An Analysis Of Discourse Markers Used In Jay Shetty's On Purpose Program

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Abstract*: In communicating, we often experience misunderstandings about something being discussed, or get stuck in awkward situations because the conversation is not going smoothly. Discourse markers are crucial in communication, helping speakers formulate new ideas and make their speech more natural. This study analyzed the types and functions of discourse markers in Jay Shetty's On Purpose program using a descriptive-qualitative approach. The researcher combined the theories of Biber et al. (1999) and Castro (2009) to classify the types and functions of discourse markers. The result revealed that the most commonly used discourse marker is the clause "you know", and the dominant function of discourse markers that are used is response or reaction markers and back-channel signals, which help speaker express reaction to previous discourse, show understanding, and continued attention while other speakers are getting their turn.*

Keywords*: Discourse analysis, discourse markers, On Purpose program.*

Abstrak. Dalam berkomunikasi, kita sering mengalami kesalahpahaman tentang sesuatu yang sedang dibicarakan, atau terjebak dalam situasi yang canggung karena percakapan tidak berjalan dengan lancar. Penanda wacana sangat penting dalam komunikasi, membantu pembicara merumuskan ide-ide baru dan membuat pembicaraan mereka lebih alami. Penelitian ini menganalisis jenis dan fungsi penanda wacana dalam program On Purpose milik Jay Shetty dengan menggunakan pendekatan deskriptif-kualitatif. Peneliti menggabungkan teori Biber dkk. (1999) dan Castro (2009) untuk mengklasifikasikan jenis dan fungsi penanda wacana. Hasil penelitian menunjukkan bahwa penanda wacana yang paling sering digunakan adalah klausa "you know", dan fungsi penanda wacana yang dominan digunakan adalah penanda respon atau reaksi dan sinyal saluran balik, yang membantu pembicara mengekspresikan reaksi terhadap wacana sebelumnya, menunjukkan pemahaman, dan melanjutkan perhatian ketika pembicara lain mendapatkan giliran bicara.

Kata kunci: Analisis wacana, penanda wacana, program *On Purpose*.

BACKGROUND

In essence, humans in this world live as social creatures. It means that in their lifestyles, they cannot live alone or attend their own needs. Even with great wealth, humans still need other to survive. Therefore, humans need to interact and communicate with others. Without a communication, a person's live will not go smoothly. Additionally, the main function of communication is to convey the massage or meaning of one person to another. Then, to communicate humans need an instrument or device called language. Language can unite all humans from different countries in the world.

According to Ussolichah et al., (2021), Language plays an important role in communication systems, thinking, integration, and blending of information. Language facilitates interaction between individuals, groups, and an individual with a group, allowing each person to know their intentions and goals. In addition, to communicate well, human needs to speak in an organized manner, because when the talks are not coherent, they are meaningless or make the listener difficult to understand. To maintain coherence and cohesion in a speech, speakers can use cohesive signpost in discourse, that is, discourse markers (Karlina et al., 2015).

Inayah (2020), states that discourse markers are words, clauses, or phrases outside the sentence structure that link ideas to other discussion ideas. The correct use of discourse markers results in good communication, as they help both the speaker and listener understand the meaning conveyed. Moreover, discourse markers help users formulating new ideas and make their speech sound smooth and natural.

The delimitation in this study concerned discourse markers in Jay Shetty *On Purpose* program. *On Purpose* is a podcast program founded by Jay Shetty. Through this program, Jay Shetty wants to make people aware of relationship, wellness, mental health, and life purpose. Furthermore, this study sought to answer two research questions. The first question concerned which types of discourse markers were mostly used in Jay Shetty *On Purpose* program based on Biber et al., (1999) theory. The second question explored the functions of discourse markers used in Jay Shetty's *On Purpose* program based on Castro (2009) theory. The results of this study are supposed to contribute to disseminating and supporting the theories conferred in language studies and linguistics, especially discourse markers. This study is expected to advance the knowledge of language learners about the types and functions of discourse markers, and they can also inspect examples of the use of discourse markers in conversation.

