MEN'S LANGUAGE FEATURES USED
AND LANGUAGE FUNCTIONS APPLIED
IN ELON MUSK AND JACK MA'S DEBATE

THESIS

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Abstract

Pratama, A. S. R. (2022). *Men's Language Features Used and Language Functions Applied in Elon Musk and Jack Ma's Debate.* English Department, Faculty of Arts and Humanity. UIN Sunan Ampel Surabaya. Advisor: Prof. Dr. A. Dzo'ul Milal, M.Pd.

Keywords: men's language features, language functions, debate.

This thesis investigates the men's language features used and language functions applied by Elon Musk and Jack Ma in the debate. The researcher used descriptive qualitative methods to analyze this research. Descriptive qualitative methods attempt to describe, interpret, and explain conditions. The data are from the debate video by Elon Musk and Jack Ma in Shanghai, China, at the World Artificial Intelligence event. The researcher uses a transcript of the video to analyze the speakers' language features and functions. The data were analyzed using Jennifer Coates' (2004) theory of men's language features and the theory of language functions by Roman Jakobson (1960). This study analyses the conversations in the debate transcript.

In this study, data on men's language features found as many as: 8 data from topic choice type, 21 from monologue and playing the expert type, 5 from question type, 11 from verbal sparring type, and 19 from turn-taking type. Then the total data found by men's language features is 64 data. From the entire data found, it can be concluded that Elon Musk and Jack Ma often use the monologue and playing the expert's feature. Thus, they frequently play the role of an expert in what they say in a conversation. In addition, since they are very good at explaining the points they are good at, it makes them succeed in getting a turn in the conversation, so then each of them is able to hold the floor of the conversation when they get their turn.

From the theory of language functions by Jakobson (1960), the researcher obtained detailed data: 28 of the referential function of language, while 5 data were found from the poetic function of language, then on the emotive function of language, the researcher found 19 data, from the conative function of language 9 data were found, but on the data of the phatic function of language the researcher did not find any data on the subject of this study. The last language function is the metalingual function, which is as much as 3 data. Therefore, from the total language function data, we can sum up as many as 64 data found by the researcher. Based on the entire data language functions found, it can be concluded that in this study's data, referential functions seem to have the most frequency in conversations between Elon Musk and Jack Ma. It indicates that the language or utterances they use more often aim to convey or present information to the interlocutor.

Abstrak

Pratama, A. S. R. (2022). *Fitur Bahasa Pria yang Digunakan dan Fungsi Bahasa yang Diterapkan dalam Debat Elon Musk dan Jack Ma.* Program Studi Sastra Inggris, Fakultas Adab dan Humaniora. UIN Sunan Ampel Surabaya. Advisor: Prof. Dr. A. Dzo'ul Milal, M.Pd.

Kata kunci: fitur bahasa pria, fungsi bahasa, debat.

Tesis ini menyelidiki fitur bahasa pria dan fungsi bahasa yang digunakan oleh Elon Musk dan Jack Ma dalam Konferensi Debat. Peneliti menggunakan metode deskriptif atau kualitatif untuk menganalisis penelitian ini. Maka, peneliti mendeskripsikan, menginterpretasikan, dan menjelaskan kondisi pada studi ini. Data yang digunakan merupakan video konferensi debat Elon Musk dan Jack Ma di Shanghai, China, pada acara konferensi *World Artificial Intelligence*. Peneliti menggunakan transkrip video untuk dianalisis tentang ciri kebahasaan dan fungsi bahasa yang digunakan oleh penutur. Data dianalisis menggunakan Jennifer Coates (2004), teori fitur bahasa pria dan teori fungsi bahasa oleh Roman Jakobson (1960). Penelitian ini berfokus pada menganalisis percakapan dalam transkrip konferensi debat.

Dalam penelitian ini peneliti menemukan data fitur bahasa pria sebanyak: 8 data dari fitur pemilihan topik, 21 dari tipe monolog dan bermain sebagai ahli, 5 dari tipe pertanyaan, 11 dari tipe perdebatan lisan (verbal sparring), dan 19 dari tipe pengambilan giliran (turn taking). Maka total data yang ditemukan oleh fitur bahasa pria adalah 64 data. Dari total data yang ditemukan, dapat dikatakan bahwa Elon Musk dan Jack Ma lebih sering menggunakan fitur bahasa pria dalam jenis monolog dan bermain sebagai ahli. Mereka sangat sering memainkan peran sebagai ahli dalam apa yang mereka katakan dalam percakapan. Dikarenakan mereka sangat pandai menjelaskan tentang poin-poin yang mereka kuasai, itu membuat mereka berhasil mendapatkan giliran dalam percakapan, sehingga masing-masing dari mereka mampu menahan pembicaraan ketika mereka mendapatkan giliran untuk beberapa menit.

Dari teori fungsi bahasa Jakobson (1960) peneliti memperoleh data rinci sebagai berikut: 28 dari fungsi referensial, sedangkan 5 data ditemukan dari fungsi puitis, kemudian pada fungsi emotif, peneliti menemukan 19 data, 9 data ditemukan dari fungsi konatif bahasa, tetapi pada data fungsi fatis, peneliti tidak menemukan data subjek bahasan penelitian ini, dan fungsi bahasa yang terakhir adalah fungsi metalingual, yaitu sebanyak 3 data. Dari total data fungsi bahasa tersebut, dapat dijumlahkan sebanyak 64 data yang ditemukan oleh peneliti. Berdasarkan total data fungsi bahasa yang ditemukan, dapat menyimpulkan bahwa dalam subjek penelitian ini, fungsi referensial tampaknya memiliki frekuensi paling banyak dalam percakapan antara Elon Musk dan Jack Ma. Hal ini menunjukkan bahwa dalam konferensi debat ini, bahasa atau tuturan yang mereka gunakan lebih sering digunakan dengan bertujuan untuk menyajikan atau menyampaikan informasi kepada lawan bicaranya.

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CHAPTER I

INTRODUCTION

This chapter presented the study's background, objectives, significance, the scope of limitation, and definition of the key terms conducted by the researcher.

1.1 Background of the Study

Humans are created in different sex, which is the men and women. This diversity not only brings differences in their attitudes but also in how they communicate. But before we dive deeper into this understanding, we must first understand the difference between the terms sex and gender. Joy (2007, p. 4) states that "Sex is a multidimensional biological construct that includes anatomy, physiology, genes, and hormones that together create a human "package" that affects how we are labeled." Thus, an understanding of sex can be drawn that is an identity that has been determined when humans are born based on the anatomy or visible reproductive organs. As we generally know, the penis signifies male-sex, and the vagina means female-sex. So it can be concluded that humans are born with two sexes, namely male and female.

While the term gender according to Joy (2007, p. 5) it is stated that "gender is a social construct that is culturally based and historically specific, it is constantly changing. Gender refers to the socially prescribed and experienced dimensions of "femaleness" or "maleness" in a society, and is manifested at many levels." So it can be concluded that the term gender refers to the characteristics or identity-feelings that exist in humans. For example, male: masculine, dashing, and strong.

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While female: feminine, gentle, and elegant. A male can have the characteristics of a female, and vice versa.

Thus, it can be concluded that the difference between the two terms is that sex refers to the identity of the reproductive organs exists in humans from their birth, while gender refers to the characteristics of human "fe/maleness" which can be formed from social construction or other aspects.

However, this study focuses its discussion on the term gender. These gender differences affect the way humans speak. For example, communication differences based on gender. Between men and women. Pierce (n.d. p. 11) says that men were more likely to use a 'report' communication style, while women tend to use a 'rapport' communication style. Report style here means that the men use expressions containing facts and data to find solutions to problems and put personal information aside. Meanwhile, women tend to share more personal information for relationship-building purposes, called the rapport style. Furthermore, it can be concluded that in terms of gender differences, a difference can also be found in the use of language style and the purpose of communication itself.

Since humans are classified into two genders: man and woman, these differences are not only about their gender but also their mindset, way of speaking, and even their behavior. Then, if we are concerned about the communication side, men and women do not exactly speak the same way in their society. Accordingly, we can agree that among them must have; a choice of language or diction, speaking style, and different ways of information retrieval.

Suppose we pay attention to the environment around us. In that case, we can categorize that men are more into aggressive language and more displaying masculinity, while women are more interested in talking about gossip. So, we begin to know the terms language and gender from here. Nordquist (2019, p.1) states that language and gender is a research field that studies various speeches related to gender and sexuality.

Holmes (2013) suggested that men use less standard speech/linguistic forms than women, while women use more standard than men because they are more status-conscious than men. If we pay attention to our social environment, men are generally on a "higher" status/ social class than women. It is because men have more of a figure as a leader, the holder of household control, and decisive. While women in society usually prepare for their husbands, it can be her child first than herself.

If we pay attention to the communication side, it cannot be separated from the language they use. Then here, language plays a vital role in human communication. It is stated by Wardhaugh (2005), "When two or more people communicate with each other in speech, we can call the system of communication that they employ a code." From Wardhaugh's explanation, it can be interpreted that the code will be something we may also be about to call the term language, and language is something that plays an essential role for humans and society because if there is no language, they will have difficulty in communicating or even socializing. Furthermore, in terms of linguistics, the explanation above can

be categorized as Sociolinguistics, a branch of linguistics that deals with language and society or social point of view.

Language can connect one person to another. Besides that, language likewise has functions to give an impression and significance to each expressed word. Jakobson (1960, p. 3) stated that language must be investigated in all its varieties of functions. It aims to allow the physical channel and psychological connection between the addresser and the addressee to enter and remain in communication.

