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The Influence Of Dialect in Speaking Found In Advertisement Videos on Social Media

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ABSTRACT

This study investigates the influence of Singlish, a colloquial form of Singapore English, on spoken language in advertisement videos on social media platforms. Focusing on the phonological and sociolinguistic aspects, the research employs Chomsky's Generative Phonology framework to analyze the phonological processes of deletion, permutation, infixation, transformation, and affirmation in Singlish utterances. Through qualitative analysis of social media advertisements, the study reveals how Singlish dialectical features, such as phonological simplifications, grammar and syntax adjustments, and pragmatic markers, influence communication style and cultural identity. The findings suggest that Singlish serves as a tool for advertisers to connect with local audiences by reflecting regional linguistic characteristics, while also navigating the challenges posed by standard language expectations in global marketing contexts. This research contributes to understanding the dynamic role of dialects in digital media and their impact on communication in advertising.

1. Introduction

In the age of digital communication, social media has emerged as a powerful platform for disseminating information, marketing products, and showcasing cultural diversity. One aspect that has garnered significant attention is the influence of dialects in spoken language, particularly in advertisement videos. These videos serve as a medium not only for promoting goods and services but also for reflecting the linguistic and cultural nuances of different regions. As such, they offer a unique opportunity to explore how dialects shape communication and audience perception (Androutsopoulos, 2010).

Sociolinguistics, the study of the relationship between language and society, provides a valuable framework for understanding how dialects function in different social contexts. Sociolinguistic analysis highlights how factors such as regional identity, social stratification, and audience demographics influence language use in advertisement videos (Holmes, 2013). By examining the sociolinguistic dynamics of dialects in social media content, researchers can gain deeper insights into how linguistic diversity affects communication effectiveness and cultural resonance.

A dialect is a regional or social variation of a language characterized by distinct pronunciation, vocabulary, and grammar. In advertisement videos, these linguistic variations can have a profound impact on how messages are conveyed and received. Dialects often evoke a sense of authenticity and cultural identity, making them a strategic choice for advertisers aiming to connect with specific audiences (Trudgill, 2000). However, they may also pose challenges in contexts where standard language forms are expected, such as in global marketing campaigns.

The interplay between dialects and spoken language in advertisement videos is particularly evident on social media platforms like YouTube, TikTok, and Instagram, where content creators

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and advertisers frequently use regional speech patterns to appeal to local audiences. For example, advertisements featuring speakers of the Isan dialect in Thailand highlight the unique phonological characteristics of this Northeastern Thai variant. These characteristics influence pronunciation and may affect how the message is perceived by speakers of other dialects or languages (Enfield, 2007).

Previous studies have explored similar areas of linguistic variation. For instance, the study titled "A Generative Phonological Approach to the Analysis of Selected Undergraduates' Utterances" by Mariam Titilope Olugbodi (2022) examines the phonological features of Nigerian English as spoken by undergraduates. Utilizing Chomsky and Halle's generative phonology framework, the research identifies distinctive segmental features in the students' speech compared to Standard Nigerian English. The findings highlight specific phonological patterns prevalent among Nigerian undergraduates, contributing to the understanding of Nigerian English phonology. In comparison, this study employs a qualitative approach, also grounded in Chomsky's generative phonology theory, to analyze Singlish pronunciations from TikTok videos. By focusing on the phonological differences between Singlish and Standard English, this research sheds light on the distinctive features of Singlish pronunciation, such as vowel alterations and the influence of multilingualism on its phonological characteristics.

