

The Analysis of Formal and Casual Language Style in RM's Speech at The United Nations General Assembly and Its Application in Teaching Speaking

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Abstract. This research seeks to analyze the formal and informal language styles present in RM's speech at the United Nations General Assembly and to investigate how these insights can be utilized in teaching speaking skills to eleventh-grade students in senior high school. The study is categorized as descriptive qualitative research, with the video of RM's speech serving as the primary object of analysis. Data for the research consists of scenes and segments from the speech that exhibit formal and casual language styles. The researcher collected data by locating RM's speech on the UNICEF YouTube, downloading the video, watching it, and obtaining the speech transcript from the UNICEF website. Data analysis involved identifying instances of formal and casual language styles in RM's speech, categorizing these instances according to Joos' classification, and applying the results to teaching speaking. The analysis revealed 63 instances of language styles, classified into three categories: 15 instances of formal language (24%), 16 instances of neutral language (25%), and 32 instances of casual language (51%). The study's findings are intended to enhance teaching speaking, particularly in areas such as greetings and self-introduction, and suggest the use of English speech videos as educational tools.

Keywords: *Formal and casual language style, speech, teaching speaking*

1. Introduction

According to [1], language style is what an individual speaker does with language in relation to other people. Meanwhile [2], suggested that language style is a way of using language in certain contexts, by certain people, for certain purposes.

In language use, different styles are employed to enhance clarity and effect. Style refers to the variation in language that depends on factors such as context, audience, or topic [3]. People choose formal language for some situations and informal language for others.

Language style encompasses the way a writer or speaker expresses themselves and is analyzed through textual examination to understand the structure and function of language [4]. Style shapes the way a speaker delivers their message and influences how the audience understands it, whether in a serious, humorous, or other manner. Observing

language style can provide insights into communication in various contexts, including speeches.

Speeches are common activities where individuals present ideas to an audience, typically using clear and effective language. Speakers often share their viewpoints or statements in such settings, with notable figures sometimes addressing significant issues. According to [5], every speech that is produced or uttered by the characters called speech act.

This study focuses on a speech given by RM, a musician, at the 73rd United Nations General Assembly on September 24, 2018. As the leader of the South Korean group BTS, RM spoke at the "Youth 2030" event, advocating for love, self-empowerment, and acceptance [6]. Despite expectations that musicians might not address educational topics, BTS made history as the first Korean boy group to discuss global unity. The UNICEF campaign aims to ensure quality education and opportunities for future generations by 2030.

RM's speech, available on UNICEF's YouTube and Twitter channels, has garnered significant attention, with millions of views and likes. RM, born Kim Namjoon, is a prominent rapper, songwriter, and leader of BTS, which debuted in 2013.

This thesis examines RM's speech to analyze his use of formal and informal language styles to persuade and inspire his audience, considering his background as a musician. The findings could inform English teaching materials, particularly in teaching speaking. Effective speaking skills are crucial for students, and creating a meaningful and interactive learning environment can enhance their ability to communicate clearly and successfully.

2. Method

As a researcher, qualitative research is a method that delves deeply into social phenomena by gathering descriptive, non-numerical data such as words, images, or sounds. Experts' views on qualitative research can differ based on their backgrounds and perspectives within the social sciences and humanities. As noted by [7], research designs are plans and procedures that link conceptual research problems to practical, achievable empirical studies. A research design outlines the strategy for selecting methods to collect and analyze data to address research questions. Research designs can be categorized into three types: qualitative, quantitative, and mixed methods [8].

Qualitative research involves examining a case through narrative descriptions or interpretations, while quantitative research tests hypotheses using numerical data [9]. Mixed methods integrate both qualitative and quantitative approaches. Based on the previous discussion, the researcher has chosen the method for Chapter IV. For this study, a descriptive qualitative approach has been selected, aligning with the research objectives. Descriptive research aims to detail a phenomenon and its features [10]. This study seeks to explore the formal and informal language styles used by RM in his United Nations General Assembly speech, analyze the effectiveness of his speech delivery, and describe how formal and informal language styles are applied in teaching speaking.

