



The Analysis of Communication Strategies in Lady Gaga Talk Show

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Abstract. The purpose of this study was to examine the different sorts of communication methods used in Lady Gaga's talk show and to discuss how these strategies are used in teaching speaking. The descriptive qualitative method was used in the study. The researcher conducts research on communication strategy theory, focusing on the Dornyei et al theory (1995). The information is gathered from the participant's discussions on the talk program. The researcher performed some steps when it came to data analysis. The first step is to download a video from YouTube. The second step is to download the transcription. Third, double-checking both the video and the transcription to ensure accuracy. Identifying the many types of communication methods used in Lady Gaga's talk show is the fourth step. The findings of this study revealed that there were 23 communication methods, including 1 avoidance strategies (4%), 2 achievement or compensatory strategies (9%), 17 stalling or time gaining strategies (74%), 2 self-monitoring strategies (9%), and 1 interactional strategies (4%). Based on the results of each strategy, it can be stated that the majority of communication strategies involve stalling or time gaining. The researcher hopes that this thesis will contribute to the advancement of communication knowledge, particularly communication strategies for teachers, students, and other researchers involved in teaching speaking.

Keywords: Communication strategies, Talk show, Teaching speaking

1. Introduction

Language is used to establish meaningful communication between people. We require language as a tool or method to understand the message or thought to be conveyed in order to deliver a message or idea [1]–[3]. Actions, on the other hand, are easy to take since when we communicate, there are going to be related barriers. English is widely used as a form of communication among people, particularly among those whose first language is not English [4], [5]. As a result, we must learn English as a tool for communicating and conducting business with foreigners. Learning English is critical because it is required when communicating abroad. We are now obligated to learn English. Even learning English begins in primary school and continues until college. We need abilities to learn English. Speaking, listening, reading, and writing are the four language skills [3], [6]. Speaking is one of the most vital abilities. Speaking is a technique of conveying information to others through sharing our ideas, opinions, feelings, and thoughts. Speaking is one of the abilities that students must master when learning English since they would be unable to communicate effectively if their speaking competence remains low [7]. Communication methods are one of the most crucial things that students must have when they wish to communicate with others during the learning process, especially when learning to speak. Communication strategies are divided into five categories, according to Dornyei et al. (), which include avoidance strategies, achievement or compensatory strategies, stalling or time gaining strategies, self-monitoring strategies, and interactional strategies. The researcher chose Lady Gaga Talk Show as the subject of this study in order to examine the communication strategies used by participants on the show. “The Analysis of Communication Strategies in Lady Gaga Talk Show and its Application in Teaching Speaking” is the title of this study. This study addresses two issues: what are the different sorts of communication strategies used in Lady Gaga's talk show, and how are these strategies used in teaching speaking in Lady Gaga's talk show.

2. Methods

The researcher will need a research design when performing research. [8], descriptive qualitative research is an investigation into a scenario, condition, circumstances, occurrences, or other activities, with the findings given in the form of a research report. Its goal is to learn what truly happens in a given circumstance and condition. This study uses a descriptive qualitative technique as its research strategy. The conditions, qualities, and other activities are described using this way. According to [9] there are two types of data sources used in data collection and analysis: primary data and secondary data. The Lady Gaga talk show is used as primary data in this study. The script of Lady Gaga's talk show is secondary data. [10], the researcher herself is the research tool in qualitative research. The researcher herself served as the research instrument or tool in qualitative research. In addition, the researcher employs an equipment to aid her in her investigation. The footage of a talk show and the transcription of the film are useful tools for this study. The researcher obtained the data by obtaining the talk show video, downloading the transcription, reviewing both the video and the transcription for accuracy, and identifying the different sorts of communication strategies used in Lady Gaga's talk show. After gathering data, the researcher classified Lady Gaga talk show communication strategies using Dornyei et al theory, explained the types of communication strategies used in Lady Gaga talk show, described the application of communication strategies used in Lady Gaga talk show in teaching speaking, and reached a conclusion. In addition, the researcher creates additional programs to make data analysis easier. Giving the number of each datum, giving the abbreviation of the participants in the Lady Gaga talk show, and giving the time are the processes of coding data in this study. Then, based on Dornyei et.al is theory found in Lady Gaga's talk show, unit analysis of this research is every utterance that includes communication strategies and is classified into kind of communication strategies.

