visuals. The researcher used videos talk show of Steve Harvey uploaded in January 2024 on Steve TV Show YouTube channel. There were 9 talk show videos uploaded on January 2024. In this research, the researcher found the factors influenced the speech style consist of setting, participants, topic, and function. In conclusion the factors influenced the speech styles used by Steve Harvey in his talk show the first is participants, in his talk show are families and teenagers, no participants from the political elite or someone who has a high position such as president or minister. The second is setting used by Steve Harvey in his talk show are studio talk show and via online or video call. The third is the topic, in Steve Harvey's talk show during January 2024 is about life experiences and the last is function, the function is directive utterances or asking people to do something.

Keywords: *Factors Influenced Speech Styles, Sociolinguistics, Talk Show*

INTRODUCTION

Humans are social organisms that use language to communicate and conduct daily activities. This illustrates that language supports human communication. Since spoken language is an important communication tool, the two are not separated. This phenomenon is known as sociolinguistics and is very important to society.

Yule (2010:254) describes sociolinguistics as the study of language and society. Sociolinguistics studies language-society interaction, Holmes (2013:1).

Humans speak their own formal and informal languages. Language style is a person's unique style of communication. Word choice, sentence structure and intonation identify a person. A person's language style can also represent social class, age, gender, or ethnicity. Language style is not only seen in daily conversations. It can be found on social media platforms like YouTube, which features videos.

Talk shows are radio or TV programs where a host leads a group or individuals in a discussion about a topic, issue, or theme that defines his or her values (Astika, 2018). Ilenia & Yustisiana (2022) argued that talk shows are entertaining, educational, and moral. Some talk shows are serious and in-depth, but most are informal. Talk show guests can be celebrities, experts, public figures, or ordinary people with interesting stories. Talk programs reflect social trends and provide a place to share thoughts, ideas and experiences. Talk show hosts lead the discussion, ask the guests questions, and direct the conversation.

The Steve TV Show channel has 8 million followers and hosts one of Steve Harvey's YouTube talk shows. Minnicks (2023) wrote on hubpages.com that Steve Harvey has hosted several shows at once and served as an executive producer including, The Steve Harvey Morning Show, Steve's daytime talk show, Family Feud, Celebrity Family Feud, Little Big Shots: Forever Young, and Steve Harvey's Funderdome. From the many shows above, there is no doubt that Steve Harvey has a professional speaking style to communicate with the audience and guest stars.

Ilenia & Yustisiana (2022) stated that people often consider speech style as the most important thing, giving rise to diverse interpretations, and everyone should use the right speech style to avoid misunderstandings. The right style of speech can be influenced by several factors. Holmes (2013) says that there are four factors that influence speaking style such as setting, participant, topic and function. The purpose of this study is to identify the factors that influence the use of speech styles used by Steve Harvey in his talk show videos.

RESEARCH METHOD

This section describes the methods and procedures used in this study. Research methods and procedures include all the plans and strategies the researcher uses to answer the research questions. This is very important in research because it includes systems, methods, and steps that must be carried out by researchers.

This research uses a descriptive qualitative method, which means that the research results are in the form of words or sentences. The focus of this research is to find factors that influence the use of speech styles in Steve Harvey's talk show videos based on Holmes' theory. Data collection was done through audio visual. The researcher downloaded and watched Steve Harvey's talk show videos uploaded in January 2024, then determined the factors that influence the speech style in Steve Harvey's talk show videos.

FINDINGS

Everybody has a unique speaking style. There are various factors that impact different speech styles. Holmes (2013) identified four factors that influence speech style: setting, participants, topic, and function. The findings for each as follows:

a. Setting

There are two settings used in Steve Harvey’s videos talk show, namely the talk show studio and online or via video call. The classification can be seen in the table below:

Table 1. Talk Show Setting

Video Number	Setting
1	Talk show studio
2	Talk show studio
3	Talk show studio
4	Talk show studio
5	Talk show studio
6	Via Online or video call
7	Talk show studio
8	Talk show studio
9	Talk show studio

From the table above, it can be seen that 8 videos of Steve Harvey's talk show took place in the talk show studio and 1 video was done virtually through a video call. The next section will discuss the second factor that influenced the speech style used by Steve Harvey in his talk show video.

b. Participant

The guests invited on Steve Harvey's talk show are guests who have unique experiences and expertise, not from among people with high positions such as ministers or presidents. For more details, can see in the table below:

