

## 1. INTRODUCTION

### 1.1 Background of the Study

Tony Robbins, Nick Vujicic, Robert Kiyosaki, and Oprah Winfrey are examples of motivators who are known by most people. A motivator is “a person who motivates others” (Merriam-Webster, n.d). The word motivate means “makes somebody want to do something, especially something that involves hard work and effort” (Oxford Learner’s Dictionaries, 2024).

Motivation is the noun of the verb “motivate”. Motivation is part of communication, and when people communicate, they often have to adapt to their addresses, depending on the situation. Therefore, when motivators adapt, they usually try to fulfill the psychological needs of their audiences, such as encouragement, compliments, affirmations, etc.

However, it seems that not all motivators would adapt to their audiences. Some motivators even have the habit of swearing. Motivational speaker Gary Vaynerchuk is one of the motivators the writer could find on the internet as a motivator who seems to combine swear-words and motivational speech to inspire his audience.

Gary Vaynerchuk is one of the most famous motivators around the world with a total of more than 4 Million subscribers in his own official YouTube channel (Vaynerchuk, 2021). Gary Vaynerchuk began his YouTube career in 2007 by sharing insights about IT companies with users in the early days of the platform. By 2024, Gary Vaynerchuk has established himself as a successful motivational speaker, having met Tony Robbins, the world’s most famous motivator, and Mark Zuckerberg, the founder of Facebook.

Gary Vaynerchuk has posted more than 4.800 videos on his official YouTube channel by 2024. Most of Gary Vaynerchuk's videos feature himself and other guests. Although the video's subjects are broad, they mostly discuss entrepreneurial mindsets, business opportunities, and advice on getting rich.

Out of many videos posted on Gary Vaynerchuk’s YouTube channel, the writer finds one particular video that draws the writer's attention to the subject of the study. *The World is Abundant, Stop Holding Yourself Back | London Keynote 2021* is a 40-

minute long video of Gary Vaynerchuk as the only speaker who seems to swear a lot in his speech towards business owners using one-way communication. The writer chose this video because Gary Vaynerchuk seems to be able to connect with the audience more intimately.

In the video, motivator Gary Vaynerchuk as the only speaker in the room, gives a motivational speech to business owners in London. Gary Vaynerchuk starts by describing his harsh childhood when he was an immigrant from a former Soviet country who came to the United States with his family at a very young age and in poor condition. Gary Vaynerchuk continues by telling about the experiences he had when taking responsibility for the mistakes that his team had made. Finally, he tells about the relationship with his father back in the early days, who is seemingly captured as a contradictory example, an unwise person who is stingy with knowledge and seeks to fight over random people. Gary Vaynerchuk tells the audience about the importance of understanding technology, and when to take advantage of a trend, describing the concept of branding, and inspiring the audience to create content that meets the viewer's needs using his own experience. Gary Vaynerchuk encourages the audience to adopt a mindset of abundance and follow their passions without holding back, focusing on their success and personal growth. (Vaynerchuk, 2021).

Based on the writer's brief observation of the 40-minute-long video, it looks like Gary Vaynerchuk swears a lot when giving his motivational speech. Some of the examples are, *"You fucking hired Johnny and Sally"*, *"oh shit"*, *"cut that shit out"*, *"fucking eating"*, *"fucking fuckers"*, etc (Vaynerchuk, 2021).

## **1.2 Statement of the Problem**

The frequent use of the swear-words by a motivator is certainly uncommon. This makes the writer wonder whether indeed Gary Vaynerchuk has used many swear-words and what the swear-words are used for. Therefore, this thesis is going to answer the following research questions:

1. What swear-words are used by motivator Gary Vaynerchuk in the video titled *The World is Abundant, Stop Holding Yourself Back / London Keynote 2021* and what patterns do they have in common?
2. What are the functions of the swear-words used by motivator Gary Vaynerchuk in *The World Is Abundant, Stop Holding Yourself Back | London Keynote 2021*?
3. What social factors govern the use of the swear-words by motivator Gary Vaynerchuk in *The World Is Abundant, Stop Holding Yourself Back | London Keynote 2021*?

### **1.3 Purpose of the Study**

The writer conducts this study to find out what swear-words are used by Gary Vaynerchuk, what the functions are, and what social factors influence the use of the swear-words in the video titled *The World Is Abundant, Stop Holding Yourself Back | London Keynote 2021* (Vaynerchuk, 2021).

### **1.4 Significance of the Study**

By conducting this study of swear-words, the writer wants to provide readers with more insights into identifying the function of swear-words and the social factors that made them up. The writer hopes that this study will encourage readers to learn more about understanding language use in sociolinguistics, especially the purpose of swearing. Furthermore, the writer expects that the study would encourage more research on studying swear-words.

### **1.5 Scope and Limitation**

The scope of this study is Sociolinguistics, focusing on the classification of social factors and swear-words functions used by the motivator in delivering speech. This study has two limitations, the first limitation is that the writer will focus on the utterances delivered by Gary Vaynerchuk during the speech. The writer will use Holmes's (2013) theory of social factors and social dimensions. The second limitation is the swear-words. The writer will use Ljung's (2011) theory of swear-word functions. The writer must observe the context of each swear word by looking at the social factors from Holmes (2013) which covers the subject, the setting, the topic, and the functions to identify the swear-words functions correctly.

## **1.6 Definition of the Key Term**

The writer uses one key term in this study. The definition presented below is meant to assist readers in understanding the following terms:

- a. Sociolinguistic Study: An analysis that examines the linguistic identity of social groups, social attitudes to language, the patterns and needs of national language use, the social basis of multilingualism, and so on (Crystal, D., 2008).
- b. Swear Word: Words that have the potential to be offensive, inappropriate, objectionable, or unacceptable in any given social context (Fägersten, B., 2012).
- c. Swear Word Functions: The various roles or purposes that swear words serve within language, including expressing emotions, releasing stress, social connection, claiming dominance, challenging norms, capturing attention, and emphasizing language (Ljung, 2011).
- d. Units of Utterances: Chunks of talk or speeches that are marked off based on tunes, stress, silence, and meaning of the variety of the sentences and clauses (Traum, D. R., & Heeman, P. A., 1996).

## **1.7 Organization of the Study**

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