Coates (2013, p. 3) states that "gender differences of all kinds fascinate people, and so it is not surprising that there is curiosity about how women and men talk and whether there are linguistic gender differences." Coates' (2013) mentioned that one of the reasons why the researcher conducted this research, which is about curiosity about how men and women communicate differently. Apart from the researcher's curiosity, the interest in human communication and the diversity of language features also significantly motivates the researcher to carry out this research.

The debate is considered significant in this study because there is a correlation between the use of language features and functions of the utterances that occur during the debate. For example, when there is a case where one speaker wants to explain what he is good at, it can be categorized as the use of man language features, namely Monologue and Playing the Expert. Then, the selection of the two speakers as research data subjects was due to obtain a clear context and situation in the communication. So that clear and structured data can be obtained.

Here the researcher has analyzed men's language features and the functional language used by Elon Musk and Jack Ma in the debate.

To support this research, the researcher found several previous studies to identify the gap to create this research and get a picture of the content of the problem in this study, and avoid the similarity of the analysis with other studies. The previous studies included the first is the study entitled Nicki Minaj's Comments in American Idol Season 12: An Analysis of Women's Language Features by Chandra & Yulia, 2018. It is explained that this research focuses on two issues. That is "how the language used by Nicki Minaj in American Idol Season 12 conforms to women's language features" and "what possible factors cause the absence of women's language features in Nicki Minaj's comments to the contestants of American Idol Season 12." This study uses Lakoff's theory of women's language features as the guidelines to analyze the data. The findings found that female language traits that appear in Nicki Minaj's comments are intensifier, empathic stress, filler, rising intonation, and lexical hedge. While the features that did not appear in his speech were: question tag, 'empty' adjective, precise color term, 'hypercorrect' grammar, 'superpolite' form, and avoidance of strong swear words. The absence of these features is made possible by several factors such as: the father's speech, ethnicity, community of practice, and different social psychological perceptions.

Then the next researcher found a study entitled Language Features and Language Functions of The Selected Men and Women Characters in Aladdin Movie 2019 by Dharma (2021). In this study, Dharma focuses the research on the

two features of the language, namely, men and women. In addition, Dharma also uses films as research subjects. With a qualitative descriptive approach, Dharma uses two theories in the research: men's language features from Coates (2004) and women's language features from Lakoff (1975). In this study, it was found that male characters use five features of men's language. There are 39 data of male characters in the film, which are included in the monologue playing the expert. That said, the male characters want to take turns holding the floor and talking about a subject on which they are experts.

In women, symbols use the eight features of women's language. There are 39 utterances of female characters in the film, which are included in rising intonation. The most dominant trait in female characters is increased intonation because women are expressive beings. In addition, the researcher found five language functions in the statements of male and female characters.

With a total of 82 utterances using language functions, it was found that the language functions mainly used by male and female characters are emotive and referential. This indicates that men use reference functions to clarify or describe the situation. In comparison, the female characters in the film use the emotional function to convey their feelings or emotions.

The third study the researcher found is a study entitled An Analysis of Woman Speech Features Used By Bella Swan in Twilight Breaking Dawn II Movie by Muhu, Suhartini, & Agustina (2020). This study analyzes the woman language features used by Bella Swan in the film Twilight Breaking Dawn II. The

researchers of that study used the theory of Lakoff (1975) and Holmes (1986) to answer the research questions and help the researcher analyze the data.

Based on the findings, there were eight out of ten women's speech features from Bella utterances were found in the movie; they were lexical hedges/fillers, tag questions, rising intonation, 'empty' adjectives, intensifiers, emphatic stress, 'hypercorrect' grammar, and ' superpolite' forms. Meanwhile, avoidance of strong swear words, and precise color terms were not found in the movie.

Another research is a study entitled Language Functions in Hillary Clinton's Speeches on YouTube by Syaputri & Dwi (2018). In this study, the researchers identified and described the types of language functions found in the speech of a lawyer and former first lady of the United States, Hillary Clinton, on YouTube. Using a theory similar to this study, Syaputri & Dwi used Jakobson's theory of language functions to base their research. Their study found that all the utterances in Hillary Clinton's speech contained all language functions. Thus, Syaputri & Dwi conclude that Hillary Clinton instilled all language functions to ensure that her speech could be understood and understood by all listeners.

Then research with a related focus is entitled Speech Features used by Men Characters in Bohemian Rhapsody Movie conducted by Pahlevi (2019). Pahlevi's study (2019) investigated the speech features used by male characters, with the research subject being a film entitled Bohemian Rhapsody. Pahlevi (2019) used a qualitative descriptive approach to process the data in this study. In this study, Jennifer Coates's theory underlies the data identification process.

Then the following study that the researcher found is entitled A Language Function: the Analysis of Conative Function in Meghan Markle's Speech by Kanaza (2020). This study analyzes the language functions used in Meghan Markle's speech. In addition, Kanaza aims to determine what type is the most dominating among the other types. This study used qualitative methods and Jakobson's theory of language functions to analyze all the data obtained.

The last study found by the researcher was a study that focused on women's language features by Rawanita (2019). In a study entitled An Investigation Toward Women's Language Features in Casual Conversation, Rawanita uses voice recordings from participants' social interactions. Using Lakoff's theory, Rawanita investigates each function of women's language features.

More attention has been paid to investigating men's language features or language functions in movies, podcasts, speech and talk shows. Moreover, there is still a lack of studies with related theories that use data subjects in the form of conversations or debates between two men. Here, the previous study lacks attention in analyzing men's language features in debate. In addition to finding the different language features that occurred in men, the researcher also investigated language function.

The researcher thinks that selecting the two theories makes it easier to understand. In addition, the correlation between language functions and features can lead people to understand the meaning and context when they utter particular language features. This research will focus on the dialogue expressed by Elon Musk and Jack Ma who are very well known for their wealth, achievements, and

inventions. They are businessmen and inventors whose names often cross domestic and overseas news.

Those two men are proper in this study because, from the researcher's point of view, Elon Musk and Jack Ma Two people who meet the criteria for sex-male and gender of maleness, so this can allude to the stereotypical side of male/men in the community. Meanwhile, the stereotype about men such as that men tend to be competitive rather than cooperative, and they always have to be strong and masculine. Men's language is more likely to be dominant, look more muscular, and in certain situations, intimidate their opponents. They hate to be seen as a weak person. Male solidarity is about an agreement of feeling or action. So that brought the researcher to thoughts like how language features these two men with the same level of use.

Moreover, the reason for choosing the two men as data subjects is because if they are at the same level, they can support the sentence that 'men tend to be competitive rather than cooperative' above. In addition, in a debate, equal knowledges and skills are needed in order to be able to discuss a topic of conversation based on the point of view of each speaker. Thus, the selection of speakers on the basis of the same level is considered appropriate to be used in this study.

Because of their background stories, life struggles, successes, and equal achievements, the interaction between the two of them are fascinating from the point of view of the researcher to analyze their conversations, that is about the men's language features and also about what language functions they often use in

their debate. Therefore, based on the explanation above, the researcher intends to analyze types of men's language features through their debate using Jennifer Coates (2004) and Roman Jakobson's (2013) theory.

1.2 Objectives of the Study

1. What are the types of men's language features used by businessmen Elon Musk and Jack Ma in their debate?

2. What are the functions of language used by those two businessmen while communicating in their debate?

1.3 Significance of the Study

This research aims to provide readers with new and more in-depth knowledge about men's language features and the function of language in communication. This research is theoretically based on the theory of Jennifer Coates (2004) and Roman Jakobson (1960) and also leads to the field of sociolinguistics in studying language with society. In addition, the researcher hopes there will be a more varied debate to help readers recognize and understand the men's language features and the language functions used by the speakers more broadly.

The researcher also hopes that this research can provide fundamental knowledge or an interesting foundation for researchers interested in similar topics to develop their research further. Then the last hope from the researcher is that this research can give a lot of benefits for readers and better understand men's language features and language function.

1.4 Scope of Limitation

The researcher used video transcripts of the Elon Musk and Jack Ma's debate as research data in this study. The researcher limits the research subject until the subject or research data is considered sufficient for concluding. The data is in the form of utterances listed on the video transcript, indicating men's language features. Then the researcher identified the language functions used by the speaker. Data limitation is done by focusing the dialogue on video transcripts with the criteria of the study's focus, which helps the researcher conduct this research. So that researcher can focus on the problems and conclusions of this study.

1.5 Definition of the Key Terms

a) **Men's Language Features:** The features or characteristics used by men for communication to show their identity to be accepted in society.

b) **Language Function:** The tool or system of human interaction that aims to channel the meaning, purpose, or context of the conversation.

c) **Debate:** Discussion or exchanging opinions on a matter by giving each other specific reasons to maintain each other's views, which is carried out openly (with the media or masses).

CHAPTER II

REVIEW OF RELATED LITERATURE

The researcher has presented theories to analyze the study's problems and support this research to answer the research questions discussed in the previous chapter. The theories related to this research include; men's language features by Jennifer Coates (2004) and language functions by Roman Jakobson (1960).

2.1 Men's Language Features

Men's language features are fairly common fields in sociolinguistics language and gender. In sociolinguistics: language and gender, men's language feature deal with differences in pronunciation and speech between men and women when they communicate. Coates (2004, p. 6) states, "a woman tends to speak with uncertainty and unassertive." So it can be concluded that men speak more with certainty and more assertively than women do. "This kind of tendency is different from the way how a man talks or shares their thoughts with others. Man tends to speak directly without any doubt." also stated by Coates (2004, p. 6).