Table 2. Participants in Steve Harvey's Talk Show

Video Number	Host	Participants	Background
1		Tony Collins' family	Tony is book writer.
2		Kelsey and Edward	A married couple.
3		Titus and Monique	Titus is former bachelor.
4		Matt and Taylor	Couples who know each other from social media.
5	Steve Harvey	Marqus and Chere	Marqus is a husband who lied to his wife Chere about finances.
6		James and Micquell	James is a 6 years old boy.
7		Earvin Magic Johnson	Former NBA player.
8		A man	A man who was abandoned by his mother under a bridge as a baby.
9		Lenore	A 13 years old teenager.

From the table above, it can be seen that the guests invited by Steve Harvey in his talk show are couples, children, teenagers, writers and former athletes. It can be seen in the table above that there is no guest star invited by Steve Harvey in his talk show who comes from among the political elite or people who have high positions such as presidents or prime ministers. The next section will discuss the third factor that influenced the speech style used by Steve Harvey in his talk show video.

c. Topic

There are several topics in Steve Harvey's talk show videos uploaded on the Steve TV Show YouTube channel during January 2024. The following are the topics contained in Steve Harvey's talk show videos uploaded on YouTube in January 2024:

Table 3. Topics of Steve Harvey's Talk Show

Video Number	Topics
1	Grandson's closeness with his grandfather.
2	Women who were never given a ring and married.
3	Steve Harvey hosted a "Game of Lame" segment where men competed using their best pick-up lines, and then invited back the runner-up, Titus, to find a match with a fan from social media, Monique.
4	A man meets a woman through social media and the man visits the woman he just knew.
5	A husband who lies to his wife about finances.
6	A 6 years old boy who loves someone the same age as him.
7	The successful career of former NBA player, Magic Johnson.
8	A man who is still hurt because his mother left him under a bridge as a child.
9	A 13 years old teenager who is an expert at playing the guitar and was given a surprise by Steve.

Table above shows the topics raised in Steve Harvey's talk show videos. The topics include a variety of interesting stories, such as a grandchild's closeness to his grandfather, a woman who never got a wedding ring, a "Game of Lame" segment where men compete to get a woman's attention, a man and woman meeting through social media, a husband who lies about finances, a boy who loves his peers, Magic Johnson's successful career, a man who is still hurting from being abandoned by his mother, and a teenager who is an expert guitar player and gets a surprise from Steve Harvey. Each topic in this table shows the variety of stories presented in the talk show and shows various aspects of people's lives. The next section will discuss the fourth factor that influenced the speech style used by Steve Harvey in his talk show video.

d. Function

Table 4. Speech Function in Steve Harvey's Talk Show

No.	Function	Video Number	Example
1	Expressive utterances express the speaker's feelings	1, 4, 5, 6, 7, 8, and 9.	Steve: I love this bond that you have with your granddaughter, man. I love the relationship you have with your daughter, man.
2	Directive utterances attempt to get someone to do something	1, 2, 3, 4, 5, 6, 7, 8, and 9.	Steve: Kelsey, tell us what's happening.
3	Referential utterances provide information.	1, 2, 3, 4, 6, 7, 8, and 9.	Steve: About a month ago we did a little something called Game of Fame. That's where guys had to give their best pickup lines for a lady who said she had heard it all before. I want you to take a look at how it all went down.
4	Phatic utterances express solidarity and empathy with others.	1, 2, 3, 4, 5, 6, 7, and 8.	Steve: How y'all doing?