This research employed content or document analysis as its method. Document analysis is a research method that entails a detailed and methodical review of the contents within written documents. The documents which were analyzed was in form of text and video[11]. The researcher examined both the video and the transcript of RM's Speech.

To collect data, the researchers followed several steps, outlined as follows:

- a. Searching RM's speech on UNICEF's YouTube
- b. Downloading RM's speech on UNICEF's YouTube
- c. Watching RM 's speech Video
- d. Finding the speech transcript from the UNICEF website.

The data collection process involves the following steps:

- a. Identifying the formal and informal language styles in RM's speech
- b. Categorizing these language styles as formal or informal
- c. Applying the formal language style to teaching speaking
- d. Drawing conclusions and providing recommendations

3. Findings

In analyzing the data, the researchers use Martin Joo's theory. From the *RM's* speech, the researcher found 63 sentences contained language style that are classified into 3 types.

Table 4.1
Types of Language Style in *RM's* Speech

No	Types of Language Style	Total	Percentage
1	Formal	15	24%
2	Casual	32	51%
3	Neutral	16	25%
Total		63	100%

Based on the table above, it can be concluded that *RM's* includes three types of language styles. The table shows that the most prevalent style is casual, accounting for 32 instances (51%) out of 63 language style data points. Additionally, the researcher identified 16 instances of neutral language style (25%) and 15 instances of formal language style (24%).

4. Discussion

Discussion is the most important part in this research. This discussion focuses on classifying 2 types of language styles for *RM's* Speech video based on Joos theory.

a. Formal Language Styles in *RM's* Speech

Formal language style is used when the speaker is more deliberate with pronunciation, word choice, and sentence structure, particularly in important contexts like speeches, formal meetings, or textbooks. It typically focuses on a single topic and reflects a lower level of personal intimacy between the speaker and the listener. This style is commonly used in formal interactions with elders, respected individuals, strangers, or in situations involving people one does not know well.

The discussion of the types of formal language styles in RM's Speech will be presented as follows:

1) 1/F/00:00:01

Kim Nam Jun/Rap Monster: "Thank you, Mr. Secretary General, UNICEF Executive Director, and all the esteemed guests from around the globe."

Based on video analysis and sentences from Kim Nam Jun/Rap Monster's (RM) speech, it is known that the thanks were included as formal remarks and were addressed to the guests of honor and UNICEF officials who were present in the meeting room. RM's gestures and eye contact when delivering a speech were very good and made the listeners enthusiastically listen to what he had to say. Thank You as a Formal Greeting, RM expressed his thanks politely and formally, showing his appreciation for the guests of honor and UNICEF officials who were present in the meeting room. This shows the politeness and social awareness of RM as a speaker.

RM's gestures in delivering the speech looked good and impressive. The gestures in question include hand movements that support the conversation, body posture that shows confidence, and facial expressions that match the content of the speech. This helps in increasing the connection between the speaker and the listener and strengthens the message conveyed. RM shows the ability to maintain eye contact with listeners, shows confidence, and good connection between speaker and audience. This engaging eye contact can help create an emotional bond with the listener and increase the effectiveness of communication. The enthusiastic reactions from listeners showed that RM's speech succeeded in attracting their attention. This enthusiasm can be used as an indication that the content of the speech was delivered well and succeeded in influencing listeners to pay attention to what RM wanted to convey. He succeeded in conveying his thanks formally with good gestures and eye contact, thereby successfully attracting the attention and enthusiasm of the listeners in the meeting room.

2) 2/F/00:00:10

Kim Nam Jun/ Rap Monster: "My name is Kim Nam-joon, also known as RM, the leader of the group BTS."