Moreover, "man tends to speak competitively rather than cooperatively" Coates (2004, p. 133). "Man uses swear words more often than a woman does" Coates (2004, p. 13). From this, we can conclude that men often use swear words and competitive styles in communication more than women. According to the researcher's theories, there are several types of Men's Language that which researcher can interpret in the Men's Competitive Style sub-chapter in The Book

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entitled Women, Men and Language A Sociolinguistic Account of Gender

Differences in Language by Jennifer Coates (2014). Those are :

2.1.1 Topic Choice

Topic choice is an essential thing in communication because communication

can be realized from this. But there are differences in the topic choice made by

men and women when communicating. According to Coates 2004, "Men usually

do not talk about their personal life or issues. They are more interested in a

general topic they like, such as current affairs, modern technology, or sport and

cars" Coates (2004, p. 133). On the other hand, Men avoid self-disclosure and

prefer to talk about more impersonal topics such as vehicles, technology,

modernity, etc.

2.1.2 Monologue and Playing the Expert

According to Coates 2004, "Women tend to avoid the role of an expert in

conversation" Coates (2004, p. 134). There is a monologue and playing the expert

in men's language, which means he became one speaker that holds the floor in

communication. He was also playing the expert, which means another speaker

would take turns holding the floor in conversation. Men dominate the

conversation more about a subject on which they are experts. An example of this

section can be seen in the chat below:

Coates (2004) found the following:

> Cos you know we've got BT internet at home (mhm) and I've set it
> up so that. Um through the BT internet WAP portal so that Kate can
> read. Her email that she gets. Um on her phone (oh right) which is
> qui- which is quite useful if you're kinda not behind a computer but
> I was musing the other day on. On how funny it is that the sort of
> graphics you get on WAP phones now. Is like you used to get on
> the ZX81 (yeah) and everyeverything's having to adapt to that kind
> of LCD based stuff (that's right) um computers have got to the point
> they've got to. And now we've gone all the way back with WAP
> technology . . . Coates (2004 p.134).

The example above clearly illustrates how a man speaker feels attracted to
hold the floor on communication for a while. In addition, when a man uses this
feature, it can be seen that they look like he is doing a monologue.

2.1.3 Questions

According to Coates 2004, "men speakers frequently use questions as a way
of handing over the conversational floor to another speaker" Coates (2004 p. 135).
In this variation related to playing the expert, men in communication tend to start
a conversation or even provoke others to explain what he is good at. We can see
an example of this section in the chat below:

> Rob: did you know about the Pennsylvania experiment?
> Peter: no, tell me about it
> [Rob starts talking about the Pennsylvania experiment]… Coates
> (2004, p.135).

Based on the explanation above, it is clear that questions play an important
role in turn-exchange when communicating. In other words, male speakers use
this feature to hand over the conversation floor with other speakers to talk about
what they are good at.

2.1.4 Verbal Sparring

It is an argumentative debate when a man has opposing views and starts arguing with the other person when man speakers have contrasting opinions and discussions. However, not all men always talk, consisting of a monologue or a series of long turns in their communication. As mentioned by Coates (2004), "But not all-male talk always consists of monologues or a series of long terms. Often, it takes the form of an exchange of rapid-fire turns", Coates (2004, p. 135). An example of this part can be seen in the chart below:

> Ray: crate!
> Sam: case!
> Ray: what?
> Sam: they come in cases Ray not crates
> Ray: oh same thing if you must be picky over every one thing
> Sam: just shut your … Ray!
> Ray: don't tell me to … (. . .)
> Sam: I'll come over and shut yo-… Coates (2004, p. 135).

As seen in the dialogue above, Ray has a different opinion on something that shouldn't be happening, making the communication happen as if there is verbal sparring.

2.1.5 Turn Taking

This feature refers to the process of determining the turn to speak and can also be called the jam session model. In contrast with women, men usually choose a one-at-a-time model of turn-taking. Overlap is interpreted as deviant, as an attempt to grab the floor. According to Coates, 2004 she claims that "men speakers tend to a one at a time model of turn-taking its called overlapping model" Coates (2004, p. 136). As we can see an example of this section in the chat below:

Ed: he's I mean he's like a real artsy fartsy fag (. . .)
Ed: and he sits next to the ugliest-ass bitch in the history
Ed: of the world and...
Bryan: ...and they're all hitting on her too, like
Ed: I know it's like four homos hitting on her
Bryan: four guys hitting on her… Coates (2004, p. 137).

The example conversation above shows the two men overlapping their conversations as they compose a story, which occurs at points in the discussion where they become noticeably excited.

2.2 Language Function

Language has many roles, and communication involves language. As an example stated by Jakobson (1960). It is noted that there are six factors needed in communication, such:

1) Addresser: (speaker, encoder, emitter, poet, author, narrator).

2) Addressee: (decoder, hearer, listener, reader, interpreter)

3) Code: (system, language)

4) Message: (the text, the given discourse)

5) Context: (referent)

6) Contact: ("a physical channel and a psychological connection between

speaker and addressee"), Jakobson (1960 p. 353).

Jakobson (1960) found the following:

A MESSAGE is sent from the ADDRESSER to the ADDRESSEE. In order to be operative, the message must have a CONTEXT referred to (the "referent" in another, somewhat ambiguous nomenclature), understandable by the addressee, and either verbal or capable of being verbalized; a CODE fully, or at least partially, common to the addresser and addressee (or, in other words, to the message's encoder and decoder); and, finally, a CONTACT, a physical

channel and psychological connection between the addresser and the addressee, enabling both of them to enter and stay in communication (p. 353).

Based on Jakobson's theory, language functions can be categorized as below:

2.2.1 Referential Function

The referential function is when language functions to talk about a problem with a particular topic. "This function is the leading task of numerous messages. The accessory participation of the other functions in such messages must be taken into account by the observant linguist." Jakobson, (1960, p.353). The referential function is oriented to the context of the communication. This function aims to provide or transmit information about the speaker's ideas to their interlocutors. From the researcher's interpretation, the referential function of the language is if there is a conversation that refers to the content or context points of the conversation.

2.2.2 Poetic Function

When we convey a certain message or mandate, the language function can be categorized as a poetic function. "Poetic function is the function towards the message as such, focus on the message for its own sake" Jakobson, (1960, p.354). Of course, the poetic function cannot be studied productively without coming into contact with the general problems of language. But on the other hand, scrutiny of language requires thoroughly considering its poetic function.

2.2.3 Emotive Function

This function is focused on the addresser and "aims at a direct expression of the speaker's attitude toward what he is speaking about" Jakobson (1960, p.354). Therefore, it is oriented to the addresser, which is the speaking person.

2.2.4 Conative Function

Orientation toward the addressee, Coates (1960, p. 353). This function is addressee-oriented. The conative function influences behavior. Or in other words, through this function, the speaker tries to make the addressee do something related to the speech. So, we only need to focus on the speaker's speech in this function. If the utterance shows an 'addressee to do something,' we can conclude it is a conative function.

2.2.5 Phatic Function

The phatic function is like when we speak, but only for the purpose of making contact with other people. Phatic functions are used to communicate or establish contact between participants before receiving or sending messages. "Therefore, this function indicates the speakers to show the sociability to the hearer." Jakobson, (1960, p.353).

2.2.6 Metalingual Function

The metalingual function is that when humans speak, they tend to use a certain language to talk about or explain language. This function is intended to refer to the nature of the interaction and focus attention on the code. "Whenever the addresser or the addressee need to check whether they use the same code,

speech is focused on the code: it performs a multilingual function." Jakobson

(1960, p.356). Like the example below:

Found by Jakobson (1960),

> 'The sophomore was plucked ' 'But what is plucked?' 'Plucked means the same as flunked.' 'And flunked?' 'To be flunked is to fail an exam.' 'And what is sophomore?' persists the interrogator innocent of school vocabulary. 'A sophomore is (or means) a second-year student' (p. 356).

The conversation above only conveys information about the lexical code in

English; This function is called metalingual.

CHAPTER III

RESEARCH METHODS

The researcher in this chapter presents the research methods he uses in collecting and processing data. It consists of; research design, data collection, research data, data source and subject of the study, instrument, data collection technique, and data analysis.

3.1 Research Design

The researcher used descriptive qualitative methods to analyze this research. Descriptive methods are attempts to describe, interpret, and explain conditions. The descriptive study describes facts, characteristics, and relationships among the phenomena being observed systematically, factually, and accurately (Nazir (1988). The qualitative method is when the research focuses on analyzing word data rather than calculating data or static data.

The data were analyzed using Jennifer Coates' theory of men's language features and the theory of language functions by Roman Jakobson. This study focuses on analyzing the conversations in the debate's transcript, which means this research will examine a text. In this chapter, we can find out how the researcher obtained and organized the research data.

3.2 Data Collection

This section explains the methods used by the researcher to collect data. The researcher's methods or steps include; research data, data source and subject of the

study, instrument, data collection technique, and data analysis, which we can

consider below.

3.2.1 Research Data

The data source of this research is the debate by Elon Musk and Jack Ma,

which was published by Space News Pod's YouTube channel in 2019 and had

47.51 minutes duration. The research data also displays the dialogue or quotes

from the transcript of the debate, which contains language functions and several

types of men's language features, which are the focus of this research.

3.2.2 Data Source and Subject of the Study

The data source is the debate video by entitled *Jack Ma and Elon Musk hold*

debate in Shanghai. The researcher uses a video downloaded from the New China

TV YouTube channel, uploaded on 2020, and the video is 46:53 minutes long.

From the following YouTube link,

https://www.youtube.com/watch?v=f3lUEnMaiAU.

Due to the research data in the form of videos, the researcher uses a

transcript of the video to be used by the researcher to analyze the language

features and functions used by the subject. The subject of the study is the two

people in the debate, Elon Musk and Jack Ma.

