



**An Analysis of Language Styles Used on Aaron Beverly Speech  
“An Unbelievable Story” in Toastmaster Public Speaking World Champion 2019**

**Anggi Satmaya Dhila**

English Education Study Program, Department of Language and Art  
University of Bengkulu

[anggisatmaya@gmail.com](mailto:anggisatmaya@gmail.com)

**Syafrizal Sabarudin**

English Education Study Program, Department of Language and Art  
University of Bengkulu

[syafrizalbk12017@gmail.com](mailto:syafrizalbk12017@gmail.com)

**Arasuli**

English Education Study Program, Department of Language and Art  
University of Bengkulu

[arasuli@unib.ac.id](mailto:arasuli@unib.ac.id)

**Corresponding email:** [anggisatmaya@gmail.com](mailto:anggisatmaya@gmail.com)

**Abstract**

This research aims to find out types of using language style on speech by Aaron Beverly, titled “Unbelievable Story and the possible reason why the style use dominantly. The method used in this research was descriptive quantitative research. The data were analyzed with using Martin Joos Theory (1976) to find the types of the style. The data were 70 utterances from 1 speech script. The findings showed that there were 4 styles used in the speech, namely frozen style, formal style, casual style and intimate style. The language style of the speech tended to have casual style as the most dominant style. It was possible to the speaker making an interesting light speech with the dominant casual style. The speech might be presented in fun topic and chronology where it became informal situation which was more relaxed in using language. Finally, the researcher suggests to the student to be able implement the style in presentation class or in learning public speaking. Also, the next researcher who interest to conduct research in the same study to connecting research to the next new literary ideas such as in public speaking skills in business.

**Keywords:** Language style; Aaron Beverly; Toastmaster international; speech Contest.

**Introduction**

Language is one of the tools for people to interact with each other. Language is a symbol of sound system which takes a role as an important means in human life to convey an idea, message, intention, and opinion in communication (Putri, 2019). Language has many varieties in communication. Keraf (1984) aslo stated that, language styles can be recognized from several points of view. According to

Missikova (2003), language style is a speech way or kind of utterance which is formed through conscious and intentional selection, systematic patterning, and implementation of linguistic and extra-linguistic means concerning the topic, situation, function, author/ speaker intention, and content of an utterance. In the application of language itself, language is an important aspect to interact with the proper usability way. Language becomes a bridge to transfer information appropriately. Language in usability can be recognized based on formal and informal situations.

Based on Joos (1976), language style consists of five styles which are frozen style, formal style, consultative style, casual style, and intimate style. He said that the ceremonial occasions almost invariably require very formal speech, public speaking is something less formal, casual conversation is quite informal, and conversations between intimates on matters of little importance may become highly informal and casual. This claim shows some differences possibly exist in some situations in a speech and it can be classified in some characteristics.

The study of language which is related to society is called Sociolinguistics. It consists of two words, Socio and Linguistics. Socio means social and linguistics means the science of language. Language is a study that covers a wide variety of aspects of social and language relations. Fishman in Wardhaugh (2010) said that sociolinguistics sound encompasses everything from considering who speaks, what language (variety), to whom, and when, and to what end.

Chaika (1982:1) stated that language and society are so intertwined and it is impossible to understand one without another. Understanding other people's ideas basically, becomes a function of language. In speaking, language is divided into some kinds, such as conversation, speech, storytelling, discussion radio, etc. In expressing the ideas, the speakers have their own styles.

In this study, the researcher is interested to analyze language style in a speech which is a kind of language as a sound of communication to express any idea. Now, language style is not an unusual thing in speech. In a speech, the variation of the style can be identified by various aspects of the criteria. It can affect the result of what kind the speech is. When people speak, they have their own styles. Speech is one of the skill components which people are interested in learning about and this skill can be improved.

Now, public speaking is a popular thing in this world. This skill takes place as a subject of university lesson and this becomes as one of English department subject.