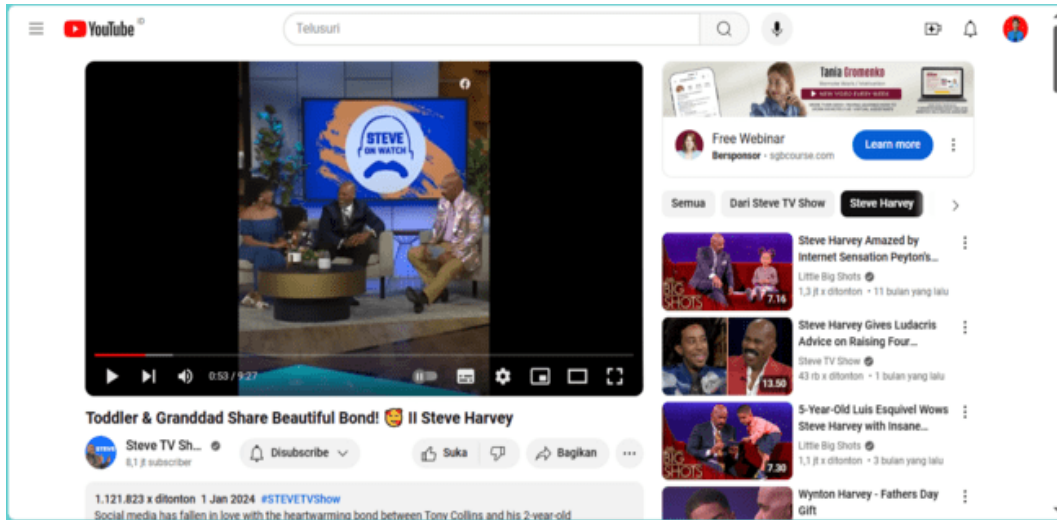
The table above shows the speech functions in Steve Harvey's talk show videos. Expressive utterances are found in videos 1, 4, 5, 6, 7, 8, and 9. Directive utterances are found in videos 1 to 9. Referential utterances are found in videos 1, 2, 3, 4, 6, 7, 8, and 9. Phatic utterances express are found in videos 1, 2, 3, 4, 5, 6, 7, and 8. Each video number shows that the speech function is found in the related video.

DISCUSSION

a. Setting

Steve Harvey used two different settings in his talk show videos uploaded on YouTube during the January 2024. Eight of the videos were set in a talk show studio and one video was done online or via video call.

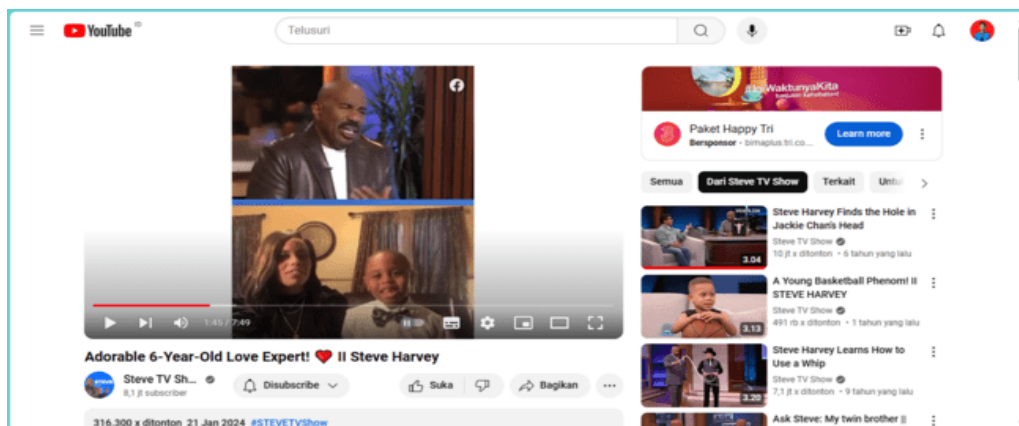
Video 1



Picture 1. The Setting of Video 1 is inside Talk Show Studio

In video 1, Steve Harvey's talk show takes place in a talk show studio. This can be seen from the "Steve's TV Show" logo on the screen behind the guests and is complemented by tidy decorations, including plants and modern furniture such as round tables and sofas. The time setting in the video can be seen in the caption that the video was uploaded on January 1, 2024 on the Steve TV Show YouTube channel. Videos that take place inside the talk show studio are found in videos 2, 3, 4, 5, 7, 8, and 9 in the appendix.