3.2.3 Instrument

The main instrument of this research is the researcher himself because he is

the only instrument with a prominent role in this research in analyzing the data.

The following instrument is the transcript of the debate's video. Besides that, the

researcher also supported some electronics stuff such as; laptops, smartphones, and USB flash disks. Data were collected by watching video debate and then processing the transcripts to clarify the research focus.

3.2.4 Data Collection Technique

In collecting and processing data, the researcher took the following steps :

1. The first researcher watched the video by Jack Ma VS Elon Musk Billionaires Debate held in Shanghai, China, at the World Artificial Intelligence event as a data source from beginning to end. Then the researcher tried to understand in detail the context of the conversation in the scene, especially the linguistic elements and language functions.

2. Next, the researcher creates or searches for video transcripts. Then the researcher collected data on the transcript according to the focus of the study to facilitate the analysis of this research.

3. Then, the researcher understands the situation in which the speaker is speaking. The researcher tries to understand the situation or condition of the research subject in order to understand the context of the conversation.

4. Last, the researcher collects and classifies data. Researcher collected data from video transcripts and then organized the data according to what was needed in the study. And lastly, the authors identify the data analyzed so that it can be concluded in this research report.

3.3 Data Analysis

In this session, the researcher provides the process of how the data is researched or analyzed. The researcher has conducted several procedures to obtain the expected data analysis results, including:

1. Identifying the Data

First, the researcher identified each utterance, word, and sentence using these theories; the men's language features by Jennifer Coates (2004) and the language functions by Roman Jakobson (1960). Then, to make it easier for the researcher to process the data, the researcher made a code representing each men's language feature or function. The codes are shown in the table below:

Table 3. 1:Table of the Codes of Men's Language Features

No.	Men's Language Features	Code
1.	Topic Choice	TC
2.	Monologues and Playing the Expert	MPE
3.	Question	Q
4.	Verbal Sparring	VS
5.	Turn-Taking	TT

Table 3. 2:Table of the Codes of Language Functions

No.	Language Functions	Code
1.	Referential	REF
2.	Poetic	POE
3.	Emotive	EMO
4.	Conative	CON
5.	Phatic	PHA
6.	Metalingual	MET

Furthermore, the researcher identifies the data by watching the video, reading the transcript thoroughly, and then marking by bold-ing the sentences that match the research data criteria on each men's language features or functions found, as shown in the figure below.

Figure 3. 1:Identifying the Data

2. Classifying the Data

Second, after the stage of identifying the data found from the transcript, at this stage, the researcher discusses and describes the researcher's interpretation of each data found in accordance with the men's language feature or language function. Moreover, the table below was created to classify the data to make it easier for the researcher to process the data found.

Table 3. 3:Data Analysis Table

No.	Times	Data	Types		Interpretation
			Language Functions	**Men's Language Features**	
1.	00:27-00:38	EM : <u>What are you supposed to say um just</u> **things about AI** <u>perhaps okay let's see..</u> JM : Yeah the AI right you had a stutter as AI.	REF	TC	In that situation, Elon Musk offered about what things might be talked about for the first time. The topic choice of men's language feature can be found in the bold word, as we can see that Elon Musk decided to choose the topic of conversation about AI or Artificial Intelligence. Then Jack Ma agreed. According to the researcher's interpretation of this study, Elon Musk's choice of topics of conversation refers to Elon's background, which is a technology expert. So most likely on topic, Elon is very good at it. In this section, it can be seen that they will decide to discuss AI or artificial intelligence.

3. Calculating the Data

   After classifying the data, the researcher calculates the total findings of each theoretical basis on the data using the table below so that the researcher can accurately provide the total data findings on the research subject.

Table 3. 4:Table of Total Data Found

No.	Types of Men's Language Features / Language Functions	Data Numbers	Amount
1.	TOPIC CHOICE (TC)	1, 15, 16, 20, 22, 27, 29, 31	8
2.	MONOLOGUE AND PLAYING THE EXPERT (MPE)	2, 3, 4, 5, 8, 9, 11, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 31, 32	21
3.	QUESTION (Q)	3, 4, 11, 17, 31, 32	5
4.	VERBAL SPARRING (VS)	6, 7, 10, 12, 14, 20, 22, 23, 25, 26, 32	11
5.	TURN TAKING (TT)	6, 7, 9, 10, 13, 14, 15, 16, 18, 19, 20, 21, 22, 25, 27, 28, 29, 30, 32	19
Total			64

4. Discussing the Data

   The researcher discusses the data found and identified to answer research questions. Then, the researcher explains the analysis that has been done based on the researcher's knowledge and experience. Finally, the researcher describes the types of men's language features and functions used by the two speakers at the debate.

5. Drawing Conclusions and Suggestions

Finally, the researcher concludes this study based on the analysis results and provides suggestions for readers and future researchers.

CHAPTER IV

FINDINGS AND DISCUSSIONS

In this chapter, the researcher presents the findings and discussions of this research that has been done. First, the researcher identified the types of men's language features based on Coates' theory (2004), and then language functions based on Jakobson's (1960) theory in the speakers' speech on this study's subject. Furthermore, the researcher describes those findings in the chapter below.

4.1 Findings

In obtaining and processing the data in this study, the researcher used two theories; The first is the theory of men's language features from Jennifer Coates. From Coates' theory, the researcher can classify the types of men's language features such as; topic choice, monologue and playing the expert, question, verbal sparring, and turn-taking.

Furthermore, the researcher also analyzed the data from the language function side apart from the language features. In terms of language functions, the researcher uses the theory of language functions from Roman Jakobson. The language functions include; referential, poetic, emotive, conative, phatic, and metalingual functions. Accordingly, the researcher observed the data by focusing on the characteristics of men's language features and language functions.

From the analysis of research data, it was found that all five men's language features by Coates (2004) occurred in debates, while in Jakobson's (1960) theory of language functions only five of the six language functions were found in debates. The monologue and playing the expert feature and referential function

28

are the most dominant occured, whereas conative function is not found in debate.

A more detailed explanation can be seen in the sub-sections below.

4.1.1 Men's language features used by Elon Musk and Jack Ma in the debate

In this study, the researcher finished obtaining data on men's language

features from the video debate by Elon Musk and Jack Ma, published by Space

News Pod's YouTube channel in 2019.
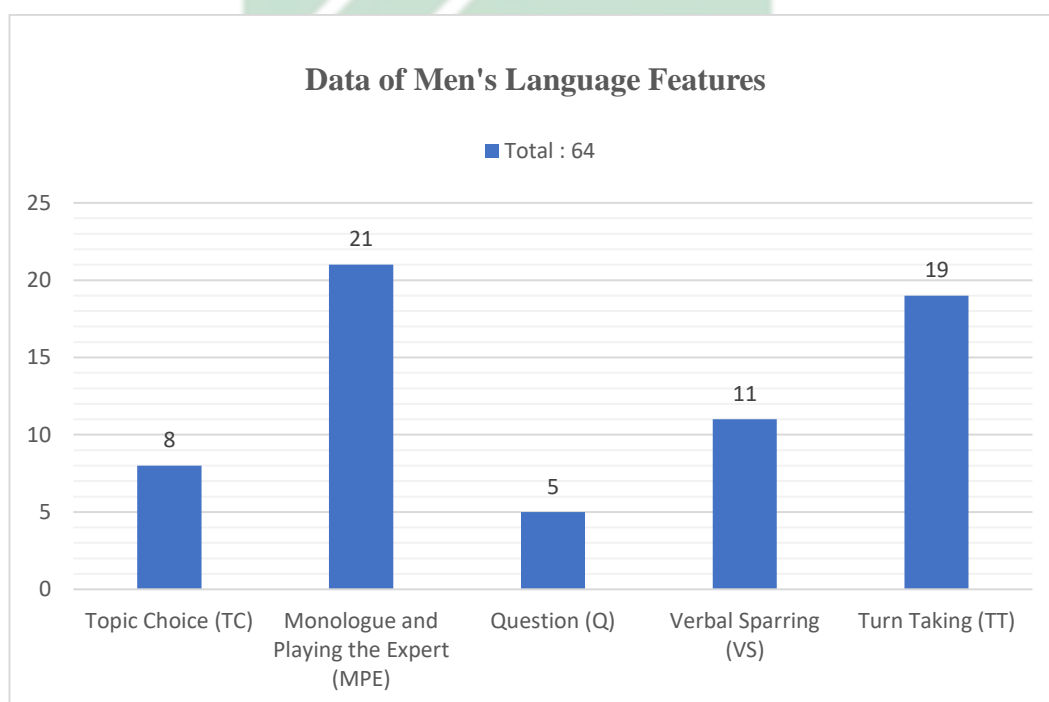
Figure 4. 1:Diagram of Men's Language Features

From the theory of men's language features by Coates (2004), the

researcher found as many as eight data from topic choice type, twenty-one from

monologue and playing the expert type, five from question type, eleven from

verbal sparring type, and nineteen from turn-taking type. Then the total data found

by men's language features is sixty-four, which we can see in the diagram above.

Based on diagram 4.1, it can be concluded that the monologue and playing the

expert feature is the most dominant that appears than the other four features. In contrast, the question is the feature that appears the least.

4.1.1.1 Topic Choice

A topic is something that cannot be separated from a conversation. The existence of a topic in a conversation significantly affects where the conversation will go. As previously mentioned by Coates, in contrast to women, men choose specific issues to discuss in a conversation. "Men usually do not talk about their personal life or issues. They are more interested in a general topic they like, such as current affairs, modern technology, or sport and cars" Coates (2004, p. 133). Men avoid self-disclosure and prefer to talk about more impersonal topics such as vehicles, technology, modernity, etc. We can see the data below :

Data 1

> EM: "What are you supposed to say um.. **just things about AI perhaps. Okay let's see..**"

In that situation, Elon Musk asked what things might be discussed for the first time. The topic choice of men's language feature can be found in the highlighted word, as we can see that Elon Musk decided to choose the topic of conversation about AI or Artificial Intelligence. Then Jack Ma agreed.