Many institutes or organizations also create a contest to compete with people in the field of speech. Some organizations hold a competition in the field of speech to improve speaking skills in speech. Toastmasters International is an example. According to the website from Toastmaster's home profile, speech contest is a toastmaster tradition. This is held year to year. There are many winners each year. The contest is engaging the audience directly so that the response of the audience can be seen clearly by listening. The characteristic traits of the winner divert some appeals about the language style itself.

Aaron Beverly was the latest winner who still has an opportunity to present the performance directly to the audience in Toastmaster campaign speaking skills 2019. As a winner with a speech entitled "An Unbelievable Story" in World champion of public speaking, Aaron has been inspiring many people. The speech from Aaron Beverly makes the researcher interested in analyzing the Language style that was used in the speech by Aaron Beverly. With any certain situation and condition, the researcher is interested to classify and find out the style that Aaron Beverly used in his speech in the International arena. Different from some previous studies, the researcher analyzes the data which just focus on speech contest.

### **Research Methodology**

This research was conducted by using a descriptive method with a quantitative approach. L.R. Gay et al. (2011) stated that quantitative approach is applied to describe current conditions, investigate relation, and study cause effect phenomena. According to L.R. Gay et al. (2011), qualitative research is the collection, analysis and interpretation of some comprehensive narrative to acquire insights into a particular phenomenon of interest. The method is the result not from statistics. A qualitative research method is to conduct the result from social, attitude or individual.

The object of the research refers to the subject from which the data can be obtained Arikunto (1998). The object of this research was a speech from Aaron Beverly in his speech titled "An Unbelievable Story" in the Toastmasters World Champion of Public Speaking Contest in 2019 with duration of 7,38 minutes. It was published on 26<sup>th</sup> of August 2019 from [https://www.youtube.com/watch?v=xmj1LBJu\\_Ss](https://www.youtube.com/watch?v=xmj1LBJu_Ss) on Youtube Chanel from Toastmasters International.

In conducting research, data collection is the method used to gather the data so that determines the result of the research, Ary et al. (2010). In collecting the data, the researcher followed several steps. First, the researcher watched the speech from Aaron Beverly, titled "An Unbelievable Story" in Toastmaster campaign world Contest 2019 which the researcher got from Youtube on Toastmaster channel. Second, the researcher listened and wrote the script from the speech by using data collection. Next, to ensure the script, the researcher relied on what was captured by listening and synchronizes to the automatic subtitles found on the Youtube video. Last, the sentences which wrote down as a script were put in a table which include the picture that has been captured in every duration from the speech video.

The data analysis was written by giving list in every sentence to make the researcher easier to identify the data. The data were written on a checklist table which showed the appearance of the 5 styles by the Theory of Martin Joos. In analyzing the data, researcher was helped by a co-writer.

After the data were collected, the sentences were classified into some categories. In interpreting and understanding the data, the researcher analyzed the data by the researcher's knowledge which has classified in before. After the researcher found the categories, the data were counted into percentage to find the dominant of the style. The researcher used the formula proposed by Sugiono (2009).

$$P = \frac{F}{N} \times 100$$

P = Percentage

F = the number of language style

N = the total of utterance

Researcher analyzed the result of findings and concluded the data in the discussion. The researcher described the types of the utterances of the speech script by Aaron Beverly by telling the dominant kind in it and the possible reason based on the theory. The researcher explained or described the whole of the data according to the finding obtained in the final result of analysis by descriptive quantitative method in this research.

In this research, the researcher used content validity. Lepper (2000) stated that researcher must ensure the data were valid and accurate. The researcher tested the validity of content of instrument by expert judgment. The researcher asked for the

lecturer from Kasmainsi, S.S., M.Pd. to examine whether the instrument material was appropriate to the concept.

To ensure the reliability of the analysis, the researcher was helped by a co-writer. According to Airasian in Pufarani (2021), reliability is the degree of a test that reliably measures whatever it is measuring. The researcher invited a co-writer from the alumnus of the English Education Study Program at the University of Bengkulu; her name is Rizqi Nabillah S.Pd. The researcher chose the co-writer because co-writer can help researcher to understand the context of the data collection which were analyzed.