3. Findings and Discussion

A. The Findings of This Research

The findings of Communication Strategies in Lady Gaga Talk Show are shown in the table below.

Table 1.1 Communication Strategies in Lady Gaga Show

No	Types of Communication Strategies	Quantity	Percentage
1.	Avoidance Strategies	1	4%
2.	Achievement or Compensatory Strategies	2	9%
3.	Stalling or Time Gaining Strategies	17	74%
4.	Self-monitoring Strategies	2	9%
5.	Interactional Strategies	1	4%
	Total	23	100%

Based on the table above, the researcher determined that Lady Gaga's communication strategies in talk shows are stalling or time gaining strategies, with 17 data in the data and a proportion of 74 percent. We can deduce that avoidance strategies have 4 percent with 1 data in the talk show, achievement or compensatory strategies have 9 percent with 2 data in the talk show, stalling or time gaining strategies have 74 percent with 17 data in the talk show, self-monitoring strategies have 9 percent with 2 data in the talk show, and interactional strategies have 4 percent with 1 data in the talk show.

B. Discussion of This Research

The researcher discusses communication strategies in Lady Gaga's talk show in this section. Avoidance strategies, achievement or compensating strategies, stalling or time gaining strategies, self-monitoring strategies, and interactional strategies are the five categories of communication strategies studied. The researcher presents the coding data, which includes the quantity of data, each sort of communication strategy, the participants, and the precise moment in the talk show, while presenting the data. The following is a breakdown of the communication strategies:

The first type of strategy discovered was avoidance. Avoidance Strategies entail adjusting one's message to one's resources by replacing messages, avoiding issues, or, in the worst-case scenario,

completely abandoning one's message. As an example, *Pretending to be unable to comprehend, Changing the subject, refusing to reply.*

HT: "You've included a lot of behind-the-scenes material as well." So you had Dogon vision on YouTube. We'd also like to learn more about Lady Gaga via Twitter. Could you please bring back the Lady Gaga vision? It is sorely missed. Yes, we adore you and are incredibly proud of you."

LG: "I admire Lady Gaga's vision, and weren't tiny films all the trend at the time?" That's what I did when I first started touring, but I got so busy that I couldn't take being in front of the camera, so you'll never see me on reality TV. It will never happen, no matter what happens. *It's just I'm not that kind of person.*"

In this datum Lady Gaga employed expressiveness that contained avoidance strategies. It's because this statement is incomplete, and the topic abruptly shifts. "It's just I'm not that kind of person." Because of her busy schedule, gaga is not a person who can simply appear on reality television shows as her admirers wish.

The second type that found is achievement or compensatory strategies. Achievement or compensatory strategies require using available language to achieve a communication objective, which may include compensating for linguistic inadequacies. Circumlocution, reorganization, word coinage, nonverbal signal, literal translation, foreign zing, and code swapping are just a few examples.

LG: "Now, what is it about it is because it's a blonde in New York."

HT: "I'm blond with stars on my face and long eyelashes. I like the other night there's *poker face* on my hat for *poker face*."

In this datum Lady Gaga incorporated achievement or compensating strategies into her expression. It is because "poker face" is idiom. Examples of achievement or compensating strategies are used in the idiom. A poker face is a person's expression that conceals their emotions and ideas.

HT: "Since we live in a Christian country, what is the best piece of advice you've ever gotten?"