According to the researcher's interpretation of this study, Elon Musk's choice of topics of conversation refers to Elon's background, which is a technology expert. So most likely on this topic, Elon Musk is very good at it. So in this section, it can be seen that they will decide to discuss AI or artificial intelligence.

Data 2

> JM: "Job? Life?"
> EM: "Wait…, should… **I think it…, jobs haha(laugh)"**
> JM: **"Jobs or life? Jobs. Respect.. okay."**

Let us focus on Elon Musk's turn. In this situation, Elon Musk seems clear

that he chose work as the topic of his conversation with Jack Ma. From this

situation, it was evident that the topic choice of male language features applies.

Data 3

> JM: "…That's my life. **Oh.. let's talk about education I'm of quite a**
> **interesting about education.** Can we?"

Jack Ma seems to use the men's language feature in this data as the topic

choice of men's language feature. This feature can be found in the bold word data.

In that situation, Jack Ma very clearly suggested to Elon Musk to discuss another

topic, in the part where he said, "Oh.. let's talk about education. I'm of quite a

interesting about education."

Data 4

> JM: "… **China today we have 1800 new babies born every year,**
> **which.., which is not enough we need.., we need to have like**
> **much more than that.** But I think the best resources of the human
> …"

In the middle of his speaking turn, Jack Ma chose a specific topic about

the birth rate in his country, namely China. By the data above, that situation is

very reasonable because Jack Ma comes from China, and of course, he knows

about the population in his country. And the choice of the topic of the birth rate,

the researcher can interpret that the male language feature he uses is the topic

choice feature.

Data 5

> EM: "… So, obviously it's something like.., **like checkers was very easy to solve that.., that we could solve with with classical software, classical computing that not really all that challenging, and in fact there is a complete solution for checkers**...."

In the data above, Elon Musk chose a topic he felt he could convey. He

talks about chess. Furthermore, he said that chess is run using software operations.

By selecting these topics, Elon Musk could convey his opinion quite smoothly.

From this situation, it is sufficient to indicate that the speaker uses the topic

choice feature.

4.1.1.2 Monologue and Playing the Expert

The monologue and playing the expert in men's language features, which

means if the men became one speaker that holds the floor in communication. The

man was also playing the expert, which means another speaker would take turns

holding the floor in conversation. Men dominate the conversation more about a

subject on which they are experts. As data in this study, we can refer to the

findings below :

Data 6

> EM: "**I think generally people underestimate the, the capability of AI. This various things like.. such as.. smart human. But it's, it is truly much, it's gonna be much more than that. It's very much smarter than the smartest human**…"

Elon Musk started his opinion by briefly explaining that AI is much more intelligent than humans. And it was at that time that Elon began to the role as if he was holding the floor of the conversation because it seemed that he had mastered the conversation and gave a long explanation about it. Therefore, it can be categorized that he appears to use the men's language features of monologue and playing the expert.

Data 7

> EM: "… Well, t**hey mostly just care about other chimpanzees.., and this will be.., how it is more or less in a relative into impact if it's… if the difference is only that small that would be amazing. It probably is much much greater**…"

Elon seemed to master this topic. He is able to provide a detailed enough explanation so that he can hold the floor of the conversation on himself very expertly. But, again, it can be categorized that he seems to use the men's language features of monologue and playing the expert because of that.

Data 8

> EM: "… So, you know… **I think I always think like human speech to a computer will sound like very slow tonal-wheezing, there's kind of like whale sounds. …, yeah you know because what's our bandwidth like a few hundred bits per second basically maybe a few kilobits per second if you're gonna be generous…**,"

After a while, Elon Musk gave a detailed explanation of what he was good at. At this duration, he seemed to be about to end his part in the conversation. But he still seems to be using the monologue and playing the expert of men's language feature because he is still in control of the conversation just before he ends his part.

Data 9

> EM: "… **You know if you go back 40.., 40 years ago or 50 years ago maybe, you had pong that was just two rectangles in a square. Now you've got photorealistic real-time simulations with millions of people playing Simultaneously...**"

After Elon Musk managed to gain control over the conversation, the men's language features that can be found during Elon Musk's turn are the monologue and playing the expert of men's language features. The researcher can interpret this because, during the conversation, up to about three minutes, Elon Musk brought the conversation to the exact detail and seemed to really master what he was saying.

4.1.1.3 Questions

In this variation related to playing the expert, men in communication tend to start a conversation or even provoke others to explain what he is good at. According to Coates 2004, "men speakers frequently use questions as a way of handing over the conversational floor to another speaker" Coates (2004 p. 135). As we can see in the data of the researcher's findings below :

Data 10

> EM: "Maybe like…, **you know, if like can a chimpanzee really understand humans..?** not really. You know, they're just.., we just seem like strange aliens…"

In the conversation, Elon Musk gave one question to Jack Ma before being followed by a lengthy explanation by Elon Musk. Therefore, this section can be categorized as the question of men's language feature because Elon Musk starts a

conversation with a question to Jack ma to provoke about what Elon Musk is good

at so that he can explain what he knows in detail.

Data 11

> EM: "…**How come we've not found any aliens?** Those people out there think we've got aliens. Trust me I would no, we have not... Okay."

The data in bold words can be categorized as the question feature because

before Elon Musk continued his turn in the conversation, he slipped a question to

describe that he understood what he was going to say. Elon Musk's fascination

with outer space and everything about outer space brought him to that topic.

Data 12

> JM: "**So what new jobs will be created because of AI or has the change already stated? What do you think?** "I think why we needed that many jobs?"…"

Jack Ma occasionally uses the question men's language feature to trigger

some points he will make in bold words. So the researcher interprets that Jack Ma,

in this situation, uses the question type or men's language feature to initiate his

turn in the conversation.

Data 13

> JM: "Yeah.. so what knowledge or skills will be useful to master the future**, do you have any advice for young professionals who want to pursue a career in AI?**..., "Young professionals" I don't think we will have professionals or AI in the future…"

Before Jack Ma explained his opinion on his chosen topic, Jack Ma

slipped a question to start his explanation. After that, Jack Ma seemed to master

the conversation and the points he conveyed so that he could hold the floor of the

conversation for a relatively long time. From the situation in the data, the researcher indicates that the men's language feature used by Jack Ma is the question feature.

4.1.1.4 Verbal Sparring

As mentioned by Coates (2004), "But not all-male talk always consists of monologues or a series of long terms. Often, it takes the form of an exchange of rapid-fire turns", Coates (2004, p. 135). The researcher's interpretation of Coates' quote is about the argumentative debate when a man has opposing views and starts arguing with the other person when man speakers have contrasting opinions and discussions. However, not all men always talk, consisting of a monologue or a series of long turns in their communication. As we can see in the data below:

Data 14

> JM: "… **I'm not a tech guy, I think I'm all about life. I think AI is going to open a new chapter of the society of the world that people try to understand ourselves better rather than the outside world**…"

Jack Ma uses the verbal sparring of men's language feature, which we can notice in the bold dialogue. In the data, Jack Ma seems intent on conveying who he is. For example, in the sentence "I'm not a tech guy, I think I'm all about life." The researcher interprets that Jack Ma focuses his mind more on aspects of life than on technological aspects, unlike Elon Musk. So Jack Ma explained all his opinions based on aspects of life.

Data 15

> JM: Oh yeah,.. only you know the the zero point, zero-zero percent of the
>   prediction are right, they're right because by accident.
> EM: **Yeah but,. it's also true that 80% of statistics are false.**
> JM: Yeah so my meaning is…
> EM: It's a cold room, come
> on guys, it was a joke.

Elon Musk appears to use the verbal sparring of men's language feature, which we can find in the bold dialogue. In this situation, Elon Musk intends to provide a statistical result of a fact but seems to deny Jack Ma's explanation. At the same time, Elon Musk immediately clarified his point to the audience not to be too tense with the conversation to avoid offending each other. This can be seen in the underlined words.

Data 16

> JM: Good. **It's so difficult to secure the future of the earth but we can
>   secure the future of next 100 years. I am not the person that I
>   admire your courage for explore the Mars but I admire a lot of
>   people spend efforts on improving the earth.** … **And I'm not that
>   fan of the Mars because it's easy to go to the Mars when you go
>   on the top of the hills...**

In this situation, Jack Ma's opinion is quite contrary to Elon Musk's opinion. Previously Elon Musk mentioned that in the future, there would be a possibility that the earth will experience destruction or something terrible might happen on earth, so moving to Mars is one possible way out. Contrary to Elon Musk, Jack Ma argues that he does not admire Elon Musk's courage to go to Mars, but he does respect the many people who spend their efforts and time to improve the earth. From this, the researcher can conclude that between the two

conversations, Jack Ma used the feature of verbal sparring because he had an opinion opposing Elon Musk, which later became a debate.

Data 17

> JM: "… **You know all these are the creative things that make people live like a humans. Don't worry about machines for sure. We should understand one thing that man can never make another man, computer is a computer, computer is just a toy. Man cannot even make a mosquito. So we should have a confidence, computer only have chips, man have the heart, it's the heart where the wisdom comes from**…"

The men's language feature that Jack Ma seems to use is verbal sparring. We can find this in bold words. Jack Ma gives his opinion about computers (technology) in that section. From the researcher's interpretation, Jack Ma has a different view from Elon Musk regarding technology and how to respond to technological developments in the future. While Elon Musk views technology as "more" than humans, Jack Ma views technology as a "toy."