THEORETICAL STUDY

Firstly, before further explanations about discourse markers, it is required to know the concept of discourse and discourse analysis. According to Yule (2010), discourse analysis is the proses of understanding what we read, how we can identify well-constructed texts rather than jumbled or incoherent ones, how we understand a person who speaks more than they say, and how we participate in this complicated activity known as conversation. For example, we can understand the notice of *no mask, no service,* at the entrance of the bank. Understand that there is a confidential relationship between the two parts ("You must wear a musk to receive service"). We can create complex discourse interpretations of fragmentary linguistic messages.

Secondly, Biber et al., (1999), claim that the types of discourse markers divided into ten categories. The types of discourse markers they offer are as following:

1. Interjection, are words or sets of sound that are used as a sudden note to express or show feeling.

2. Greeting and Farewell Expression, appear in special discourse situations and responses that are commonly used by society. These markers can be used as a tool to maintain the association between individuals.

3. Linking adverbials, are words or phrases used to link ideas or clauses in spoken discourse or written text.

4. Adverbial Stances, are discourse markers as the operator of the whole sentence. They have function of expressing modality, illocutionary force, and evolution.

5. Vocatives, are defined as noun phrase that refer to the addressee.

6. Response elicitors, are used by the speaker to get or obtain the consent of the listener.

7. Response forms, are a short response to the previous comment.

8. Hesitators, the function hesitators in discourse are to fill hesitation pauses in speech; hesitation means pausing for a moment before continuing speaking.

9. Various Polite Speech-Act Formula, these markers have speech-act functions in apologizing, regretting, and thanking.

10. Expletives, are a taboo expression, word, or phrase that people sometimes say when they are angry or in pain. Expletive is divided into two categories:
    a. Taboo expletive: these markers are used to express something negative and are not appropriate for polite use.
    b. Moderated Expletive: these markers are socially acceptable in a variety of situations.

Thirdly, Castro (2009) divides discourse markers into ten sub-functions according to two main functions: textual and interpersonal. According to Kummala (2016), the textual function is closely related to the way the speaker constructs meaning as a text, creates cohesive passages of discourse, and uses language in a context-relevant manner. Whereas interpersonal function refers to the nature of the social exchange, namely the role of the speaker and the role assigned to the listener.

First, Castro (2009) divided textual functions into eight sub-functions, which include:

1. Opening frame marker aims to initiate discourse, including claiming the attention of the listener.

2. Closing frame marker aims to close discourse. It helps the speaker to close the discourse so it won't appear abrupt.

3. Turn takers or turn givers can be interpreted as the speaker's way of acquiring or relinquishing the floor

4. Fillers turn keepers aim to serve as a filler or delaying tactic used to sustain discourse or hold the floor.

5. Topic switcher aims to indicate a new topic or partial shift in topic to the hearer.

6. Information indicators aim to denote either new or old information.

7. Sequence or relevance markers aim to mark sequential dependence. Sequence markers can help users perceive the connection between phrases or sentences in a variety of ways.

8. Repair markers aims to repair one's own or another's discourse.

Second, Castro (2009), divided interpersonal functions into two sub-functions:

1. Response or reaction markers and back-channel signals Back-channel signals and response or reaction markers attempt to indicate a response or reaction to the previous discourse, including back-channel signals or understanding and continuing attention while another speaker is having his/her turn.

2. Confirmation-seeker and face-savers aim to effect cooperation or sharing, including confirming shared assumption, checking or expressing understanding, requesting confirmation, expressing differences, or saving face (politeness).

