

COMMON DIFFERENCES IN STYLE OF SPEECH FOUND ACROSS CULTURES AND GENERATIONS

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Article Information

Article History:

Sent: 12-01-2025

Revision: 24-01-2025

Recieved: 02-02-2025

Keyword:

Speech Found Across Cultures

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ABSTRACT

This research explores the differences in speech styles found across cultures and generations. Speech styles reflect individuals' social norms, values and identities, which can vary significantly. Using a qualitative approach with a case study method, this research involved in-depth interviews and participant observation in several communities with different cultural backgrounds, as well as among different generations. The results show that differences in speech styles are influenced by politeness norms, formal and informal language use, and non-verbal expressions. In addition, younger generations tend to use slang and new terms influenced by technology and social media. The findings provide important insights into cross-cultural and intergenerational communication dynamics, as well as implications for communication education and practice. The research is expected to increase understanding and tolerance of the diversity of speech styles in an increasingly globalized society.

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INTRODUCTION

Issue background: Communication is a fundamental process that allows individuals to exchange information, ideas, and feelings. In the context of social interaction, communication serves as a bridge that connects individuals to others, forms relationships, and creates understanding. The importance of communication in social interaction has been the focus of research across a range of disciplines, including psychology, sociology, and communication sciences. Language cannot be separated from culture. The existence of culture is fundamental in considering what language is currently used in daily life. Every Each

culture has its own characteristics in its language style which includes word choice, intonation, delivery, and response to interlocutors. intonation, manner of delivery, and response to interlocutors. For example, Western culture Western cultures often emphasize direct and to-the-point communication, while Eastern cultures values politeness and implicitness in conveying messages. These differences are not only interesting to study but also important to understand, especially in the era of globalization where cross-cultural interactions are intensifying.

Culture's Influence on

Communication: In her research in “Journal of Anthropology” (2020), Widiastuti discussed the influence of culture on communication styles in Indonesia. She found that cultural variations affect the way individuals communicate, from word choice, intonation, to non-verbal expressions. This study emphasizes the importance of understanding cultural differences in communication to minimize potential misunderstandings. The Impact of Culture on Communication: Prasetyo (2021), in his research published in “Journal of Anthropology,” revealed that culture plays a major role in shaping communication styles in Indonesia. The findings show that cultural norms, such as good manners and respect for elders, have a significant influence on the way individuals communicate in Indonesian society. Speech Style Approach to Communication, Definition of Speech Style Speaking style refers to the way a person or group uses language in communication. It includes aspects such as word choice, sentence structure, intonation, and non-verbal expressions. Speech style reflects an individual's social identity, culture and values, and can vary depending on the situation and the relationship between the speaker and the listener.

In addition to linguistic elements, speech styles also include aspects such as:

Formality: The level of formality in language, from official language (e.g. in an academic or professional setting) to casual language (as in everyday conversation). Tone and Intonation: Certain settings of tone of voice, speed of speech, and emphasis that affect meaning and emotion in communication. Word Choice: The selection of vocabulary that reflects social, cultural or educational background. Non-Verbal Expressions: Gestures, facial expressions, and body language that accompany verbal communication and can reinforce the message.

Differences in Speech Styles between Generations

Intergenerational speech styles show variations that are influenced by technological developments, social changes, and levels of education and access to information. The main factors contributing to these differences include:

Technological Influences

Younger generations, such as Millennials and Generation Z, often use language influenced by technology and social media. This includes the use of abbreviations, emojis, and slang terms that are less familiar to previous generations.

Social Change

The transformation of social norms and values affects the way younger generations speak. They tend to be more open

in discussing issues such as gender equality and diversity, which is visible in their communication patterns.

Education and Access to Information
Younger generations usually have greater access to education and information than previous generations. This allows them to use richer vocabulary, new terms and more complex concepts in their daily communication. Differences in speech styles across cultures reflect unique norms, values and ways of interacting. For example, Javanese culture emphasizes politeness, while Betawi culture is more direct. Variations between generations are seen in the use of slang and new terms influenced by technology and social media. Here is a further explanation of the differences in speech styles across cultures and the variations between different generations.