Another study by Rataj (2023), titled "English in Singapore, a City of Migrants: Standard Dialect Ideology and Attitudes Towards Singlish," provides a sociolinguistic analysis of the status and perception of Singlish in Singapore. Singlish, known as Singapore Colloquial English, is positioned against Standard Singapore English within a framework of overt and covert prestige. The work delves into governmental and societal attitudes toward Singlish, highlighting the tensions between linguistic prescriptivism and the sociocultural identity associated with Singlish. Rataj emphasizes key phonological traits of Singlish, such as vowel reduction, monophthongization, and syllable-timed rhythm, situating these features within Singapore's multilingual environment and critiquing the framing of Singlish as "incorrect." Both Rataj's study and this research share significant parallels in their focus on Singlish and its unique characteristics. While Rataj adopts a sociolinguistic perspective to critique prescriptive ideologies, this study applies generative phonology to analyze linguistic patterns observed in digital content.

Additionally, the study titled "The Influence of Isan Dialect in Speaking" by Dina Sri Wahyuni, Rini Prismayanti, and Gustianingsih (2022) investigates the impact of the Northeastern Thailand Isan dialect on English pronunciation. Using generative phonology theory by Morris Halle, the research examines the articulation patterns of native Isan speakers when speaking English. The study identifies challenges in pronouncing specific letters, such as C, L, T, S, and R, which are influenced by the phonological features of the Isan dialect. Data was collected through interviews and recordings of Isan speakers from the Surin and Sisaket provinces. The findings underscore the significance of dialectal influence on second-language pronunciation, revealing how local linguistic features shape English articulation. This study aligns with the current research by emphasizing the role of generative phonology in analyzing dialectal variations and their impact on language use.

Despite the majority of research on dialect influence in various linguistic contexts, there is still a gap in understanding how such influence manifests in digital media, particularly in advertising videos on social media. This study aims to fill that gap by analyzing the influence of Singlish on spoken language, focusing on its effects on communication style, and cultural identity. Specifically, it investigates the phonological variation and sociolinguistic implications of dialect usage in advertising content. As such, this study contributes to a deeper understanding of the interaction between dialects, media, and society, offering practical benefits to linguists, and sociocultural researchers.

2. Litterature Review

This study is grounded in the principles of Generative Phonology, a theory developed by Noam Chomsky that focuses on the rules and structures underlying spoken language. Generative Phonology states that the phonological system of a language is governed by a set of abstract rules that map an underlying representation (UR) of a word to its surface representation (SR), the form that is actually spoken. These phonological rules operate in a systematic, step-by-step manner,

and understanding these processes is essential to analyzing language variation, particularly in the context of dialects used in advertisements.

The primary phonological processes identified in Generative Phonology include:

1. Deletion

This process involves omitting a sound or segment from the underlying form. It often occurs in natural speech as speakers simplify words. For instance, in some dialects, the final consonant in the word "night" might be dropped, rendering it as "nai" in surface speech. This rule helps explain how certain sounds disappear during pronunciation, resulting in variation in spoken language forms.

2. Permutation

Permutation refers to the rearrangement of sounds or segments within a word. For example, in certain phonological environments, the sequence of sounds in a word may be reordered. This transformation can lead to slight shifts in pronunciation while still maintaining the underlying meaning of the word.

3. Infixation

Infixation involves inserting a sound or morpheme into a word. This may occur in certain dialects or speech patterns, where speakers insert sounds within a root word, adding nuance or emphasis. This phonological process reflects how language adapts and evolves, allowing speakers to modify words for ease of articulation or emphasis.

4. Transformation

Transformation refers to the modification of a word's structure by applying specific phonological rules. For instance, a word might undergo changes such as vowel shifts or consonant transformations depending on the dialect or context in which it is spoken. These transformations reveal the dynamic nature of spoken language, where a word's form can change according to phonological patterns.

5. Affirmation

Affirmation reinforces a particular phonological feature or pattern within a word. It may involve strengthening a specific sound, such as lengthening a vowel or emphasizing a consonant, to align with the norms of a given dialect or speech community. This process highlights the regularity with which certain phonological patterns are reinforced in speech, contributing to regional dialectical identity.

