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Linguistics Features of Three British Female Beauty Youtubers

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A B S T R A C T

This article concerns with the characteristics of the language of three British female Youtubers. It is aimed in particular to find out women's linguistic features in their language based on Lakoff's theory (1975) and the functions of each features according to Holme's theory (2013). The result of the study reveals seven women's linguistic features in the youtubers' language. They are (1) *lexical hedges or fillers,* (2) *tag questions,* (3) *„empty" adjectives,* (4) *precise color terms,* (5) *intensifiers,* (6) *„superpolite" forms,* and (7) *emphatic stress.* Among these features, the *intensifiers. appears* as the dominant one. The study also shows that each feature has specific function.

INTRODUCTION

Women's language either in their daily conversations or formal situations may reflect certain characteristics or features that are specific to woman's language. This includes their language in social media such as youtube. YouTube is a website that allows people to show videos they have made (—YouTube‖, n.d.). A person who uploads, produces, or appears in videos on the video-sharing website YouTube is called YouTuber (—YouTuber‖, n.d.). Nowadays YouTube becomes the biggest video sharing website that provides many kinds of videos from all categories. A study conducted by a British media company named We Are Social, reported that YouTube occupies the first position as the most effective social media platforms in Indonesia [1]. There are many channels on YouTube that can be accessed anytime and anywhere. One of the YouTube channels is a beauty channel.

Beauty channel is a channel that provides beauty-related contents and videos include makeup tutorials, cosmetic/skincare reviews, hauls, DIY videos, etc. This channel is one of the favorite channels on YouTube since the viewers of this channel are increasing every year. In 2016, there were more than 55 billion views for beauty-related content on YouTube. Meanwhile, in 2017,

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beauty-related videos generated more than 88 billion views [2]. This fact shows a tendency in society in which people especially young adult females prefer to watch beauty channel rather than others on YouTube. It is because watching fashion and beauty videos, not only gives women information about beauty products, but it also inspires them to create new styles for the daily look.

A person, mostly young woman, who produces and uploads videos about beauty-related topics on YouTube is called a beauty YouTuber or often referred to as a beauty vlogger or beauty guru. In this research, these three terms are used repetitively to refer to the same thing. Some of the beauty Youtubers that are very popular among British beauty gurus on YouTube are Zoella Sugg, Tanya Burr, and Patricia Bright. They are the 25 best beauty vloggers on YouTube according to an article released by StyleCaster in October 2017. These three beauty YouTubers like to upload videos about makeup tutorials/looks, hauls and favorites, Do It Yourself (DIY), routines and Get Ready with Me‘s videos on their YouTube channel. They are well-known among a variety of people in the world, and all have more than 1 million subscribers on YouTube.

The three beauty YouTubers use English to communicate with their viewers on YouTube. The writer observes that their language contains certain features that belong mainly to women which are called women‘s linguistic features [3]. This article is limited to the use of women‘s linguistic features used by beauty YouTubers in their utterances on YouTube and the functions of those linguistic features. Since there are many beauty YouTubers on YouTube, this study is limited to three favorite British female beauty YouTubers according to StyleCaster. They are Zoella Sugg, Tanya Burr, and Patricia Bright. Furthermore, the analysis employs the theory of women‘s linguistic features proposed by Lakoff [3] and theory about the functions of women‘s linguistic features proposed by Holmes [4].

Several studies has been done covering the topics of women linguistics features. The first study is a thesis written by Chalida [5] entitled *Features of Woman"s Language of Song Lyrics Written by Three American Women Song Writers*. In this thesis, she conducts a research about women‘s linguistic features in song lyrics written by Adele, Demi Lovato, and Taylor Swift. Her research focuses on pop songs in 2014. Those songs are *Dont Forget, Heart Attack, La La Land, Neon Lights,* and *Nightingale* that belong to Demi Lovato, *Need You Now, Rumour Has It, Someone Like You, Right As Rain,* and *Painting Pictures* that belong to Adele, and *Dear John, You Belong With Me, The Last Time, Red,* and *Mine* that belong to Taylor Swift. Chalida uses Lakoff‘s theory to analyze the features of women‘s language in those songs. She finds five linguistic features in those songs namely hedges, intensifiers, superpolite forms, tag questions, and word that is related to specific interest. Furthermore, this research aims to prove whether Lakoff‘s theory in 1975 is still relevant or not in the modern times. Chalida concludes that the theory is still relevant with the use of women‘s language nowadays as seen in song lyrics written by three American songwriters.