Technology lacks sympathy and empathy, unlike humans. So that's what makes humans higher than technology. From this, the verbal sparring of men's language features can be found in Jack Ma's sentence. In that part, Jack Ma's opinion indirectly has a contrasting view and is enough to provoke and raise arguments from Elon Musk.

4.1.1.5 Turn-Taking

This feature refers to the process of determining the turn to speak and can also be called the jam session model. According to Coates, 2004 she claims that "men speakers tend to a one at a time model of turn-taking its called overlapping

model" Coates (2004, p. 136). In contrast with women, men usually choose a one-at-a-time model of turn-taking. Overlap is interpreted as deviant, as an attempt to grab the floor. The data found on the turn-taking feature can be seen in the data below :

Data 18

> EM: "**Including that one?**"
> JM: "Oh yeah,.. only you know the the zero point, zero-zero percent of the prediction are right, they're right because by accident."
> EM: "**Yeah but,. it's also true that 80% of statistics are false.**"

In the bold dialogue, Elon Musk seems to want to interrupt and take over the conversation even though it is clear that Jack Ma is talking. What Elon Musk did can be categorized as turn-taking of men's language feature because in this feature, there is a process of determining the turn to speak in a conversation, and Elon Musk carries out that process.

Data 19

> EM: "**Yeah..(interrupting)**"
> JM: "Well, that's my view..(laugh)"
> EM: "**That's not how the works though.(interrupting)**"
> JM: "And also... "
> EM: "**don't… don't do it… (laugh)**"

Shortly before Jack Ma's turn ended, Elon Musk tried to take over the conversation, which we can see in the dialogue bold word. So, the researcher can conclude that Elon Musk uses the turn-taking of men's language feature in this situation.
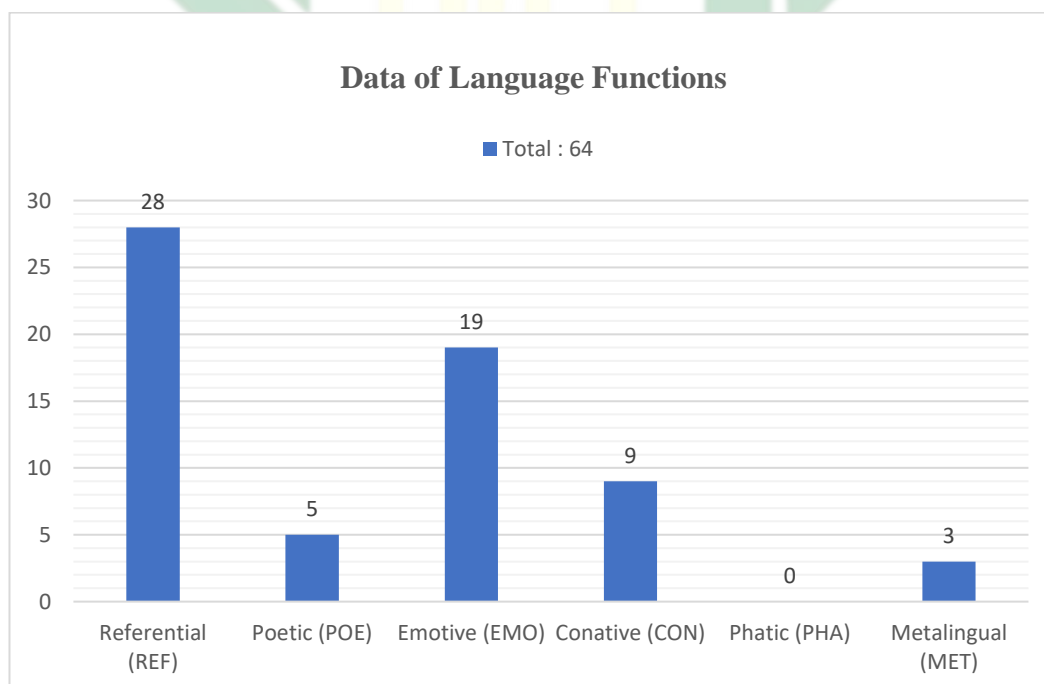
Data 20

> EM: "Yeah, definitely not. (interrupt)."
> JM: "… **Clever is very academic, is knowledge-driven, smarter is experience-driven.** Computer is smart, it's clever but it's human being, we invented the computer…."

The men's language feature is turn-taking which seems to be used by Jack Ma. It can be seen in the bold words that Jack Ma responded to Elon Musk's response and managed to take the conversation into his turn.

4.1.2 Language functions used by Elon Musk and Jack Ma in the debate

Research based on language functions by Jakobson's (1960) theory is presented in the diagram below.

Data of Language Functions

■ Total : 64

Referential (REF)	28
Poetic (POE)	5
Emotive (EMO)	19
Conative (CON)	9
Phatic (PHA)	0
Metalingual (MET)	3

Figure 4. 2:Diagram of Language Functions

From the diagram above, the researcher obtained detailed data: twenty-eight of the referential function of language, while five data were found from the

poetic function of language, then on the emotive function of language, the researcher found nineteen data, from the conative function of language nine data were found, but on the data of the phatic function of language the researcher did not find any data on the subject of this study. The last language function is the metalingual function, which is as much as three data.

Therefore, from the total language function data, we can sum up as many as sixty-four data found by the researcher, which we can see in the diagram above. Thus, it can be concluded that the most dominant language function appears is the referential function, in contrast to the metalingual function which rarely appears.

4.1.2.1 Referential Function

This function refers to the context/content of the conversation, which means language functions as a presenter or conveyer of information in this type. This function aims to provide or transmit information about the speaker's ideas to their interlocutors. "This function is the leading task of numerous messages. The accessory participation of the other functions in such messages must be taken into account by the observant linguist." Jakobson, (1960, p.353). The referential function is when language functions to talk about a problem with a particular topic. From the types of referential language functions, we can see the findings below :

Data 21

> EM: "… You know that's what neuro-link is about. **It's like.. can we go be able to go along for the ride with AI. I mean I really think that there should be other companies like neura-link.** Essentially to create a high bandwidth interface to the brain because the right…, **right now we are already a 'cyborg' we will not realize we are**

already a cyborg because we are so well integrated with our phones and our computers…."

The role of the referential function of language in this data can be seen in the underlined words. In this data, we can see that Elon Musk explained or presented information to Jack Ma about neuralink. It is about the perfect integration of the human brain with advanced technology to enable humankind's increased intelligence and health. This can be supported by the phenomenon in humans today, where they are bound to their mobile devices, whether their cellphones or laptops. So Elon Musk called it a "Cyborg."

Data 22

> JM: "… **I don't think artificial intelligence is a threat, I don't think that *its intelligent is something terrible, but human being a smart enough to learn that. And to me, artificial intelligence is just like people worry a lot about this today are those people I called them called.., called college-Smartness.** People like us, street-smart we never scared of that we think it's a great fun and we want to change ourself to embrace it. …"

In this data, we can find the referential function in Jack Ma's explanation, which states that he does not think that artificial intelligence is a threat or that his intelligence is something terrible. Still, humans are creatures who are smart enough to learn and operate it. Since the referential function is a function that when the speaker conveys information, it can be categorized as a referential function of language from the Jack Ma sentence.

Data 23

> JM: "… **I think someday I will go there when the elevator is ready I would go to have a look but I think people spending more time on the earth think about a how.. because no matter how long the**

> **civilization of the human beings would be like one million or two million or half million years, but we only have 100 years**. So, **we cannot solve all the problems for future but we have to be responsible for the future but we should care more about how we can enjoy better**…."

The referential function comes into play when Jack Ma states that humans cannot solve all problems for the future, but we must take responsibility for the future and care more about how we can enjoy it better. In addition, with artificial intelligence, when humans understand themselves better, they can improve the world even better. From the explanation or information provided by Jack Ma, the researcher indicates that the referential function of language applies there.

Data 24

> JM: "… So, **I don't think we need a lot of jobs. At that time the jobs we need is make people happier, make people experienced the life, enjoy the human beings. So I don't worry about the job jobs a lot. First, we're gonna have love jobs.** Second, we don't need a lot of jobs. Third, there's a very interesting thing which because we will probably talk about life…."

The referential function was found in this data at Jack Ma's turn. Jack Ma said that work should be one that can make us happy, experience life, and enjoy being human. There are three reasons we shouldn't worry too much about work; one, we will have a love for work, not have to have a lot of work, and we as humans should feel alive. Jack Ma's points may indicate that the referential feature of language applies in that situation.

Data 25

> JM: "… **I think that we should change the way of Education. Change the things because in the in the past we'll focus a lot about.., you know remember things, computer can remember better than you**

are. We want to calculate the faster computer can rep.., can calculate faster. .., And I think this is the key of the education, and I want spend more time on training kids on arts, on painting, on singing, on dancing…"

The referential language function can be found in Jack Ma's sentence, which says that we all must change the education system. He said that man must have faith; by being more creative and constructive because he thinks this is the key to education. And he wants to spend more time training children about art, painting, singing, and dancing. Regarding the information that Jack Ma conveyed, the researcher can indicate that the referential function of language occurs there.