In analysis process, if there were errors and code errors that occur in the script sample, in the training, discussion, negotiation, and clarification were carried out to reach an agreement between the researcher and the co-writer. The researchers then used the Cohen Kappa principle to calculate the correlation between the result from researcher and co-researcher. The test should have high inter-rater reliability of degree measurement if both raters give similar ratings. Cohen Kappa's statistical analysis yields a maximum score of 1.00 and a minimum score of 0.00 (Brown,1996).

The formula proposed by H.J.X Fernandes in Arikunto (2010) as follow:

$$KK = \frac{2S}{N1 + N2}$$

Notes :

- KK : Coefficient agreement
- S : Agree amount of the same object
- N1 : The sum of category by the researcher
- N2 : The sum of category by the co-writer

In this inter-rater reliability calculation, the researcher used K=0, 6 as the degree of percent agreement accepted as Good. This calculation determined the correlation between the researcher's and co-writer's result. In analyzing the same thing in English Department's discussion section, students easily compared the result.

## Findings and Discussion,

### Findings

### The Language Styles

In this study, the researcher found 70 utterances from speech script by Aaron Beverly's speech. There were 4 types of them. The data that had been analyzed by the researcher had been put into a percentage table in order to know the frequency of the language style type. The data were analyzed in 2 calculations such as in number of utterances frequency and the percentage to know the result of the dominant one. The following table illustrated the data of language style.

**Table 1**  
**The Language style in speech by Aaron Beverly**

No.	Language Style	Frequency (X)	Percentage (PR%)
1.	Frozen	1	1,4%
2.	Formal	5	7,1%
3.	Consultative	0	0%
4.	Casual	58	82,9%
5.	Intimate	6	8,6%
Total (N)		70	100%

From the table above, frozen style reached 1,4%, formal style reached 7,1%, casual style was 82,9%, the last was intimate style which reached 8,6% and there was no consultative style found in the speech. The percentage table above indicated that the casual style became the highest score from the other styles. The other styles existed in the speech with the low frequency.

It can be concluded that in Aaron Beverly speech, there were 4 types of language style except consultative style. There were some differences of the frequency in language style usage from Aaron Beverly's speech. The casual style became the most dominant style. The styles that had been found in utterances from the speech is described below.

#### a.) Frozen Style

From the script, the researcher found 1 utterance indicated as Frozen Style. This utterance was in the end of the speech script by Aaron Beverly.

(70) "Contest chair (back to the contest chair)"

#### b.) Formal Style

There were 5 utterances indicated as formal style in character of the usage. From the script by Aaron Beverly's speech, it was used in conveying the message behind the story in the end.

(63) *"That game is designed for the families of the bride and groom to get to know each other"*

(64) *"Which means that among white and Indian families, a different lonely black man was accepted like family too"*

(65) *"We experienced so much divisiveness nowadays, that acceptance despite difference seems unbelievable"*

(67) *"Open your culture, your mind, your heart to people who are different from you"*

(68) *"Show the world that acceptance despite difference is not an unbelievable story"*

### **c.) Casual Style**

From the script, the researcher found 58 utterances. The utterances were indicated as casual style of the character. He usually told the chronology and delivered the plot story of the speech. For examples;

(1) *The contest chair was relieved, my tittle only three words long*

(2) *But friends why is this story unbelievable?*

(3) *June 2018, I flight to Indian to attend the wedding of my friend Brandon and his fiancé, Devicka*

(4) *Brandon and family are white, Devicka and family are Indian and I am the only black man there*

(5) *I can't help but feel different, But I try my best to blend in*

(6) *I buy formal Indian wedding attire, what do you think?*

### **d.) Intimate Style**

From the speech of Aaron Beverly, there were 6 utterances indicated as the category of intimate style. The following words are the utterances which speaker used in his speech.