LG: "If you don't have any shadows, that is the best piece of advice I've ever gotten. You're not in direct sunlight. That is something I tell myself every single day, you know because I'm not *a squeaky-clean person*. As a result, my songs, monster ball, or admirers are not mentioned. People frequently ask me who the real you is, despite the fact that we're both very much the same. It's wonderful to have an open book about my life to which you're inquiring. And if you're magical, you'll be surrounded by shadows at all times. You must throw a shadow because you are in the light."

In this datum Lady Gaga incorporated achievement or compensating strategies into her expression. It is because "a squeaky-clean person" is idiom. Idioms, on the other hand, are an example of achievement or compensatory strategies. A squeaky-clean person is someone who has never been convicted of a crime and is not accused of engaging in unlawful or immoral behavior. The third type that found is stalling or time gaining. Filters, hesitation devices, and gambits, as well as repeats, are all examples of stalling or time gaining strategies (example: repeating what the other has said while thinking).

AD: "Hello...Gaga, my first question is for you. What I really wanted to know was how you're doing. I remember you saying in one of your interviews that that was a question that interviewers never asked you seriously, so I wanted to ask you that question. What's new with you?"

LG: "*Well*, I'm fantastic, that's why I'm still here, and I'm a little choked up about it. And it works so hard because I am really fortunate to have such lovely fans. And as you can see from that one video, I spend a lot of time searching Google for fan videos, which is how I spend a lot of my time. I'm doing fantastic today, and the only reason I've ever stated it is because people don't ask. To get to where we are now, it took a lot of bravery, which is why I am the way I am. Many people nowadays favor glasses, shoulder pads, and outrageous costumes, and doing interviews has gotten increasingly tough because it is all they talk about. **So**, What I'd say is that I'm doing well now due of the courage instilled in me by all of my admirers. So thank you for instilling courage in me, and I hope I may instill courage in you as well."

In this data Lady Gaga used a variety of expressions, such as installing or time gaining strategies. It is because Lady Gaga used fillers "well" to answer the question. Fillers are utterances

that can be spoken while the speaker is accruing time before the L2 items come to mind. And fillers is example of stalling or time gaining strategies.

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HT: “*I imagine I imagined* that being born in this manner has something to do with who you are.”

LG: “What's so hilarious is that when I released the song, everyone said the lyrics were so literal? When you're bullied, you try to come up with something that's similar to the emotional poetry you went through in high school. You can try to hide it and grow up, but being born this way is about saying, "This is who I am." "This is the Fuck who I am," you say.”

In this datum Lady Gaga used expression which included installing or time gaining strategies. It is because she used self and other-repetition, example “I imagine I imagined”. It occurs when the speakers are aware of L2 items but require time to remember them from memory.

AD: “That may be, sir, but my genuine question is that we've already discussed Lady Gaga. Gaga, that, and the famous monster, but what about Stephanie? How do you stay Stephanie through it all?”

LG: “This is a fantastic question. What exactly are you looking for? I'm right around the corner... Stephanie is also who I am. Gaga is simply my stage name. It's like when your mother calls and you choose to ignore her and call Johnny instead. She refers to you as Jonathan when you're doing well, and when you're terrible, she calls me Jonathan. It was just a way for me to let go. It's actually rather humorous after so many years of being told no by this industry because *I didn't I didn't* shop around to record labels till I started referring to myself as gaga. Until people in New York knew me as Lady Gaga, I was making music and choir and getting cast in high school, and the boys played and all the girls detested me, I was known as Lady Gaga.

In this datum Lady Gaga used expression which included installing or time gaining strategies. It is because she used self and other-repetition, example “didn't... didn't”. It occurs when the speakers are aware of L2 items but require time to remember them from memory.

AD: “That may be, sir, but my genuine question is that we've already discussed Lady Gaga. Gaga, that, and the famous monster, but what about Stephanie? How do you stay Stephanie through it all?”