4.1.2.2 Poetic Function

"Poetic function is the function towards the message as such, focus on the message for its own sake" Jakobson, (1960, p.354). The poetic function cannot be studied productively without coming into contact with the general problems of language. But on the other hand, scrutiny of language requires thoroughly considering its poetic function. To simplify, the poetic function is when we convey a specific message or mandate, the language function can be categorized as a poetic function. We can look at the data on the poetic function of language in the findings below :

Data 26

EM: "… So I don't know, **I suppose I would recommend studying engineering, physics, and that kind of thing or working on something where people just want to interact with other people. And people enjoy fundamentally interacting with other people.** So, if you're working on something that involves people or engineering it's probably a good approach, you know.., art of course…."

The poetic function of language that the researcher found was on the part of Elon Musk, who said he recommended several fields to people that might be more useful for the future. Some fields are engineering, physics, and stuff like that or doing things where people just want to interact with others.

Researcher interpret that Elon Musk intends to convey a message or mandate. Like the definition of the poetic function of language, which means when language functions as a messenger or mandate, it can be categorized that Elon Musk's speech is a poetic function of language.

Data 27

> JM: "…So I think in the next 10 or 20 years human beings or every country, every government shall focus on reform the education system. Making sure our kids be able to find jobs in the future, be able to live in a life that only working three days a week four hours a day. and that is very important. **If we do not change the education system that we are in, we are all in going to being trouble. that's my view, and don't worry about it, we will change it**…"

In this data, the poetic function of language can be found in Jack Ma's expression, which says that in the next 10 or 20 years, humans, every country, and every government should focus on reforming the education system. He also added that we must ensure that our children can find work in the future and live a life of only working three days a week, four hours a day. From the message Jack Ma conveys, the researcher can indicate that the poetic function of language occurs in this situation.

4.1.2.3 Emotive Function

This function is focused on the addresser, "aims at a direct expression of the speaker's attitude toward what he is speaking about" Jakobson (1960, p.354). Therefore, it is oriented to the addresser, which is the speaking person. Thus, this function refers to the speaker and the speaker's emotions, which means in this type, language functions as a transmitter of emotions/feelings directly or indirectly. The data can be seen below :

Data 28

JM: "But.. is, **I'm happy about the artificial intelligence**, so…."

The emotive function can be found in the sentence "But.. is, I'm happy about the artificial intelligence, so.." It indicates that Jack Ma mentions that he also feels happy (interested) with artificial intelligence. Since the emotive function is when a language describes the speaker's feelings or emotions, the sentence is categorized on the emotive function.

Data 29

JM: "… Well, **I worry a lot about…, people worried about jobs but I worry about education. All the education systems.** The things we teach our kids, the way we teach our kids, are mainly designed for the industry period. And I'm sure the Machine will be much cleverer than human beings in the future**...**"

We can find the emotive function on the data above. When Jack Ma was very worried about the education system, he believed that machines (technology) would be more intelligent than humans in the future. From the feelings of worry

conveyed by Jack Ma, the researcher can interpret that language functions as a

messenger of emotion or an emotive function.

Data 30

> JM: "…Last 200 years human being tried to understand the other side war better understand the other people better but **I think what I feel excited about a AI is a.., AI is to understand people. the inside of the human beings. The earth, I heard you.., you're gonna dig eternal and deep in the earth which is amazing….**"

The emotive function of language that the researcher found was when Jack

Ma said that he was very interested in artificial intelligence and its development.

He also respected Elon Musk for having a broad and amazing view of humankind

like a hero. But Jack Ma also said that we need more heroes to fix the earth than

to abandon it. So from his feelings of interest, respect, and hope of Jack Ma, the

researcher can indicate that the emotive function of language plays a role there.

4.1.2.4 Conative Function

This function is addressee-oriented. The conative function influences

behavior. Or in other words, through this function, the speaker tries to make the

addressee do something related to the speech. So, we only need to focus on the

speaker's speech in this function. As mentioned by Coates who said, "Orientation

toward the addressee,..." Coates (1960, p. 353). To simplify, If the utterance

shows an 'addressee to do something,' we can conclude it is a conative function.

The data on the conative function of language can be seen in the findings below :

Data 31

> JM: "Well, **let's talk about something fun I undermined that you want to go on the Mars. Shall we go to the the Mars?**"

The conative function in outline is when a communicator speaks to make the communicant do something. We can find this conative function in Jack Ma's expression, which invites Elon Musk to talk about other things. For example, we can look at the sentence "Well, let's talk about something fun I undermined that you want to go on the Mars." in other words, Jack Ma intends to make Elon Musk talk about other things.

Data 32

> JM: "Well, that's my view..(laugh)"
> EM: "That's not how the works though.(interrupt)"
> JM: "And also... "
> EM: **"don't… don't do it…** (laugh)"

As we can see from Elon Musk's prohibition sentence, he said that to prevent Jack Ma from doing that (going to Mars) if Jack Ma disagreed with him. So the prohibition sentence indicates that the conative function of language plays a role there.

Data 33

> JM: "… Oh.. **let's talk about education I'm of quite a interesting about education. Can we?** Yeah…"

In this part of the conative function, we can find when Jack Ma asked Elon Musk to talk about another topic, namely the topic of education. In the part where Jack Ma urges Elon Musk to discuss another issue, that is where the researcher interprets that the conative function of language applies.

4.1.2.5 Metalingual Function

This function is intended to refer to the nature of the interaction and focus attention on the code. "Whenever the addresser and/or the addressee need to check whether they use the same code, speech is focused on the code: it performs a multilingual function." Jakobson (1960, p.356). To simplify, the metalingual function is that when humans speak, they tend to use a particular language to talk about or explain language.

Data 34

> JM: "…**in my company in our company AI will call Alibaba intelligent because we think when things with order, when things with logic, machine can always do better AI can do better** …"

In general, the metalingual function is a language function that refers to the code. When a speaker uses language to talk about a language, it can be categorized as a metalingual function. As we can see in Ali-Baba Intelligence's words, Jack Ma tries to change or replace a term according to what he wants. For example, AI stands for Artificial Intelligence but was replaced with Ali-baba Intelligence by Jack Ma. From the mention of the other terms by Jack Ma, the researcher interprets the metalingual function is applied in this data.

Data 35

> JM: "That's absolutely right. So, that is why the world.., the AI is if the.., if the AI can bring love which I caught in the past, if you have the successful person you have to be helped and EQ and IQ. Right? **in the future if you want to survive in this world you have to be the LQ (Kyu/Key) the key of love.** That's important too."

The researcher found the metalingual function in this data in Jack Ma's sentence stating that if we have the successful person we have to be helped an EQ and IQ but in the future if we want to survive, we must have LQ (el/L and que/key *in pronunciation) also stands for the key of love. From the new term, the researcher interprets that the language used by Jack Ma is to function as an explanation for other languages (terms). So the language function that applies is the metalingual function.

4.2 Discussions

This study presents a study from a video debate hosted by Elon Musk and Jack Ma at the World Artificial Intelligence event in Shanghai, China. From the subject of this research, the researcher focused the discussion using two theories, namely men's language features by Coates (2004) and language functions by Jakobson (1960).

According to the researcher's understanding, the two theories used are due to the correlation between language features and language functions in a conversation. Since language features are a characteristic of human communication systems that function to represent identities, and language functions are tools in human communication that have the use to connect speech with meaning, purpose, content, or even the context of the conversation. Thus, the researcher interprets that there is a common thread that mediates the two theories, which can be used to underlie this research.

Moreover, according to Joy (2007, p. 5-6) it is said that "in some cultures men are ascribed the 'breadwinner' role in the family while women are expected to

fulfill more nurturing and caretaking roles that include domestic chores, child care, and the emotional work of relationships." Besides being a billionaire and also a great businessman if we look at the background of those two speakers, Elon Musk and Jack Ma are also fathers of their families. Meanwhile, commonly, the father figure is someone whose wages are used to meet the needs of his family, and someone who provides for his family. Thus, researcher can conclude that Elon Musk and Jack Ma quite meet the criteria as a men gender.

Since this study uses the theory of men's language features from Coates (2004) and also the data subject comes from the conversations of two men, it can be said that this study supports the theory of Coates (2004). Coates (2004) mentions in the theory of men's language features that there are five features of men's language that men in their conversations generally use. Those are topic choice, monologue and playing the expert, question, verbal sparring, and turn-taking. So, with the features of the men's language, the researcher used it as a basis for data processing so that this study could be presented. From here, the researcher answered the study's first objective in this study.

Based on the findings, the researcher found that those businessmen accurately used all men's language features, including Elon Musk and Jack Ma. Between the two speakers, the dominant men's language features used were the monologue and playing the expert features. As we can see in the diagram in the previous sub-chapter, twenty-one data of monologues and playing the expert feature. From most data, the monologue and playing the expert feature, the researcher interprets that they really understand the points they explain. So, whether it's Elon Musk or

Jack Ma, they are very capable of mastering turns in conversation and holding the floor of discussion for a few minutes. From these results, it is sufficient to prove that in men's communication, men are quite dominant in their turn on the subjects they are experts in.

Then the data for the men's language feature, the second most commonly used after the monologue and playing the expert feature, is the turn-taking feature. As shown in the diagram in the sub-chapter above, the second most common use of the men's language feature is the turn-taking feature, with the total of the data are nineteen as stated by Coates that "men speakers tend to a one at a time model of turn-taking is called overlapping model" Coates (2004, p. 136). Therefore, the researcher can interpret that in male communication, sometimes they overlap their conversations as they compose a story, like when they are in a situation where they are enthusiastic about a topic of discussion.

Those results are similar to the research conducted by Dharma (2019), entitled *Language Features and Language Functions of The Selected Men and Women Characters in Aladdin Movie 2019*. In his study, the findings of the men's language feature data in the type of monologue and playing the expert were also found to be the most frequent feature and followed by turn-taking, question, topic choice, and the last feature was verbal sparring.