(20) *"I call her the Ominous Smiler"*

(31) *"Then Ominous Smiler, she moves closer"*

(36) *"The Ominous Smiler tries to steal the shoes but I hold firm. Then she disappears for 20 minutes before taking a seat to my right"*

(47) *"The Ominous Smiler disappeared to recruit backup and I know a traitor when I said one"*

(48) *"Then the Ominous Smiler pounces, she starts pulling my arms"*

(58) *"Then the Ominous Smiler signals the wedding photographer and this dude is huge".*

### **Possible Reason of the Dominant Style**

From the finding above, the dominant style from the speech was casual style with the total of 58 utterances. In the speech, the speaker used the style to convey the chronology of the game in a wedding event. The speaker also used the style to make some jokes in the conveyance. Speaker used some ellipsis and slang to express the story of the speech.

These were possible reasons to Aaron used the casual style as the most dominant style in the speech. In his speech, Aaron used the style to deliver his personal experience that has a valuable message behind the story. In the speech, speaker told about some conversations with his friends dominantly. The speaker also interacted with the audience directly in a relaxed situation. However, the situation in a speech is usually used formal style to convey the idea from the speech. In Aaron Beverly speech, the topic is lighter and fun.

This speech was wrapped in such an interesting way by combining several styles of language which were dominated by casual style. In the speech, speaker created a relaxed situation. The speaker used casual style as his style frequently so he could convey and express what he wanted easier. This aimed to make the story easier accepted by most people or audiences.

### **Discussion**

In analyzing the data, the researcher used Martin Joos' theory to analyze the style. According to Joos (1976), the styles of language are divided into 5 types, they are frozen style, formal style, consultative style, casual style, and intimate style. Based on the result above, the researcher found 4 styles namely frozen style, formal style, casual style, intimate style, and no consultative style. In the frequency of the usage, the speaker found casual style as the dominant style. In this situation, the speaker used a casual style combined with an intimate and formal style. In the chronology of the



story the speaker also described a person where he used the name of that person in jargon. Jargon is a name or designation which does not have real meaning. The word was used many times in several utterances by him. The speaker also used formal style to convey the message behind the story. It was delivered to the audience. This speech involved many audiences of various ages, where this audience was part of the foreigner category. The speaker wanted to give a clear message by using effective words so that it can be easily understood. This speech was closed by frozen style. The utterances are usually used consistently in speech closing. The utterances deliver to the contest chair which is a respectful person in the contest.

This speech was wrapped in such an interesting way by combining several styles of language which were dominated by casual style. In the speech, the speaker created a relaxed situation. Joos (1976) stated that casual style takes it for granted and most alludes to it. In the use of linguistic features, the speaker used casual style as his style frequently. Thus, he could convey and express what he want easier. This style is used in informal situation which is usually used in some situations such as among friends or acquaintances. The speaker told the chronology that he did with his friends in the wedding ritual game. In the context of the situation, the speaker did the speech to share a personal experience with the audience. It was a little bit different from formal style concept which used communication largely with no feedback. Aaron Beverly's dominant utterances were in casual way. According to Joos (1976), casual style is used among friends, co-workers, or strangers when an informal atmosphere is appropriate such as outside the classroom where students have a chat yet. The content was mostly about chronology that he did with his friend brought the situation became informal style. The way the speaker deliver the speech was so soulful to the situation. It was possible to build a closed communication where he targeted directly to the audiences. The speaker could use casual style considering the situation of the context. By establishing a lighter context for the audience, the speaker can get a response and attention easily from the audience.

From the result, it can be seen that Aaron Beverly used casual style as the dominant style in his speech. Contest participants presented an interesting speech in their performance to convey the speech content to the audience. This finding was different from the previous study, titled "The analysis of language style on The Campaign Speech of Barack Obama" journal by Rahelsion, Tiara K, published in 2008 which found that formal style became the most dominant style. The speech in this

research contained a personal experience, meanwhile the previous study was a political speech that was used in a presidential election which meant the situation that dominated was different. The political speech by previous study took in a serious situation aimed to promote and persuade the audience to vote the speaker in a national realm, so that most of the situation became formal style while the speech in this study took in a relaxed situation aimed to entertain, sharing a story and give a valuable message, so that most of the situation became Informal style.

