Language Features Used by Jeffree Star
the Top English Speaker Beauty Vlogger

Xarista Eunice Alfanadha Mustika
English Department, Faculty of Humanities and Creative Industries, Petra Christian University,
Siwalankerto 121-131, Surabaya 60236, INDONESIA
E-mail: a11170018@john.petra.ac.id

ABSTRACT
This study aims to find out the women's and men's language features used by Jeffree Star in his monologue entitled *Full Face of Brands That Hate Me*. The theoretical framework was based on Lakoff (2004) and Coates (2004) theories of language features. This study employed a qualitative approach. I found that Jeffree Star used color terms, adjectives, hedges, intonations, grammar, politeness, swear words, commands and directives, and questions. Jeffree Star also used two language features at the same time namely color terms and hedges, grammar and questions, swear words and hedges, and swear words and politeness. The use of language features by Jeffree Star was influenced by the topic of the talk and the gender identity. Further studies involving more subjects, objects, or other socio variables are needed to achieve a better understanding of the use of women's and men's language features.

Keywords: language features, monologue, beauty vlogger

INTRODUCTION
This study is about language features used by the top English speaker beauty vlogger named Jeffree Star in his monologue video (vlog) entitled *Full Face of Brands That Hate Me (Jeffreestar, 2018)* by using language features theories from Lakoff (2004) and Coates (2004). I was interested in observing a beauty vlogger because of two reasons. First, Nurvia & Sarasati's study shows that "78.8% of respondents search information on skincare products from social media especially on beauty vloggers *YouTube* channel while 70% of 80 respondents bought the products based on the beauty vloggers' review" (p. 68). Second, the study also concludes that "beauty vloggers influence the decision to purchase beauty products through information or recommendations provided" (Nurvia & Sarasati, 2021, p. 68).

I decided to focus on English speaker beauty vloggers who have posted videos (or vlogs) to *YouTube* because *YouTube* is the second most popular social media (Mohsin, 2021) and 62% of businesses use *YouTube* to promote their products through video content or vlogs (Buffer, 2019). I chose Jeffree Star who has the highest number of subscribers, which is 16.2 million subscribers as of November 19, 2021. The video that I would like to observe for this study is the vlog entitled *Full Face of Brands That Hate Me* (Jeffreestar, 2018). There were two reasons for choosing this particular monologue video. First, this monologue video is the most popular vlog on Jeffreestar *YouTube* channel with 1.1 million likes and 42,845,799 viewers as of November 19, 2021 (Jeffreestar, 2018). Second, this vlog is unique since it covers a tutorial and review about make-up products produced by companies that did not really like Jeffree Star. Yet, Jeffree Star still provided a comprehensive review and tutorial.

The popularity of the selected monologue video has made me realize that in addition to the visual appeals of the content of a vlog (or a video), a beauty vlogger should pay attention to his/her language including his/her language features. Language is clearly an important factor to enable and facilitate communication between the vlogger and the viewers across a range of modalities and platforms. Men and women have their own way to communicate as they have different choices of vocabulary (Wardhaugh, 2006). Coates (2004) states, although men and women may differ in their use of language in expressing their thoughts, it does not mean that men cannot use women's language features or vice versa. It would then be intriguing to find out

men's and women's language features used by Jeffree Star, a man who creates popular beauty-related vlogs.

METHOD

For this study, I used a qualitative approach. The data was taken from the Jeffree Star's vlog (monologue) entitled *Full Face of Brands That Hate Me* (Jeffreestar, 2018). I watched, downloaded and transcribed all utterances of the vlog titled *Full Face of Brands That Hate Me*. Next, I gave numbers for each utterance produced by Jeffree Star using a one-digit format that reflected the order of the occurrence of each utterance. The final step that I did was analyzing the data based on the language features theories by Lakoff (2004) and Coates (2004).

FINDINGS AND DISCUSSION

This section discusses the finding of this study. There are four parts in this section and each of them answers the research question of this study.

Women's Language Features

The women's language features used by Jeffree Star were hedges, intonations, grammar, politeness, swear words, commands and directives, and questions.

1.   Hedges

Data 23: "Um, a lot of people, like, "well give it to me girl" and then my girl, "the foundation has expired, I don't want to give it to anyone that I like."

Data 23 showed hedges as women's language feature because Jeffree Star expressed words such as "*um*" and "*well*". As Lakoff (2004) and Coates (2004) state, hedges are often used as a pause to convey uneasiness, inaccurate data or information, uncertainty, doubt, and/or confusion.