METHOD

This study is designed as descriptive-qualitative research. According to (Inayah, 2020), descriptive-qualitative research is used to understand the phenomenon to be studied. The sources of data are taken from three video podcasts on Jay Shetty's *On Purpose* program broadcast on YouTube. The video selection was based on the highest number of comments, likes, and views. It indicates that the video is highly appreciated by his viewers. The data is every sentence of conversation in these three videos:

1. The fifty-four-minute video entitled *This One Secret Will Make You Successful in Life*. With Priyanka Chopra Jonas as the guest. This video was uploaded on 8th February 2021, the viewers reached the numbers 1,531,231. Around 36,000 likes and has 867 comments. (YouTube, 2021)

2. The one hour and forty-minute video entitled *Will Smith's Life Advice on Manifesting Success Will Change Your Life In 2022*. With Will Smith as the guest. This video was

uploaded on 19th April 2021, the viewers reached the numbers 2,892,238. Around 62,000 likes and has 3,000 comments. (YouTube, 2021)

3. The fifty-three-minute video entitled *Kendal Jenner Up About Anxiety, Insecurity, & How To Be Truly Happy*. With Kendal Jenner as the guest. This video was uploaded on 12th September 2022, the viewers reached the numbers 2,057,744. Around 36,000 likes and has 2,100 comments. (YouTube, 2022)

The instrument of this research is called the human as instrument. The human instrument is the researcher himself, based on his or her knowledge. According to Moleong (2021), Human Instruments emphasizes the ability of researchers to observe each symptom and interpret the data obtained based on the researcher's knowledge of the getting word. In conducting this research, the researcher carried out several research steps. As stated by Singh, (2021) the procedure in the research includes:

1. Identify and define research problem.
2. Conduct a literature review.
3. Determine the research design.
4. Carry out the research process.
5. Prepare the research result.
6. Report the research finding.

In qualitative research, the data collection approach includes an in-depth interview, document analysis, control and analysis of audiovisual materials (Arafah, 2018). The data for this research was collected from audiovisual materials and document reviews. The document was obtained from the transcript of the video podcast. Several steps were taken to make the data collection process more directed and systematic:

1. The researcher selected three podcast videos from Jay Shetty's *On Purpose* program.
2. Copying video links.
3. Inserting video links into: https://downsub.com/
4. Downloading the video transcript on the website link.
5. The researcher watched and listened to the conversation in the podcast videos while correcting and tidying up the messy transcript.
6. Looking for the phrases and words in conversation containing discourse markers to select the data.

After collecting the data, to ensure that the data obtained is pertinent to the research questions formulated in the research questions, it must be processed by analyzing the results of the data. According to (Kothari C.R., 2004), there are four types of data analysis processing, one of which is classification, which is the process of grouping data into classes or groups based on shared characteristics. In organizing this research, the researcher took several steps in analyzing the data, as follows:

1. Collecting, in this part, the researcher collected the require data in Jay Shetty's *On Purpose* program

2. Identifying, in this step, the researcher identified the discourse markers used in Jay Shetty's *On Purpose* program

3. Classifying, in this section, the researcher classified the types of discourse markers used in Jay Shetty's *On Purpose* program using Biber et al., (1999) theory. Then, the researcher categorized the function of discourse markers based on Castro, (2009) theory.

4. Displaying, to draw a conclusion about the findings of the study, the researcher presented the data systematically in form of tables and narrative explanations for each classification of the type and function of discourse markers.

RESULT AND DISCUSSION

The researcher created a table that contained the types ang functions of the discourse markers found in three video podcasts from Jay Shetty's *On Purpose* program. The data can be seen in the table below.

Table 1. Types and functions of discourse markers used in Jay Shetty's *On Purpose* program