LG: “This is a fantastic question. What exactly are you looking for? I'm right around the corner... Stephanie is also who I am. Gaga is simply my stage name. It's like when your mother calls and you choose to ignore her and call Johnny instead. She refers to you as Jonathan when you're doing well, and when you're terrible, she calls me Jonathan. It was just a way for me to let go. It's actually rather humorous after so many years of being told no by this industry because I didn't I didn't shop around to record labels till I started referring to myself as gaga. Until people in New York knew me as Lady Gaga, I was making music and choir and getting cast in high school, and the boys played and all the girls detested me, I was known as Lady Gaga but in high school, when I was producing music and choir and getting cast, and the boys played and all the girls despised me, I was known as Lady Gaga. I was always the lead, and everyone despised me since I went to a guys' school. So, if you get the lead, you'll constantly be at the boys' school when I'm at school. So I guess what I'm trying to say is that I don't really distinguish between Stephanie and Lady Gaga. It's the same person; it's just that it was a means for me to move forward in my life, and it's a gift I wish I could give to anyone who has gone through a difficult period. Maybe you had a job as a kid or in college, or maybe you had a job where you knew you were going to be fired and *you were...you were*. You know poor for two years and then you found me. I wish anybody could have that gift of being able to say, "I condemn all of that negativity." And now I'm a whole new person, and I'm going to be the queen. That's literally all there is to it. I know I'm capable.

In this datum Lady Gaga used expression which included installing or time gaining strategies. It is because she used self and other-repetition, example “You were...you were”. It occurs when the speakers are aware of L2 items but require time to remember them from memory.

AD: “So I've got my skeptics. I'm terrified, but I had to ask you a question after hearing you speak. You have a really positive outlook on life. So I was just interested as to where that came from and what experiences in your life formed it, since you're one of a kind. And, you know, you can always chastise poor behavior and it will always look good.”

LG: “My mum is blessed with a great mother. She actually went above and above for me, and she taught me how to be kind. My mum isn't the type to offer you the clothes off her back if you're cold. And since that's how I was raised, I'm sure I'd do the same. Also, I'm not sure if there are any religious people in this room. And I always feel a little self-conscious when I talk about religion because I don't want people to think I'm... I'm not trying to persuade you to believe in anything, but I do believe that God reveals himself in a variety of ways. And I don't believe we know what he looks like, as I discuss in Judas, but I do see God in my fans. So I'm reminded of this every night when I look into the audience. I feel like I see *this this* force of beauty it's just faith that I don't know. As a result, I see faith and people who believe in me. And it's because of that that I'm able to go out there as strong as they are.”

In this datum Lady Gaga used expression which included installing or time gaining strategies. It is because she used self and other-repetition, example “this...this”. It occurs when the speakers are aware of L2 items but require time to remember them from memory.

LD: “I'm honored to be present today. And *I truly see I truly see* God in my admirers *they are they...are they are* what I'm trying to communicate is who I worship. And I believe what you worship in your life. It doesn't have to be a religion, an organization, or a specific type of God. It's just that...you have to adore *your... your* faith but I perhaps. I'm saying in my own Gaga tones, but what I'm trying to express is that I worship my followers; they are my religion.”

AD: “There's one thing. Please excuse my intrusion, but may I have a hug? Your song reminds me of one of my dreams.”

AD: Okay?

LG: “Yeah go ahead...”

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In this data Lady Gaga used expression which included installing or time gaining strategies. It is because she used self and other-repetition, example “They are... they are...they are”. It occurs when the speakers are aware of L2 items but require time to remember them from memory.

In this data Lady Gaga used expression which included installing or time gaining strategies. It is because she used self and other-repetition, example “Your your”. It occurs when the speakers are aware of L2 items but require time to remember them from memory.

The fifth type that found is self-monitoring strategies. Rephrasing (and often overelaborating) one's message, as well as repairing or changing anything in one's own speech, are examples of self-monitoring strategies (self-repair).

HT: “So, back before the cheeseburgers, one of your fans, a California mister named Maddie, inquires as to where you were when you first heard one of your songs on the radio.”