Video 6



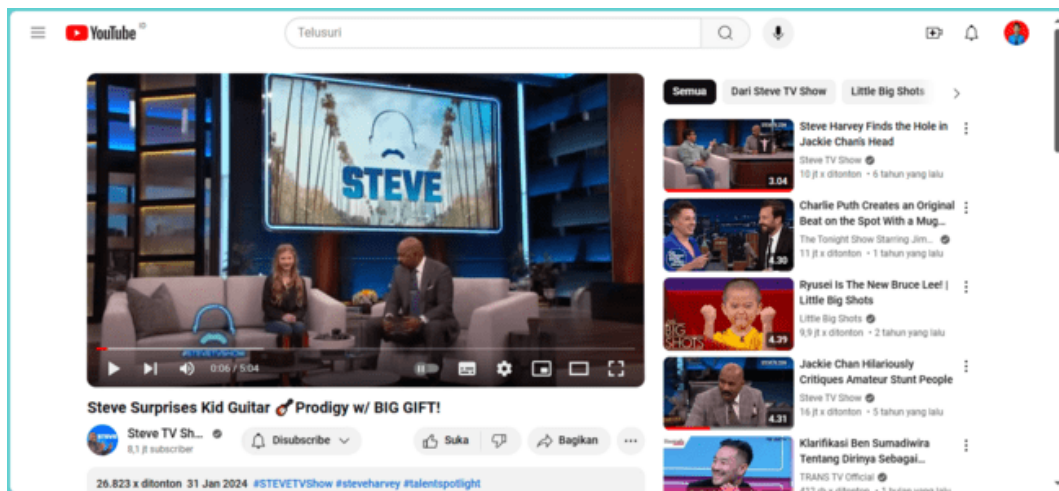
Picture 2. The Setting of Video 6 is via Online or Video Call

In video 6 this happened virtually or via video call. Steve talks to guests who are virtually connected from their homes, which shows a comfortable and relaxed home background, giving a sense of intimacy. The time setting indicated from the video caption shows that this was uploaded on January 21, 2024. The next section will discuss about the next factors influenced speech style used by Steve Harvey in his talk show videos.

b. Participant

When someone participates in communication, they are either talking or listening to others. The age, background and social position of the people participating can influence how they speak.

Video 9



Picture 3. The Participant is Lenore a 13 years old Teenager

In video 9, the main participants are Steve Harvey, who acts as the host, and a child with guitar skills. Steve Harvey, dressed in a tidy suit, sits on the sofa next to the child named Lenore and leads the conversation in a friendly and respectful manner. Lenore, who was the main focus of the segment, was dressed in a tidy casual outfit and received a big surprise from Steve related to her talent for playing the guitar.

Video 4



Picture 4. The Participant are Matt and Taylor.

In this video 4 shows three main participants. Steve Harvey, who acts as the host, a man, Matt who travels 650 miles for a blind date, and a woman, Taylor who becomes his blind date. Steve Harvey hosts the show, asks questions, and provides comments. The man discusses the reason for his trip and his first experience of his date, while the woman shares her expectations about the date and her reaction to the man she just met. The next section will discuss about the next factors influenced speech style used by Steve Harvey in his talk show videos.

c. Topic

From table about topic on the finding it can be seen that Steve Harvey’s talk show often brings up a variety of topics that include the personal and emotional stories of his guests. Topics include close family relationships, challenges in family life, the success stories of former athletes, heartwarming stories, and also topics about the abilities of teenagers. In conclusion, the topics presented by Steve Harvey in his talk show videos are about life experiences. The next section will discuss about the next factors influenced speech style used by Steve Harvey in his talk show videos.

d. Function

Speech function refers to the purpose or meaning of an utterance in communication. Speech functions help to understand how and why people communicate and achieve their communication goals, whether it is conveying information, influencing the

behavior of others, or building social relationships. Table about function in the findings shows that the most dominant function is directive utterances. This refers to the purpose of the talk show which is to ask other people or guests to do something such as giving an opinion, telling or sharing about their experiences and so on.

CONCLUSION

The findings of this research are 4 factors that influenced the use of speech styles by Steve Harvey, namely participant, setting, topic and function taken from 9 Steve Harvey talk show videos uploaded in January 2024 on the Steve TV Show YouTube channel. There were four factors based on Holmes' theory that influenced the use of language style found in this research such as participant, setting, topic and function. Participants in Steve Harvey's video talk show are people from families and teenagers, in Steve Harvey's video talk show during January 2024 there are no participants from the political elite or someone who has a high position such as a president or minister. The setting in Steve Harvey's video talk show takes in two places, namely 8 videos conducted in the talk show studio and 1 video conducted online or via video call. Topic in Steve Harvey's video talk show during January 2024 is about life experience and the last speech function contained in Steve Harvey's videos is directive utterances or asking people to do something. This is in line with the essence of a talk show where the host asks the guest to do something by asking for information or asking the guest to tell about his life experience.

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