

1. INTRODUCTION

1.1. Background of the Study

According to Lakoff (2004) and Coates (2013), women and men may have the following language features in their speech: color terms, adjectives, hedges, tag questions, intonations, intensifiers, grammar, politeness, swear words, commands and directives, minimal responses, compliments, and questions. Several studies have shown that the use of these features might be affected by the gender of the language speaker. As Holmes (2001) states, “There are differences in style and features of the language between men and women. Women and men are socialized in very different conditions and expectations, producing very different language styles” (p. 7). Put another way, as their vocabularies differ, men and women communicate in distinct ways (Wardhaugh, 2006). However, as Coates (2013) points out, just because men and women express themselves differently through language does not prevent men from using features of women's language or vice versa. Therefore, the writer believes that it is interesting to analyze the use of men's and women's language features in podcasts.

Mavericks with Mav Carter is a podcast hosted by Mav Carter, an African-American sports-marketing businessman and media personality. Mav Carter plays a significant role in the creation of SpringHill Entertainment, a multimedia company founded by LeBron James and himself. SpringHill Entertainment is involved in various projects, including film and television production, showcasing videos that inspire and empower future creators and entrepreneurs (Baruch, 2023).

The podcasts chosen for this study are uploaded on the SpringHill Youtube channel, which has more than 16.000 subscribers. The podcasts are an eight-episode series called *Mavericks with Mav Carter*, in which the host, Mav Carter, invites different guest speakers to share their insights and career journey (Baruch, 2023). Mav Carter defines Maverick as people who are unique in their chosen career paths and face their challenges without giving up (Baruch, 2023). The guests are people who illustrate SpringHill's tagline, “Make it Till You Make it” (Baruch, 2023).

The first podcast video titled *Designer Jerry Lorenzo Shares Intention Around Creating Fear of God | Mavericks with Mav Carter* is uploaded in November 2023. In the 20 minutes and 26 seconds podcast video, Jerry Lorenzo discusses his journey from graduating business school, how he got into the fashion world, how he defines his success, to his future intentions for his brand.

Jerry Lorenzo is an African-American fashion designer and the founder of Fear of God, a luxury fashion brand. Fear of God is known for its high-end streetwear aesthetic, often blending luxury fashion with casual and urban styles. Jerry Lorenzo has gained recognition for his influence in the fashion industry as his brand has been worn by various celebrities and has collaborated with other well known brands. Beyond fashion, Jerry Lorenzo has been involved in various creative projects and collaborations, contributing to his reputation as a notable figure in the world of contemporary fashion business.

The second podcast video is titled *Kim Kardashian Describes Her “Biggest Competition” / Mavericks with Mav Carter*. The video was uploaded in December 2023 with a total duration of 20 minutes and 10 seconds. In the podcast, Kim Kardashian talks about her early career as a stylist, her entrance into reality television, and her efforts to build her business empire, including running SKIMS, SKNN by Kim, her private equity firm SKKY Partners. Kim Kardashian also shares her aspirations to advance her mission of justice reform in the podcast.

Kim Kardashian is an American media personality, socialite, businesswoman, model, and actress. She gained widespread fame through the reality television series *Keeping Up with the Kardashians*, which premiered in 2007 and followed the lives of the Kardashian-Jenner family. Kim Kardashian has built a successful career in the entertainment industry and business. She has been involved in various ventures, including fashion and beauty lines, and she’s known for her influence on social media. Over the years, Kim Kardashian is always associated with the fashion and beauty industry, she can even be considered as a household name in popular culture.

In spite of the fact that there are many other podcast videos in the channel, the writer chooses to study the podcast with Jerry and Kim because the podcast videos discuss their career journey and share tips on how to maintain a successful business. Furthermore, the guest stars, Jerry Lorenzo and Kim Kardashian, are well known for their entrepreneurial activities and favored by many people all around the world. Choosing to analyze Jerry Lorenzo’s and Kim Kardashian’s language features in the podcasts is also interesting due to the focus on the business context within the fashion and beauty industry.

As the theoretical framework, the writer uses theories of language features by Lakoff (2004) and Coates (2013). The writer chooses to specifically observe and differentiate between Jerry Lorenzo’s and Kim Kardashian’s language features that occur in their conversations with Mav Carter, the host of the podcast, due to their different gender. Jerry Lorenzo shares the same gender as the host, Mav Carter. They are both men. On the other hand, Kim Kardashian is

a woman. Thus, it is interesting to see how Jerry Lorenzo's and Kim Kardashian's language features might have differences when talking to Mav Carter due to the differences of gender.

1.2. Statement of the Problem

The study is to analyze the language features that Jerry Lorenzo and Kim Kardashian use as the guest star when each of them are speaking to the host, Mav Carter, in the podcasts. The following research questions serves as the study's guidelines:

- a. What language features are used by Jerry Lorenzo when speaking to Mav Carter?
- b. What language features are used by Kim Kardashian when speaking to Mav Carter?
- c. What are the differences and similarities of language features used by Jerry Lorenzo and Kim Kardashian when speaking to Mav Carter?

1.3. Purpose of the Study

The purpose of the writer's research is to determine what language features are used by the guest stars, Jerry Lorenzo and Kim Kardashian, when speaking to Mav Carter, the host. Additionally, the writer tries to find the differences and similarities of the language features used by the guest stars, Jerry Lorenzo and Kim Kardashian when speaking to Mav Carter, the host.

1.4. Significance of the Study

Through the study, the writer hopes to assist readers in understanding more about language features, especially in how it is related to an individual's gender. The appearance of multiple language features may also be an interesting knowledge. In this study, the writer also hopes that the research can inspire others and provide the information to conduct further research on language features and gender.

1.5. Scope and Limitation

This study's scope is Sociolinguistics, focusing on the language features of Jerry Lorenzo and Kim Kardashian as the guest stars of the *Mavericks with Mav Carter* podcast.

Specifically, the study has two limitations. The first limitation is that the writer only focuses on analyzing the language features of Jerry Lorenzo and Kim Kardashian as the guest stars of the podcast. The writer does not analyze the utterances of Mav Carter, the host. The second limitation is that the writer limits the podcasts to those containing topics and

conversations that are related to business. By observing Jerry Lorenzo and Kim Kardashian's language features that occurred in the specific context, the writer hopes to better analyze and understand the collected data.

1.6. Definition of the Key Terms

For this study, the present writer chooses to use the following key terms:

- a. Language features: "Certain lexical items mean one thing applied to men, another to women, a difference that cannot be predicted except with reference to the different roles the sexes play in society" (Lakoff, 2004, pp. 39-40).
- b. Gender: "A socially constructed aspect of identity, linked to ideas about biological sex categories but often discussed in terms of 'masculinity' and 'femininity' (as opposed to 'male' and 'female')" (Wardhaugh & Fuller, 2015, p. 406).
- c. Utterance: "Complete communicative units, which may consist of single words, phrases, clauses and clause combinations spoken in context" (Carter & McCarthy, 2006, p. 92).

1.7. Organization of the Study

The study is going to be presented in five chapters. The first chapter is the introduction, which includes the background of the study, statement of the problem, the purpose of the study, the significance of the study, scope and limitation, definition of the key terms, and organization of the study. The second chapter, which is the review of related literature, consists of the review of related theories and the review of related studies. The third chapter discusses the present study's approach, the data collection procedure, and the data analysis procedure. The fourth chapter is about the findings and discussion. The fifth and last chapter presents the conclusion of the study and the recommendation for further research. The writer also includes references and appendices.