2.   Intonations

Data 243: "And you're still concerned with me?"

According to Lakoff (2004), "rising intonation on declarative is related to this special use of a syntactic rule is a perceptible difference in women's international patterns" (p. 49). Women, more than men, use rising intonation when asking questions (Lakoff, 2004). Data 243 exemplified a female language feature because Jeffree Star used rising intonation to emphasize his question to Kat Von D, *"And you're still concerned about me?"*.

3.   Grammar

Data 3: "Today we're taking out the trash."

As stated by Lakoff (2004) and Coates (2004), women are expected to use formal grammar structures and vocabulary. Unlike men, women should refrain from using informal grammar and slang in their talks. I put data 3 under the category of grammar as women's language feature because there were no notable instances of slang or informal language within the utterance.

4.   Politeness

Data 5: "Crickets, please."

According to Lakoff (2004), politeness in this context refers to courtesy expressed through expressions such as *"thank you"* or *"please"*. Lakoff (2004) states that women are more polite than men because society expects more courtesy from women. Data 5 showed how Jeffree Star

asked his video editing crew to add a cricket sound effect with the word *"please"*. In accordance with Lakoff's (2004) theory, I classified data 5 as women's language feature.

5. Swear Words
Data 39: "Oh God, let's say silent prayer."

According to Lakoff (2004) and Coates (2004), swear words are used by men and women. However, women tend to use softer expletives than men. The usage of swear words as a feature of women's language was demonstrated in data 39. The word *"God"* as the swear word, is more commonly used by women, according to Lakoff's (2004) and Coates's (2004) theories.

6. Commands and Directives
Data 359: "Let me know."

Coates (2004) defines commands and directives "as a speech act which tries to get someone to do something" (p. 94). Coates (2004) states that women tend to use commands and directives in mitigated forms, such as "*let's, gonna, and could*" (p. 94). In contrast, Coates (2004) states that men tend to use commands and directives in aggravated forms, such as "*gimme, get off, and I want*" (p. 95). Data 359 showed the use of commands and directives as women's language feature because Jeffree Star asked for the favour by saying "*let me*" which is considered as a command in a mitigated form.

7. Questions
Data 120: "Which one do you guys prefer?"

Coates (2004) states that women use more questions than men to keep the conversation going. Data 120 was Jeffree Star's expression to keep the conversation going. It can be concluded that data 120 exemplified the use of questions as a feature of women's language.

8. Miscellaneous: Hedges and Politeness
Data 400: "Okay, sorry people, it took me a little bit longer than normal."

I considered data 400 as hedges feature because it shows hedges characteristics, which is *"okay"*. At the same time, data 400 was also considered as a politeness feature because Jeffree Star said *"sorry"*.

Men's Language Features
The language features used by Jeffree Star when reviewing the products were color terms, swear words, and commands and directives.

1. Color Terms
Data 52: "I'm, like, uh, as mine cursed looks a little too yellowy."

According to Lakoff (2004), color terms can be used by both men and women. However, women can describe the color in more precise, specific, and accurate detail than men. Data 52 showed how Jeffree Star described the color of the product using rather inaccurate color, i.e. *yellowy*. This indicates the use of men's language feature.

2. Swear Words
Data 184: "I'm like, "oh, fuck!"

Lakoff (2004) and Coates (2004) state that both men and women use swear words, but men more likely to use harsh expletives in their conversation to assert dominance, aggression, and

other masculine characteristics. As shown in data 184, Jeffree Star used a very strong word when reviewing with the product. Therefore, I put this data under men's language feature.

3.   Commands and Directives
Data 24: "Girl, stop!"

According to Coates (2004), women typically use the politeness feature to demonstrate that they are polite and speak clearly, while men tend to be direct. Data 24 showed how his viewers to stop asking their friends for expired make-up. Saying or asking something directly without a pleasant or indirect filler word is one of the characteristics of men's politeness.

Women's and Men's Language Features
Jeffree Star used both women's and men's language features within the same utterance. Some utterances had color terms and hedges. Some utterances had grammar and questions. Others highlighted swear words and hedges. Some utterances included swear words and politeness.

1.   Color Terms and Hedges
Data 52: "I'm, like, uh, as mine cursed looks a little too yellowy."

According to Lakoff (2004) and Coates (2004), hedges, such as *"like"* and *"uh"* are often used as a pause to convey uncertainty, doubt, and/or confusion. I classified data 52 as hedges as women's language features because Jeffree Star was probably unsure what to say next. Data 52 also applied color terms as men's language features because Jeffree Star mentioned the color yellow with the suffix -y, which is in line with Lakoff's (2004) theory that men may be unable to describe color in more precise, specific, and accurate detail.