The Influence of Local Language on Speech Style

Local languages have an important role in shaping people's speech styles, especially in areas where local culture is still strong. Hidayati's (2017) research in **Journal of Education and Learning** highlighted that the use of local languages can influence Indonesian speech patterns. In areas with dominant regional language influence, such as Bali and Sumatra, sentence structure and word choice in Indonesian often reflect elements of the regional language. This

happens because people's thinking and communication processes are often influenced by the language they use daily. For example, Balinese speakers tend to maintain their regional intonation when speaking in Indonesian, while Minangkabau speakers may incorporate vocabulary or expressions from their language. This phenomenon shows that local languages are not only a means of communication, but also an integral part of cultural identity. In addition, this uniqueness can enrich the diversity of the Indonesian language, although in some cases it can lead to misunderstandings due to differences in speech styles.

Identifying Differences in Speech Styles across Cultures

In understanding cross-cultural variations in speech styles, there are a number of aspects that need to be considered as they affect the way a person communicates. Here are some of the main factors that can be used to identify differences in speech styles across cultures: **Social and Cultural Norms**

Every culture has social rules that govern how to speak. For example, cultures that uphold politeness, such as Javanese culture, tend to use subtle and formal language. In contrast, more egalitarian cultures, such as Betawi, exhibit a relaxed and open style of speech.

Language Structure

The language used in a culture affects the way messages are conveyed. Cultures with languages that have a social hierarchy system, such as Japanese or Javanese, often reflect a level of politeness and respect in word choice and intonation.

Cultural Beliefs and Values

A society's beliefs and values also influence speech style. For example, societies that value harmony tend to avoid direct confrontation, while cultures that emphasize honesty may be more blunt in communication.

Context of Communication

Speaking style is also determined by the context, whether formal or informal. In some cultures, formal speech styles are highly differentiated from informal styles, while in others, the boundary between the two is more flexible.

Generational Influence

Changes in Language: Younger generations often adopt new terms and styles of speech influenced by technology and social media. This can create significant differences in the way older and younger generations communicate.

Values and Attitudes: Changes in values and attitudes between generations can also affect speech styles. For example, younger generations may be more open to social issues and more inclusive in the way they communicate. Research into differences in speech styles across cultures and generations

has a number of significant benefits, both for individuals and society as a whole. Here are some of the main benefits of this research: Provides Insight into Cross-Cultural Communication

Increased Cultural Understanding: This research helps individuals understand how values, norms, and communication practices vary among different cultures. By understanding these differences, individuals can avoid misunderstandings and improve social interactions.

Development of Communication Skills: Insights gained from this research can help individuals develop better communication skills in cross-cultural contexts. This is especially important in an increasingly globalized world, where interactions with people from different cultural backgrounds are becoming increasingly common.

Increase Tolerance and Respect: By understanding differences in speech and communication styles, individuals can develop an attitude of tolerance and appreciation for diversity. This can contribute to a reduction in conflict and an increase in social harmony.

More Effective Communication Practices: Communication practitioners, including professionals in marketing, public relations, and management, can use insights from this study to design more effective

communication strategies. Understanding differences in speech styles can help them communicate with diverse audiences in more appropriate and relevant ways.

Training and Skill Development: This research can be used to design training programs that help individuals and organizations develop cross-cultural communication skills. This is particularly important in the context of international business, where effective communication can influence the success of business relationships.

RESEARCH METHODOLOGY

Data Collection Techniques In-depth Interviews, this technique involves interviewing individuals from different cultures and generations to gain insight into their communication styles. Systematically organized questions aim to explore the experiences, values and norms that influence the way they interact.

Participatory Observation, researchers actively engage in social interactions in appropriate environments to directly observe the speech styles used. This method allows researchers to understand the social and cultural contexts that shape people's communication patterns. **Document Analysis,** researchers analyzed various written sources such as articles, books, and educational

materials related to cross-cultural and intergenerational communication. This technique provided additional insights and supported the research findings with a more in-depth context.

RESULTS AND DISCUSSION

The discussion in the article aims to: (1) answer the problem formulation and research questions; (2) show how the findings were obtained; (3) interpret the findings; (4) relate the research findings to the established knowledge structure; and (5) generate new theories or modify existing theories.

In answering the problem formulation and research questions, the research results must be explicitly concluded. The interpretation of the findings is done using logic and existing theories. Findings in the form of reality in the field are integrated/related to the research results.

Thus, from the interviews and observations, it appears that there are significant differences in speech styles between the older and younger generations across cultures. The older generation tends to be more formal and respect hierarchy in conversation, while the younger generation is more relaxed, informal and tends to follow the latest language trends. In addition, the younger generation often mixes languages and uses jargon or slang that the older generation may not understand.

CONCLUSION

The conclusion presents a summary of the description of the results and discussion, referring to the research objectives. Based on these two things, new points of thought are developed which are the essence of the research findings.

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