LG: “I was in Canada. I know, I never forget that, but it's a completely different situation. It's almost more delightful since it's humorous. Now, because I was in Canada at the time, I first heard it on the radio. I had...*I mean* Many people are unaware of this fact about me because it appears that. It was a major deal when Just Dance became number one.”

In this datum Lady Gaga used expression which included in self-monitoring strategies. It is because she used self-initiated repair. Self-initiated repair is one of part of self-monitoring strategies. We can see in the sentence ““I had...I mean” many people don't know this about me because it seems as though”, in the sentence lady gaga says “I had” but it is corrected to “I mean”. The words “I mean” is an example of self-initiated repair.

HT: “And so I imagine being born this way is a little bit about being yourself and how to overcome belief, if you want to talk about it a little bit.”

LG: “What's so amusing is that when I released the song, everyone said the lyrics were so precise. Then, when you're bullied, you attempt to come up with something that's almost like the passionate poetry you learn in high school. You try to hide it and be the bigger person some days, but being born this way is about asserting your identity. This is exactly who I am. And *I mean* the following single Judas is like a very traditional gaga record, but more importantly, the song that came out of it serves as a gateway drug for the album, expressing what the album is attempting to communicate. When I go to the Monster Ball, I see something fearless and special in my fans, but I also see

something afraid, something I was, something unsure, and I really encourage people to look into the darkness and look into places where you wouldn't expect to find uniqueness and specialness because that's where the diamonds are hidden.

In this datum Lady Gaga used expression which included in self-monitoring strategies. It is because she used self-initiated repair. Self-initiated repair is one of part of self-monitoring strategies. The words "I mean" is an example of self-initiated repair.

The fifth type that found is interactional strategies. Interactional strategies emphasize the collaborative nature of strategy implementation. In function, appeals for help are comparable to accomplishment methods, but instead of managing his or her own language resources, the learner takes advantage of his or her interlocutor's knowledge.

LG: "That's funny"

AD: "Sorry what was that?"

LG: "That's funny"

In this datum Lady Gaga used expression which included in interactional strategies. It is because the audience used expression non-understanding, example "Sorry what was that?" Expression of non-understanding is part of meaning negotiation, and meaning negotiation is part of interactional strategies. During a conversation, the speaker uses meaning negotiation to communicate the meanings to the other participants.

Based on the discussion above the researcher obeyed communication strategies. Based on the table is the dominated communication strategies in Lady Gaga talk show is stalling or time gaining strategies. The five communication strategies in the table are the avoidance strategies have 4% with 1 data in the talk show, achievement or compensatory strategies have 9% with 2 data in the talk show, stalling or time gaining have 74% with 17 data in the talk show, self-monitoring strategies have 9% with 2 data in the talk show, and interactional strategies have 4% with 1 data in the talk show. Based on the table above, the dominated communication strategies in the talk show stalling or time gaining revealed 17 data with percentage 74 %. The dominated communication strategies in Lady Gaga talk show is stalling or time gaining strategies, because the speaker needs to gain some time before the L2 things enter to mind.

4. Conclusion

After conducting extensive research, Lady Gaga Talk Show has identified five distinct communication strategies. Avoidance strategies, achievement or compensating strategies, stalling or time gaining strategies, self-monitoring strategies, and interactional strategies are all examples of these types of strategies. In this study, 23 communication strategies were discovered. Avoidance strategies 1 (4%), achievement or compensatory strategies 2 (9%), stalling or time gaining strategies 14 (74%), self-monitoring strategies 2 (9%), and interactional strategies 1 (4%). Based on the findings of the study, we can conclude that delaying or time gaining tactics are the most commonly employed, with stalling or time gaining strategies being most commonly used in Lady Gaga's talk show. The use of examining communication strategies in talk shows can be used to teach basic speaking skills in the eleventh grade of senior high school, such as asking and giving opinions.

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