2.   Grammar and Questions
Data 357: "Do you guys want to see me collab with someone from my brand?"

Data 357 showed the application of grammar as men's language feature. This is in line with Lakoff's (2004) theory that abbreviation is one of men's grammar features. Simultaneously, as seen in data 357, Jeffree Star solicited feedback from his audience. The use of a question here may have been to keep the conversation going, indicating the use of questions as a feature of women's language. This is consistent with Coates' (2004) claim that women ask more questions than men in order to keep the conversation going.

3.   Swear Words and Hedges
Data 366: "Oh, bitch!"

Data 366 was put under men's language feature because this was done to demonstrate Jeffree Star's intense emotion. This finding supports Lakoff's (2004) and Coates' (2004) theories that men tend to use stronger words when swearing. Hedges were also used as women's language feature in data 366. According to Lakoff (2004) and Coates (2004), the use of the hedges *"oh"* shows the feature of women's language.

4.   Swear Words and Politeness
Data 441: "I don't give a fuck about anyone mentioned in this video, if it was negative, please leave them alone."

Data 441 used swear words as men's language feature because it contains a very strong word *"fuck"* which is in line with Lakoff's (2004) and Coates's (2004) theories. Jeffree Star also used *"please"* to demonstrate courtesy. The use of *"please"* showing courtesy in this context

indicates politeness as women's language feature and is in line with Lakoff's (2004) theory of language feature.

Interpretation
This section focuses on the discussion of some interesting findings related to the use of men's and women's language features by Jeffree Star in his monologue vlog. The discussion falls under fourteen headings: color terms, adjectives, hedges, tag questions, intonations, intensifiers, grammar, politeness, swear words, commands and directives, minimal responses, compliments, questions and miscellaneous.

1.   Color Terms
According to Lakoff (2004), women can express color terms more clearly, precisely, and accurately than men because men do not express their emotions verbally. The use of women's language while displaying the product's color may have been done to ensure that the viewers could see and examine the color for themselves. However, Jeffree Star frequently described colors by prefixing them with the suffix -y, as when he said *"yellowy"* (refer to data 52).

2.   Adjectives
Lakoff (2004) states that there are two kinds of adjectives, which are neutral adjectives and women adjectives. Neutral adjectives that can be used by both men and women. Women adjectives can only be used by women (Lakoff, 2004). The use of adjectives might be used to show the admiration of something. However, as depicted in the title of the vlog, *Full Face of Brands That Hate Me (*Jeffreestar, 2018*)* clearly did not give a room for Jeffree Star to admire any make-up products, thus Jeffree Star did not use any adjectives in his monologue video.

3.   Hedges
Lakoff (2004) and Coates (2004) state, in general, hedges, such as *"umm"*, *"like"*, etc. are frequently employed as pauses in conversation to convey insecurity, inaccurate information or data, ambiguity, doubt, or bewilderment. Jeffree Star used hedges as women's language feature because Jeffree Star perhaps needed some time to find the most appropriate vocabularies to describe the make-up products or re-check the product's name that he reviewed so that he did not make any mistakes when he talked about the make-up products that he reviewed.

4.   Tag Questions
As stated by Lakoff (2004), a tag question is a yes-no question that is used by both men and women when they are unsure about the statement he/she has made. In Jeffree Star's monologue video, I did not find any tag questions. A plausible reason might be because Jeffree Star was pretty sure about his review on the quality of the make-up products that he reviewed in his vlog.

5.   Intonations
Jeffree Star used rising intonation as women's language feature in his vlog. According to Lakoff (2004), "rising intonation on declarative is related to this special use of a syntactic rule is a widespread difference perceptible in women's international patterns" (p. 49). In Jeffree Star's monologue video, the rising intonation feature was used for several data, as the example data 243. This might be because Jeffree Star would like to emphasize his idea by saying the same utterance three times and using rising intonation for each utterance.

6.   Intensifiers
According to Lakoff (2004), women tend to use more intensifiers than men because women feel the need to persuade their interlocutors to take them seriously and to reinforce the meaning of their utterances. In Jeffree Star's monologue video, I did not find any use of intensifiers. It might be because Jeffree Star did the monologue vlog, which means Jeffree Star did not have any interlocutors to be persuaded. Jeffree Star also reinforced his idea by repeating the utterances instead of using or adding words such as "so".