### **Conclusion and Suggestion**

In conclusion, the researcher found 4 styles in the speech by Aaron Beverly by using language style theory of Martin Joos, namely frozen style, formal style, casual style and intimate style. Casual style had the highest frequency of the other styles. The language style from the speech tended to have casual style as the most dominant of the usage. Most of the content of the speech was telling chronology game in a wedding event. The speaker delivered the speech so soulful. It was possible to build a closed communication where he targeted directly to the audiences in sharing a personal experience. The situation became more relaxed and fun as informal situation.

The researcher suggests that students of English education study programs can learn the style and be able to implement the styles in presentation class or in learning public speaking to improve their style. The student can participate in a contest confidently or just comply with a mandatory speech at various events. For the next researchers also could include the research question which investigates the function of language style based on the context of the situation. To make the research have more benefit the researcher suggests that the next researchers conduct the research in the same field, but further research should analyze the language style connected to the new literary idea such as in the application of public speaking skills in business.

## References

- Thebreakschool.com. (2021,02, 02) *Aaron Beverly's Profile. Master Public Speaking with the World Champion of Public Speaking Aaron Beverly*. Retrieved on 02 February 2021 <https://thebreakschool.com/aaron-beverly/>
- Afriza, I.Z.R. (2017). *Language style in an exclusive of Jessie J and Sarah Sechan. on Net TV*. Skripsi. Sastra Inggris, UIN Maulana Malik Ibrahim, Malang.
- Arikunto, S. (1998). *Research procedures a practical introduction*. Jakarta: Rineka Cipta.
- Ary, D et al. (2010). *Introduction to research in education*. Canada: Thompson Wadsworth.
- Brown, J. D. (1996). *Testing in language programs*. Englewood Cliffs, NJ: Prentice-Hall Regents.
- Chaika, Elaine. (1982). *Language the social mirror*. Massachusetts: Newbury House Publishers Inc.
- Gay, L.R. et. al. (2011). *Educational research*. United State of America: Boston Collages.
- Gorys, K. (1984). *Diksi dan Gaya Bahasa. Edisi yang diperbaru (Diction and Language style)*. Jakarta: PT. Gramedia Pustaka Utama.
- Joos, Martin. (1976). *The Style of the five clocks*. Massachusetts: Winthrop Publishers.
- Lepper, G. (2000). *Categories in text and talk: A practical introduction to categorization Analysis*. London: Sage.
- Missikova, G. (2003). *Linguistics Stylistics*, Filozoficka Fakulta: Nitra.
- Pusfarani, W. (2021). *Students' pronunciation errors in English silent letters (A study on English Education Study Program Students at Bengkulu University in the Academic Year 2020/2021)*. Undergraduate Thesis. Bengkulu: University of Bengkulu.
- Putri, D. E., Barnabas., Imranuddin. (2019). *An Analysis of taboo words in Rich Brian's song lyrics*. University of Bengkulu. *Journal of English Education and Teaching*. 3(2), 143-155. <https://doi.org/10.33369/jeet.3.2.143-155>
- Sugiyono, (2009). *Metode Penelitian Kuantitatif, Kualitatif dan R&D (Research Method of Quantitative, Qualitative, R and D)*. Bandung : Alfabeta
- Toastmaster.org. (2020, 10, 13). *Toastmaster Website home profile*. Retrieved on 13 October 2020 <https://www.toastmasters.org/about/all-about-toastmasters>

Wardhaug., Ronald., Janet, M., Fuller. (2010). *An Introduction to sociolinguistics: Seventh Edition*. UK: John Wiley & Sons Ltd.

Youtube.com. (2020,10,10) *Toastmaster Chanel, Aaron Beverly Speech*. Retrieved on 10 October 2020 [https://www.youtube.com/watch?v=xmj1LBJu\\_Ss](https://www.youtube.com/watch?v=xmj1LBJu_Ss)