The second related study is Satva‘s [6] thesis entitled *An Analysis of Women"s Linguistic Features in Pitch Perfect Movie.* This research was conducted to analyze the linguistic features of women‘s language and the functions of those features. In this research, Satva analyzes

language used by female characters in an American musical movie entitled *Pitch Perfect*. In analyzing the data, he uses Lakoff's theory (1975) of women's linguistic features and Holmes' theory (2013) to investigate the functions of women's linguistic features in that movie. Satva finds that there are five linguistic features in the movie. They are lexical hedges and fillers, tag questions, rising intonation on declaratives, intensifiers, andsuperpolite forms. These features are used to strengthen and weaken the utterances. This thesis is generally helpful and relevant to the writer's research since the topic is about the linguistic features in women's language. This thesis also presents different object of research from Chalida's thesis. Moreover, this thesis gives the better understanding for the writer in analyzing women's linguistic features.

Next, the third related study is written by Sardabi and Afghari [7] entitled *Gender Differences in the Use of Intensifiers.* This is a sociolinguistic study that explains the differences of male and female in using linguistic feature called intensifiers. It intends to examine the use of intensifiers in the speech of Iranian male and female high school and university students. To conduct this research, Lakoff's (1975) ideas about linguistic differences between males and females are taken into account.

Women"s Linguistic Features

Women's speech is characterized by certain linguistic features. Linguistic feature is typical lexical and grammatical characteristics [8]. It is distingtive feature that can be used to identify how gender groups use language. Linguistic features indicate sex directly and they are more often used by one sex than the other [9]. In communication, they are used more often by women than men.

Features in women's language are reflected in some perspectives such as phonology, vocabulary, and grammar [10]. In phonology, features of women's language can be seen in pronunciation, pitch, and tone. Women's pronunciation tends to be more correct and standard than men. Women are also inclined to speak in higher pitch than men especially when answering the general questions. Then, in terms of tone, women are likely to change their tone to express their emotions and it makes them sound more gentle and affectionate. Furthermore, Pan [10] explains that in vocabulary, women's linguistic features are seen in the use of intensifiers, adjectives, expletives, euphemism and polite expressions. Meanwhile, in grammar, women tend to use some grammar structures such as tag questions, hedges, and hypercorrect grammar [10].

Lakoff [3] proposes ten linguistic features of women's speech. They are:

1. Lexical hedges or fillers

Lexical hedges or fillers are words and phrases that show speakers' uncertainty and tentativeness about what he/she is saying and cannot vouch for the accuracy of a statement (Lakoff, 1975, p. 53). Expressions such as *well, you know, like, kind of, such a, I mean, I guess, you see,* etc. that carry lexical content are called hedges. Meanwhile, the examples of fillers are *mhmm, uh, ah*. According to Coates [11], lexical hedges and fillers have ―the effect of damping down the force of what we say. This linguistic feature tends to be used frequently by

women than men because women are not sure with the truth of their assertion. They doubt whether they say something correctly or not.

Coates [11] describes that lexical hedges encompass a wider linguistics forms, such as modal auxiliaries (*may, might, could*, etc.), modal adverbs (*perhaps, possibly*, and *probably*) and discourse markers (*I mean, I think,* and *well*). Thus, lexical hedges such as *I guess, I think* or *I wonder* seems to have a meaning like ‗I would like to say . . . to you, but I'm not sure I can' [3]. This happens because women are not sure if her utterance is right. They also doubt whether they have the right to say it or not.

Furthermore, Coates [11] explains that there are four functions of lexical hedges: the expression of doubt and of confidence, sensitivity to others' feelings, searching for the right word, and avoidance of expert status. First, lexical hedges are used as the expression of doubt and confidence. The use of hedges indicates that the speaker lacks self-confidence in the truth of the statement expressed in the utterance. For instance, Marie says *I think he"s not good at swimming.* By using lexical hedges *I think,* Marie signals that she is not really confident about the truth of what she is saying.

Second, lexical hedges are used to express sensitivity to others' feelings. Coates mentions that hedges are used not only to modify the force of a statement, but also to consider the addressee's feelings. For example, Hailee utters *She looks kind of matronly*. Lexical hedges *kind of* signals that Hailee is not really committed to the statement *she looks matronly*. This is not because she doubts the truth of her statement, but because she is not sure how her friends will respond to this unflattering description of another woman. Therefore, she uses hedges to protect the addressee from the full force of the controversial claim.

Third, lexical hedges are also used to show that the speaker is searching for the right word to say what she means. For instance, Audrey says *It"s not, you know, my type of color* when Bella offers her a red lipstick. Audrey does not like that lipstick color, but she cannot say it directly. Therefore, she uses lexical hedges *you know* to show that she is trying to find the right word to decribe the lipstick color. Moreover, lexical hedges *you know* also signals that the word she finally uses may not be the right word choice.