These phonological processes are central to understanding how dialects and language variation influence the way advertisements are structured on social media. By applying the principles of Generative Phonology, this study seeks to uncover the hidden structures and rules that shape the language used in social media advertisements, particularly with regard to how dialects influence the way words are spoken, modified, and understood.

3. Methodology

Data collection will be conducted using a qualitative approach, specifically employing the documentation method. This involves identifying videos containing conversations on social media. Once the videos are selected, the next step is to extract relevant language data, including words, phrases, or clauses in the source language. These will then be translated into the target language. After collecting the data, the next stage involves classification of the language data. This will be done systematically using a table format. The data will be classified based on Chomsky's framework for linguistic analysis, ensuring that the data is categorized according to his formulations of language structure.

4. Disscussion

Based on the data, the researcher classified it into the phonological rules they are , deletion, permutation, infix, transformational and affirmation.

Table 1. Delete data analysis based on advertisement video on social media

No.	Base Form	Progressive	Formula	Meaning
1.	Doctor	Doc	[tor] Ø / ---	Referring to a medical professional

2.	Cannot	No can	[not] Ø / ---	Expressing impossibility
3.	Working	Work	[ing] Ø / ---	Referring to employment
4.	Take off day	Off day	[take] Ø / ---	Describing time off from work

Characteristics of Singlish in the Data

1. Phonological Simplifications

Common in Singlish due to the influence of local languages that often omit final consonants or simplify sounds.

Example:

"Cannot" becomes "can't" or simply "no can."

"Doctor" becomes "doc."

Table 2. Grammar and Syntax Adjustments

Singlish frequently omits auxiliary verbs and subjects, making sentences more concise.

Example:

"I have to go and see doctor." (Missing article "the").

"No cannot, I just started working here." (Redundant negation, a feature of Singlish for emphasis).

No.	Base form	Progressive	Formula	Meaning
1.	"Don't worry sally"	"Sally, don't worry"	[Sa] [ly] / -#-	Reordering for emphasis
2.	"You've been with us for 3 months"	"Three months already, you've been here"	[mo] [nth] / -#-	Adds emphasis on tenure
3.	"Paid sick leave"	"Leave, paid sick"	[pa] [id] / -#-	Reordering for brevity

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Table 3. Grammar and Syntax Adjustments

No.	Base form	Progressive	Formula	Meaning
1.	Feeling	Fee-l-ing	Ø [l] / # e---i#	Expressing state or condition
2.	Entitled	Ent-i-tled	Ø [i] / # t---t#	Showing a right to something

3. Code-Switching

Singlish often incorporates elements from other languages like Mandarin, Malay, or Tamil, but this specific dataset seems to focus on English expressions

Table 4. Coalescence

No.	Base form	Progressive	Formula	Meaning
1.	Yesterday	Yestaday	[day] [d] / ---[d]	Referring to previous day
2,	Cannot	Can't	[not] [t] / ---[t]	Expressing inability

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4. **Pragmatic Markers and Emphasis**
   Expressions like "lah," "lor," or "meh" (not present in this dataset but common in Singlish) serve to add tone and intent to communication

5. **Contextual Observations**
   a. The informal tone in the dialogue reflects real-life Singlish conversations, where efficiency and familiarity dominate.
   b. The deletion of articles (e.g., "see doctor") and repetition for emphasis (e.g., "thank you, thank you") are hallmarks of Singlish.
   c. Singlish preserves meaning while simplifying syntax and adapting to multilingual influences.

5. Conclusion

The influence of dialect in spoken language, as examined in various studies and through the lens of generative phonology, underscores the profound connection between linguistic features and cultural identity. This study's focus on Singlish in advertisement videos on social media highlights the dynamic interplay between phonological simplifications, grammatical adjustments, and pragmatic markers, which shape how dialects are used and perceived. The findings emphasize how Singlish blends local linguistic elements with English, creating a unique mode of expression that resonates with its audience while reflecting Singapore's multilingual context.

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