7.   Grammar

Grammar in this context refers to formal and informal grammar, which is not only about the structure but also the slang and abbreviation (Lakoff, 2004). I notice that Jeffree Star used grammar as women's language features because perhaps he knew that many viewers or subscribers were women and he would like to acknowledge them. Jeffree Star also used grammar as men's language feature perhaps due to the nature of his *YouTube* channel which was informal and spontaneous.

8.   Politeness

According to Lakoff (2004), in terms of politeness, women are supposed to behave themselves and communicate respectfully by using phrases such as "*thank you*" and "*please*". In Jeffree Star's monologue vlog, he expressed politeness as part of women's language feature when Jeffree Star talked to his crew and said, *"crickets, please"* (refer to data 5).

9.   Swear Words

Lakoff (2004) and Coates (2004) state that both men and women use swear words as an extreme expression, although women tend to use softer words than men . Jeffree Star used swear words as men's and women's language feature in his monologue vlog. This might be because he felt upset as he had to review and try make-up products from companies that did not like him. Another possible reason is because Jeffree Star was aware that his viewers were both men and women, thus he used men's and women's swear language features in his vlog.

10.   Commands and Directives

Coates (2004) defines commands and directives "as a speech act which tries to get someone to do something" (p. 94). According to Coates (2004), women tend to use commands and directives in mitigated forms while men tend to use commands and directives in aggravated forms. Jeffree Star used commands and directives as women's language feature, such as *"Let me know."* (data 359). Jeffree Star also used commands and directives as men's language feature, such as *"Girl, stop!"* (data 24).

11.   Minimal Responses

Coates (2004) states that minimal response is usually used by listeners to respond to the speaker. When the listeners agree with what the speaker said, they would say "mhm, yes, etc". I believe Jeffree Star did not say any minimal responses in his vlog because it would be impossible to find any minimal responses in Jeffree Star's monologue. Since it was a monologue, Jeffree Star did all the talks by himself and he did not have any live-in interlocutors.

12.   Compliments

Coates (2004) believes that both women and men give and receive compliments in different ways and they avoid cross gender compliments to bot be considered as sexual harrassment. Coates (2004) states, "women tend to compliment each other on appearance while men tend to complement each other on possessions or skill" (p.99). I found that during his monologue, Jeffree Star made no compliments. Due to the nature of the monologue, Jeffree Star delivered his vlog content alone, without involving any interlocutors or listeners in the video.

13.   Questions

According to Coates (2004), both men and women use questions. Women use more questions to keep their conversations going, while men ask questions in some particular situations (Coates, 2004). As Jeffree Star had to build the interactions with his viewers, he asked a few questions and invited his audience or viewers to write comments in the comment section. In this case, Jeffree Star used questions as women's language features.

14.   Miscellaneous

I found that Jeffree Star used more women's language features rather than men's language features. I also found that occasionally Jeffree Star used two language features in one utterance. Further discussion is presented in the sections below.

A.   More Women's Language Features
Jeffree Star as a male vlogger used more women's language features than men's language features. A possible explanation for this might be because Jeffree Star uploaded videos on his channel focus on providing tutorials and reviews on make-up products. Thus, it is inevitable to assume that the majority of the channel's viewers and subscribers are women; and that this might be one of the reasons Jeffree Star employed more women's language features in his monologue. Another possible explanation might be related to Jeffree Star's gender identity. Jeffree Star was born as a male but he is widely known as a gay (Williams, 2019). He is a man who likes to apply makeup, style his hair differently, occasionally wears women's clothing, and he has been very open about his relationship with his boyfriend. I think that this gender identity might also affect why Jeffree Star used more women's language features in his video.

B.   Two Language Features within the Same Utterance
During her data analysis, I found some utterances containing two language features per utterance. I believe that this may happen due to the context of the conversation.

CONCLUSION
The topic of the talk and the gender identity of Jeffree Star and the viewers or subscribers might significantly affect the use of Jeffree Star's language features. However, since the present study focused on one video which was a monologue, further research involving more Jeffree Star's videos would be recommended. Another suggestion would be to conduct a further study which would assess the factors underlying the choice and usage of one's language features. Further studies regarding the women's and men's language features in social media would also be a fruitful area for further work. Despite the study's limitations, the findings of this study hopefully would contribute to the expanding body of research on the women's and men's language features.

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