The last function of lexical hedges is avoidance of expert status. Hedges can be used as a way to avoid the appearance of playing the expert. Playing the expert means that one of the speakers dominates the conversation about the topic which he is an expert on. Men tend to dominate the conversation whereas women areinclined to avoid being an expert in conversation in order to minimize social distance between conversational participants. Consider the following example:

David: ―Hey I think we can live together in my new house next year. What do you thnk? It will be nice, right?

Luna: ―Yeah, of course. *I mean*, that's a good idea. *I mean,* yeah, *I"m sure* we can do that.‖

David and Luna are a couple. In the utterances above, David is telling Luna that he wants to live together with her next year. When responding to David's utterance, Luna uses lexical

hedges *I mean* and *I¨m sure* to avoid sounding like an expert on relationship. In this case, the use of lexical hedges indicates Luna‘s unwillingness to take on the role of expert.

2. Tag questions

According to Lakoff [3], tag question is a ―midway between an outright statement and a yes-no question‖. This linguistic feature is used when the speaker states a claim but she is not sure with the truth of that claim. Haas [12] states that tag questions avoid the assertion and give the addressee option to agree or disagree with a statement. This feature of language tends to be used more often by women than by men in communication.

Women tend to use tag question frequently in her speech to convey uncertainty and lack of conviction with what she says. For example, a woman says _*They are not looking at me, are they?*‘. This example indicates that the speaker is uncertain about what she is asserting and she needs confirmation from the addressee.

3. Rising intonation on declaratives

Lakoff [3] believes that rising intonation on declarative is a particular sentence intonation pattern, usually used by women, that has the form of a declarative answer to a question but has the rising inflection typical of a yes-no question. This linguistic feature indicates hesitation. Women tend to use this feature to seek confirmation even though at the same time she may be the only one who has the requisite information. For example:

1. When will we go to the mall?
2. Oh....it‘s around 4 o‘clock?

In the example above, the speaker (a) needs information from the speaker (b), but the speaker (b) is not certain with her answer and seeks confirmation from the speaker (a). The intonation of (b)‘s answer sounds like a question, but actually it is an answer. The use of rising intonation on declarative shows that women are unsure when answering a question. This linguistic feature can also be used to show women‘s politeness by not aswering the question clearly and leaving the decision open.

4. Empty adjectives

Empty adjectives are a group of adjectives that indicate the speaker‘s admiration for something [3]. They show an emotional reaction rather than specific information. Some adjectives like *great, terrific, cool* are neutral which mean that they may be used by both men and women. However, there are adjectives that only exist in women‘s language. They are *lovely, divine, charming, adorable, sweet, cute, pretty,* etc. These adjectives indicate speaker‘s agreement of admiration for something. By using these adjectives, women are able to show her own personality and view of something.

5. Precise color terms

Lakoff claims that women make more precise discriminations in naming colors than men. She believes that there are some color terms that are only exist in women‘s speech and they are

absent in men‘s speech. The precise color terms used frequently by women are *beige, violet, magenta, mauve, shirr,* and *lavender.*

6. Intensifiers

Intensifiers like *just, so, very, really, such, too* are more common in women‘s rather than men‘s language even though men can use them [3]. The functions of using intensifiers are to strengthen the strong feelings and to emphasize assertion. For example: *„I like it so much."* This sentence shows how strong the speaker‘s emotion of something is.

7. Hypercorrect grammar

Holmes [4] states that _hypercorrect grammar‘ is the consistent use of standard verb forms. Women use more standard forms than men. Women must speak politely because they are the subordinate groups in the society. They are not supposed to speak rough. If women use correct grammar frequently, then they can improve their social status in a society. People will consider them as high social class. The example of hypercorrect grammar is *„I would give you this gift if you would like to tell me his secret."*

Furthermore, according to Crawford [13], _hypercorrect‘ grammar involves an avoidance of vulgar or coarse terms such as _ain‘t‘ and the use of precise pronunciation such as the final sound _g‘ in _being‘. Women will tend to say standar form _being‘ rather than _bein‘ to make it more formal.

8. Superpolite forms

Superpolite forms are related to women‘s hypercorrectness in grammar. Women are supposed to speak more politely than men [3]. In expressing politeness, women do not use indelicate expressions. For example: *„Could you open the window, please?"*. This is a compound request that indicates the more polite request because the addressee is free to refuse it than a simple request like _will you help me?‘.

The compound request above is more polite than the simple request because it consists of *please* and *could you*. According to Lakoff [3] the use of *please* indicates that the addressee will do something for the speaker and the use of *could you* signals that the addressee has the final decision. Holmes [4] states that women use more polite features to show consideration for the addressee.