From the sentence shows that RM's attitude is very good and deserves appreciation. An introductory sentence that may seem general or ordinary, but delivered with a confident gesture makes the formal sentence have deep meaning. An introduction that leaves a sharp and understated impression. RM can display a friendly facial expression and can attract the audience's attention. He communicates that simplicity can have extraordinary power in conveying deep messages. His friendly facial expression not only creates a comfortable atmosphere for the audience but also helps to connect with them more directly and intimately.

b. Casual Language Styles in RM's Speech

Casual language style is typically employed in informal settings, such as conversations with friends or family members. It often includes using nicknames and features quick pronunciation. The following will outline the types of Casual Language Styles found in RM's Speech:

1) 3/C/00:00:16

Kim Nam Jun/ Rap Monster: "It's a tremendous honor to be part of such a significant event for today's young generation."

RM's expression is very strong, full of enthusiasm. He conveyed his formal words sincerely, "It's a tremendous honor to be part of such a significant event for today's young generation." Based on that sentence, it is very clear that RM truly praised wholeheartedly and was grateful for the honor given by UN to BTS and especially himself as the leader of the BTS group. He made a firm speech without the slightest feeling of awkwardness. His speech not only reflected deep gratitude for the honor given by the UN to BTS and himself, but also demonstrated a strong commitment to today's young generation.

2) 5/C/00:00:47

Kim Nam Jun/ Rap Monster: "We truly have the best fans in the world."

For BTS fans, expressed in casual sentences, they are very active and dedicated in supporting the group. From mass streaming sites, trending hashtags, charity campaigns, or support for other BTS activities can be measured, and it is amazing and super powerful in the loyalty and dedication of fans towards BTS. Sales of concert tickets, merchandise, albums, and BTS-related products have an impact on the economy of their fanbase. Conclusions can be drawn about the size and dedication of the BTS fanbase, which is large and influential throughout the world. BTS has a close relationship with their fans to increase interaction and increase the positive impact of the BTS fanbase. It can be seen from RM's casual delivery that it reflects a sense of pride and appreciation for their dedication.

c. The Application of Formal Language style Found in *RM's* Speech to Teach Speaking.

To increase students' understanding of formal material especially speaking, the researcher tried to use the term teaching language styles from the video. In this study, researcher used RM's speech video as a medium to teach language styles and speaking. There are many language styles found in the video. The teacher will help students to know about using formal language style. In this study, the researcher shows how to apply the use of language styles in video to teach speaking. The lesson focuses on greetings and self-introduction material for class 10 in senior high school. This aims to increase students' understanding of language styles and also to provide knowledge about the use of formal.

To enhance the teaching and learning experience, a teacher should create a lesson plan. This plan provides a detailed outline of the lessons intended for a specific day. It serves as a guide for teachers in presenting educational content to students. Before teaching, a teacher will prepare several instruments, such as checking the syllabus, determining textbooks, and how many meeting sessions will be used so that the material is delivered optimally. In Indonesia, the curriculum is the 2013 curriculum and there is a change in preparing the lesson plans, namely the lesson plans are made shorter and only one sheet. Some of the textbooks used can be in the form of package books or Student Worksheets (LKS). The syllabus is used as a reference for preparing Lesson plans (RPP). In terms of curriculum, a teacher must comply with the provisions of the minister of education in Indonesia.

5. Conclusion

The researchers draw some conclusions. There are 63-word expressions contained in language style in RM's speech that are classified into 3 types based on Joos theory. It consists of 32 language style of casual (51%), 16 language styles of neutral (25%), and 15 language styles of formal (24%). The analysis indicates that the most prevalent language style in RM's speech is casual, representing 51% of the total terms or 32 out of 63 sentences. This casual style is the most common in the speech. This finding can be utilized to enhance teaching methods for speaking and language styles in senior high schools. The variety of language styles evident in the speech suggests that using RM's address as a teaching resource can make students more engaged in learning speaking and understanding both formal and casual language styles.

Teachers can incorporate RM's speech into their lessons to make the learning experience more engaging. By explaining the practical benefits of mastering greetings and self-introduction, and outlining the learning objectives and methods, teachers can provide a more effective learning environment. Tenth-grade students can be divided into groups to explore examples from textbooks on spoken and written transactional texts related to greetings and self-introduction. Their conclusions, based on their analysis, can be presented orally, in writing, or through other media, helping them develop honest, thorough, tolerant attitudes, systematic thinking, and polite expression of opinions.

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