From this overview, the researcher found that the most dominant feature is monologue and playing the expert and it indicates that the speaker has mastered the points he will talk about and acts as if he is an expert. Moreover, the

researcher interprets that speakers more often use the features of monologue and playing the expert, although the research data is in the form of a movie.

The middle rank of the frequency of using the men's language feature in this subject of the study is the verbal sparring feature. With a total of eleven data, this is in stark contrast to the research conducted by Pahlevi (2019), which only had two data findings from the verbal sparring feature found in the research subject in the form of a movie entitled Bohemian Rhapsody. In research entitled *Speech Features used by Men Characters in Bohemian Rhapsody Movie* conducted by Pahlevi (2019), it is said that the question type of men's language feature has a frequency that is often used in conversation.

Thus, the researcher can indicate that verbal sparring features in debates are more frequent than in the movie. In addition, it is undeniable that in the film, the speakers use scripts in delivering their dialogues, in contrast to debate where the speakers present their conversation spontaneously.

Furthermore, the topic choice feature is the type of men's language features that seem "rarely" used by the speakers in this research subject. For example, in this fourth rank, 8 data frequencies were found. This can be said by the researcher with the term "rare" because compared to other features of Men's language, the topic choice seems to be very rarely used by speakers in the subject of this study. This is similar to Dharma's research entitled *Language Features and Language Functions of The Selected Men and Women Characters in Aladdin Movie 2019* (2019). In that study, the researcher found that the use of the topic choice feature by the study subjects was as much as six data, so it made this topic choice feature

at the same rank as this study, which was ranked fourth but with a different total frequency. From the researcher's findings after identifying the data for this study, it was found that Elon Musk and Jack Ma often discussed topics around AI (Artificial Intelligence), Education, and life.

The last feature, considered very rarely used by speakers on the subject of this study, is the question feature, with a total of six data. In this stage of processing the study data, the researcher can say that communicators are likelier to start a conversation by directly explaining what they understand rather than beginning with a question to provoke the communicant's response. As mentioned by Coates (2004), "men speakers frequently use questions as a way of handing over the conversational floor to another speaker" Coates (2004 p. 135). Thus, this feature is closely related to playing the expert, where men in communication tend to start a conversation or even provoke their interlocutors with questions to explain what they are good at.

The researcher also answered the second objective of this study: the functions of language used by those two businessmen while communicating in their debate. First, the researcher found twenty-eight data in the referential function of language. In contrast, the language function with the second-highest frequency was the emotive function with a total of nineteen data findings, followed by the conative function with nine data findings, the poetic function with five data, and the metalingual function with a total of three data findings. After the observations and identifications made by the researcher, it was found that there was no phatic function in the subjects of this study. Thus, from a total of 6 language functions

from Jakobson (1960), only 5 language functions were found in the dialogue of this debate.

Suppose we sequence from the most frequently occurring language functions. In that case, we can see that the referential function of language is the most applicable in the conversations of the two speakers on the subject of this research. So from the results of the data, the researcher can interpret that Elon Musk and Jack Ma talk more often to provide information or convey the contents of the conversations they are having. Since in terms of the referential function is a language function that refers to the context/content of a conversation. This language function plays a role when the spoken language serves to present or convey information.

Contrasting results were found by the researcher in a study entitled *A Language Function: The Analysis of Conative Function in Meghan Markle's Speech* conducted by Kanaza (2020). In her research, the language function with the highest frequency is the conative function with a percentage of 32% or a total of 6 speech data. Kanaza (2020) stated that from the results, it could be indicated that the speaker focuses the conversation on the audience through the message she conveys in her utterance. Besides, in order to persuade and convince the interlocutors to follow their opinion, speakers also use this speech to change the interlocutors' minds.

Thus, it leads the researcher to think that the conative function is more dominant in a oral form than the referential function. Generally, when someone gives a speech, they often give certain "messages/orders" directly or indirectly to

change the listener's mind or make the listener do something. For example, when the presidential election speech. Meanwhile, in debate, the function that often applies is the referential function because the speakers exchange ideas, information, and opinions about a matter to obtain a solution or new knowledge, as in the subject of this study.

Then the second most frequent language function in the subject of this research is the emotive function, with a percentage of 19 data findings. From these findings, the researcher indicated that in the speakers' conversations, they frequently expressed feelings or emotions when they had conversations. In the researcher's interpretation, this emotive function appears when the speaker expresses doubt, pleasure, and admiration for things. It can be an expression of the communicant's idea or point of view, as we can see in the findings of data numbers 40 to 44. Since this function refers to the addresser, it is closely related to what was mentioned by Jakobson (1960), who said "aims at a direct expression of the speaker's attitude toward what he is speaking about" Jakobson (1960 p.354). Therefore, it is oriented to the addresser or, in other words, the speaker.

A study with a related theory entitled *Language Functions in Hillary Clinton's Speeches on YouTube* conducted by Syaputri & Dwi (2018) found different results on the emotive function of language. In the form of speech as the research subject, it seems that the emotive function is rarely applied. It is because, as stated by Syaputri & Dwi (2018), the speaker only conveys her feelings or emotions when greeting the listeners at the beginning of the speech by saying that she is pleased to be there with them (listeners).

Those researchers said that the emotive function only appeared when the speaker expressed her gratitude for being able to meet the listener, not until the middle or even the end of the speech. Hillary Clinton more often conveys facts about matters relating to her speech. Therefore, it can conclude that rather than the emotive function, the referential function is more dominant in Hillary Clinton's speech.

In the last three ranks, data acquisition for language functions in this study subject is the conative function with a total of 9 data, followed by the poetic function with a total of 5 data, and finally metalingual function with a total of 3 data. These results are quite contrasting if we look at the research entitled *Language Features and Language Functions of The Selected Men and Women Characters in Aladdin Movie 2019*, which was conducted by Dharma (2019). The conative function in the film study subject is sufficient to have a frequency that often appears in the dialogue, with 13 data. Then, more data were found on metalingual function with a total of 21 data, in contrast to this study which only found 3 data. But the results are different poetic functions. In the film, this function was not different from the debate, which was found in 3 data. At the debate, the function that was not found was the phatic function, not as though on film. In the movie, the function that is not seen is the poetic function.

From this discussion or comparison, the researcher can indicate that films have more conative and metalingual language functions than debate. This raises the researcher's mind that the possible factors influencing these differences are differences in scripts. In the film, the script is written in an orderly manner and

carefully prepared by a crew from related fields, in contrast to a debate where only

the choice of topic is provided by the host or moderator of the event. Thus, at the

debate was spoken spontaneously rather than on film.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

In this last chapter, the researcher presents the conclusions from the findings and discussions in the previous chapter. Moreover, this chapter also provides suggestions for future researchers researching the language field, men's language features, and or even language functions.

5.1 Conclusions

This study investigates the men's language features and language functions used by Elon Musk and Jack Ma in the debate. Those two theories are used in this study because it is felt that there is a correlation between language features and language functions in a conversation. Since the language feature is a characteristic of human communication that serves to represent identity, the language function is a tool in human communication that is useful for connecting speech with meaning, intent, content, or even the context of a conversation. So the researcher interprets that there is a common thread that bridges the two theories, which can be used to underlie this research.

Based on the findings of the men's language features data, the researcher found all the men's language features used by Elon Musk and Jack Ma in their conversations. As the theory declared by Coates (2004), the researcher found data from the theory are; 8 utterances with the topic choice feature, 21 utterances with monologue and playing the expert feature, 5 utterances with question feature, 11

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utterances with verbal sparring feature, and 19 utterances with turn-taking feature. Thus the total data found from men's language features by Coates' theory is 64.

From the total data found, it can be concluded that Elon Musk and Jack Ma more often use the men's language feature in the type of monologue and playing the expert. They frequently play the role of an expert in what they say in a conversation. Since they are very good at explaining the points they are good at, it makes them succeed in getting a turn in the conversation, so then each of them is able to hold the floor of the conversation when they get their turn.

With the same amount of data as men's language features, from Jakobson's theory of language functions (1960), 64 findings were also found. The total data findings of language functions, the researcher found data on those are; 28 data on referential function, 5 data on poetic function, 19 data on emotive function, 9 data on conative function, 3 data on metalingual function, but no data on phatic function found. Thus, the total of all data found in language functions on the subject of this study is 64 data. However, unlike the men's language features side, not all language functions are found in the subject of this study, but only 5 out of 6 total language functions by Jakobson (1960).

From the total data found by language functions, it can be concluded that in the subject of this study, referential functions seem to have the most frequency in conversations between Elon Musk and Jack Ma. It indicates that in this debate, the language or utterances they use more often aim to convey or present information to the interlocutor. As the definition of the referential function itself, if there is a

conversation that refers to the content or context points of the conversation, it can be said as the referential function.

5.2 Suggestions

Based on the conclusion of this study, the researcher can say that it is necessary to research several fields related to language, such as; gender, features, and functions of language, because, from these fields, we can gain new, broader knowledge about related matters. From a personal perspective, the researcher also claims that the focus of this research is enough to add new insights and experiences to the researcher.

This research is limited to two theories: men's language features by Coates (2004) and language functions by Jakobson (1960). So for future researchers who want to focus their research on related topics, the researcher of this study suggests choosing a different theory to understand better the theory that will be used to underlie research. The next point is to be more aware of things or phenomena that may still be happening, so that future researchers can use this phenomenon to study because it is quite interesting and still "fresh" to study.

The last point conveyed by the researcher of this study for the next researcher is about hope. For the researchers who will focus on similar topics, it is hoped that this study can be used as a reference. In addition, the researcher hopes this research can be helpful and provide new insights for readers or future researchers who want to learn about similar topics.

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