Functions of Discourse marker	Discourse Markers	Type of discourse markers
Opening frame markers	Hay, yo	Greeting and farewell
	Bro, lover boy, man, mom	Vocatives
	But	Linking adverbials
Closing frame markers	I'm so grateful for your time	Various polite speech-act formula
Turn takers/turn givers	And, so, but	Linking adverbials
	You know	Adverbial stance
Fillers turn keepers	Uh, um, hmm, aaa	Hesitators
Topic switcher	Anyway, now, well, all right, okay	Linking adverbial
Information indicators	Actually, maybe, hopefully, normally, honestly, probably, definitely, clearly, fortunately, unfortunately, of course, usually, possibly, the fact that	Linking adverbial
	A little girl, my dear spiritual brother	vocative
Sequence/relevance markers	And, then, so, cause, since, until, also, even, at the same time, again, finally, yet, but	Linking adverbials
Repair markers	But, instead, otherwise, while, whereas, at least, still	Linking adverbials
Response/reaction markers and back-channel signals	Oh, wow, cool, what, awesome, amazing, no way, fantastic	Interjection
	Yeah, yes, no, totally, for sure, me too, I love that, that's brilliant, okay, absolutely, I love hearing that, that's a great answer, that's beautiful, exactly, right, yep, that was fantastic, correct, it did, perfect, good, that's a great idea	Response forms
	Thanks, thank you, sorry	Various polite speech-act formula
	That's wild, oh my gosh. Oh my god, thank god, gosh, oh my goodness, no freaking way, damn, goodness	Expletives
Confirmation seeker and face saver	Right, okay	Response elicitors
	Thank you so much, thankfully, a big thankyou to, please, sorry completely	Various polite speech-act formula
	Well	Linking adverbials
	You know, you see	Adverbial stance

In this study, the researcher uses theory from Biber et al., (1999) to find the ten types of discourse markers used in Jay Shetty's *On Purpose* program. From the data, the researcher found 105 words, clauses, or phrases that served as discourse markers, and every type of

discourse markers have different frequency of occurrence. Then the most frequently used discourse marker in this study is adverbial stance *you know* which occurs 356 times.

Based on the three video podcasts from Jay Shetty's *On Purpose* program, the researcher found that the host and guests often use the discourse marker *you know* when they are having a conversation. This happens because the discourse marker *you know,* which comes from the comment clause, functions as a signal in conversation, which helps the speaker ensure that his/her listener is still responsive. In line with this, Thorne (1997) states that the comment clause you know and you see in a narrative turn requires some form of response from the listeners, which is more likely to be paralinguistic than vocal or using more nonverbal communication. Nods of the head, direct eye contact, and minimal vocalizations such as *mm* will convince the speaker that he/she still has the audience's consent to continue dominating the turn-taking. While the discourse markers that only appear once in the entire three podcast videos, such as vocatives (*bro* and *mom*) appear less because the speaker only uses these discourse markers in special situations, like a calling person.

The use of discourse markers in Jay Shetty's *On Purpose* program tends to vary from one episode to another. The contributing factor is the different language styles used by the host and guests. The proximity of the speaker to his audience affects the difference in language style used, resulting in variations in the appearance of different types of discourse markers in each podcast episode. According to Haqqo (2016) states that people use different language styles to communicate, depending on the situation and context. Thus, many factor, such as personality, social class, origin, age, profession, and the closeness of the participants who speak, with whom they speak, what they talk about, where, when, and how it takes place, can affect the language style that people use.

According to Hamzah (2018) There are five levels of language style. First, the oratorical style is the most formal language style used by a person in public speaking, and the words used are usually carefully picked or arranged earlier in time, such as in a historical or legal document. The second style is deliberative, which is used to address audiences and is less formal than oratorical, such as in university classroom lectures. Third, consultative style is a type of communication in which the language is formal enough and the words are carefully chosen, such as in a doctor-patient conversation. Fourth is casual style, which includes communication between friends, colleagues, or even family members. The last style is intimate, which is used to talk or communicate with family, loved ones, and very close friends.

Based on the data, the researcher found that Will Smith, a close friend of Jay Shetty, used the discourse marker taboo expletive such as the word "damn!" several times in his sentence when communicating with Jay Shetty in the second podcast entitled "*Will Smith's Life Advice on Manifesting Success Will Change Your Life in 2022."* Will smith much freer to use the word "damn!" because he and Jay Shetty talk in an intimate language style, which demonstrates their strong relationship.

In comparison, the researcher did not find the use of discourse markers taboo expletive in the first and second podcast, which included Priyanka Chopra Jonas and Kendall Jenner as a guest. Between the two podcasts, Jay Shetty and his guest communicated in a casual language style. So, only moderated expletive, such as "oh my god" were found. As a result, it is possible to conclude that the various usages of language style affect the use of different types of discourse markers.

Furthermore, the researcher compares this study with the previous studies. First, Adewibowo et al., (2018) analyzed discourse markers in thesis background and using theory by Fraser (1996). The researcher compares the two studies because Adewibowo et al., (2018) using different theory in analyzing data and their study presented the use of discourse markers in written discourse while this study focused on the use of discourse markers in spoken discourse. The result of comparison is Adewibowo et al., (2018) only found 23 kinds of discourse markers. As a result, the researcher concludes that discourse markers have the higher probability to occur in spoken language than in written language.

Second, the researcher also compares this study with the literature review of Kummala (2016) on analyst discourse markers in EFL learners' presentation. The researcher using the same theory with the Kummala's research in classifying the types of discourse marker, that is using the theory from Biber et al., (1999). But the researcher found the differences between this study with Kummala's research. Kummala (2016) presented the use of discourse markers in formal occasion. Meanwhile this study focused on the use of discourse markers in informal occasion. In the comparison, Kummala (2016) discovered seven types of discourse markers in the entire presentation. Since the number of discourse markers found in Kummala's research is less than this study, the researcher concludes that discourse markers are more likely to occur in informal occasion than the formal one.

Regarding the second purpose of this study, which is the function of discourse markers. The researcher used Castro (2009) theory to classify the function of all types of discourse markers found in this study. Based on the three videos of the *On Purpose* program studied, the researcher succeeded to classify the 105 kinds of discourse markers found in all videos into the

ten functions of discourse markers proposed by Castro (2009). From the data analysis, the researcher found that response or reaction markers and back-channel signals are the most dominant functions of discourse marker that occur in this study. Speakers in the Jay Shetty *On Purpose* program widely use discourse markers to express reaction or responses to previous discourse, including back-channel signals of understanding and continued attention while another speaker is having or her turn.

Furthermore, those discourse markers that the researcher found in this study have different functions for each, even though they are the same. They do not always serve the same function when it is produced by the speaker. It depends on the situation or context of the utterances produced. So, the functions of discourse markers are various, depending on the context in which they appear. For example, the linking adverbial "so" sometimes functions as turn takers/turn givers when the speaker intends to acquire or relinquish the floor. However, linking adverbial "so" will function as sequence/relevance markers when used by the speaker to mark sequential dependencies.

CONCLUSION AND SUGGESTION

Based on the data being analyzed, the researcher found many types of discourse markers and their respective functions shown in Jay Shetty's *On Purpose* program. The data show the ten types of discourse markers, namely interjection, greeting and farewell expressions, linking adverbials, adverbial stances, vocatives, response elicitors, response forms, hesitators, various polite speech-act formulae, and expletives.

In this study, the researcher found eleven discourse markers as interjections, two as greeting and farewell expressions, twenty-two as linking adverbials, sixteen as adverbial stances, six as vocatives, two as response elicitors, twenty-four as response forms, four as hesitators, ten as various polite speech-act formulae, and seven as expletives.

Based on the context of each discourse markers, the researcher concludes that the discourse markers have both textual and interpersonal functions. From the textual and interpersonal functions of discourse markers, the researcher finds ten following sub-function: opening frame marker, closing frame marker, turn takers or turn givers, fillers and turn keepers, topic switcher, information indicators, sequence or relevance markers, repair markers, response or reaction markers and back-channel signals, and confirmation seekers and face-savers.

Through the analysis, the researcher concluded that the dominant function of the discourse markers in Jay Shetty's *On Purpose* program is response or reaction markers and back-channel signals that subjectively convey a response or reaction to the previous discourse,

including back-channel signals that show understanding and continuous attention while the other speaker is having his/her turn.

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