9. Avoidance of strong swear words

Swear words are particles that are meaningless [3]. They are often called expletives. Expletives describe the social context of an utterance, indicate the relationships the speaker feels between herself and her addressee, and between herself and what she is talking about. Crawford [13] claims that women are inclined to use _weaker‘ forms of expletives such as *Oh dear, my goodness, oh fudge*, etc. whereas men tend to use the _stronger‘ one like *damn, shit, bloody hell* and so forth. For example:

(A): —*Shit!* You throw my papers away.

(B): —*My goodness!* You throw my papers away.

From the example above, it can be assumed that (A) belongs to men's language while (B) belongs to women's langugae. As mentioned before, women are relatively polite so that their speech sounds politer than men. Therefore, women is more careful in using expletives and tend to avoid using strong swear words.

10. Emphatic stress

Emphatic stress is used when a speaker wants to strengthen a statement and to convince other people about what she means. Lakoff [3] states that when the speaker is afraid she is not being listened to or not being taken seriously, she will tend to stress her statement to make sure that the addressee gets her message. This linguistic feature is mostly used by women than men because women could not be saying anything that really matters so that they are often not being listened to.

Furthermore, Lakoff [3] explains that intonation patterns like emphatic stress have two effects. First, they are used to be very attention-catching in the hope that if what the speaker wants to say will not be understood, at least the addressee can hear how she says it. Second, since pitch and stress contain some semantic force, the speaker may hope that her message will be obtained by the addressee if she uses emphatic stress rather than saying it without emphasis.

Furthermore, Pebrianti [14] states that women have a tendency to use *italic, bold, coloring, repeat, capital letter,* or *typing with longer letter* in written text when stressing the important words in her statement. Meanwhile, in spoken language, emphatic stress can be identified through rising intonation. For example:

- It is a BEAUTIFUL view!
- How *awesome* it is!

From the examples above, we can see that the speakers use capital letter and italic print to stress the word _beautiful' and _awesome'. In this case, the use of emphatic stress on words and phrases in a sentence shows that those words are important. The words are emphasized to express the strong feeling towards someone or something and to convey new information to the addressee.

In conclusion, there are ten types of women's linguistic features proposed by Lakoff [3]; lexical hedges or fillers, tag questions, rising intonation on declaratives, empty adjectives, precise color terms, intensifiers, hypercorrect grammar, superpolite forms, avoidance of strong swear words, and emphatic stress. According to Romaine[15], these linguistic features are believed to be tied to women's subordinate status, and show that women are hesitant, tentative, lacking of authority, and trivial.

METHOD

Data of this research are the utterances of favorite British female beauty YouTubers that contain women's linguistic features in their videos on YouTube. YouTube becomes more prevalent in society nowadays because of the presence of many YouTubers that present different kinds of

channels. Beauty YouTubers are chosen as the object of this research because most of them are female so that the writer can analyze women's linguistic features in their language.

In this research, the purposive sampling technique is used to collect the data. According to Crossman [16], a purposive sample is a non-probability sample which is selected based on characteristics of a population and the purpose of the study. This sampling technique relies on the researcher's judgments when selecting members of the population to participate in the study.

The population of this research is the 25 best beauty vloggers on YouTube according to StyleCaster in an article released in October 2017 [17]. StyleCaster is a digital media and technology platform that enables users to share fashion, beauty, and lifestyle-related topics. However, there are only three beauty vloggers to be taken as a sample of the research. They are the top 3 British female beauty vloggers who have more than 1 million subscribers on YouTube.

British female beauty YouTubers are chosen in this research because most previous researches have analyzed women's linguistic feature of American. Therefore, this study wants to present the new object of analysis by choosing British female beauty YouTubers. Furthermore, the number of subscribers is also an essential factor in determining the sample of the research. To have over than 1 million subscribers on YouTube is one of the big signs for the YouTubers because lots of people notice them, watch their videos, and subscribe to their channel. It helps them to be recognized as a YouTube star. Based on the criteria above, British female beauty YouTubers who are selected to be the sample of this research are Zoella Sugg, Tanya Burr, and Patricia Bright.

There are several steps in collecting the data. First, all selected videos from the three beauty YouTubers are collected and downloaded from YouTube. Second, the videos are watched and heard repeatedly between 3 or 4 times. After that, video transcriptions are made. Then, women's linguistic features proposed by Lakoff [3] are identified in the three beauty YouTubers' utterances. All utterances that contain women's linguistic features are grouped into the categorization of types and functions of women's linguistic features. The collected data is presented by using the table.

The data are analyzed by referring to Lakoff‘s theory (1975) of women‘s linguistic features and Holmes‘ theory (2013) about functions of linguistic features. The first theory is used to identify the types of women‘s linguistic features in beauty YouTubers‘ utterances. Then, the second theory is used to explain the functions of those linguistic features. The writer uses categorization of types and functions of women‘s linguistic features in analyzing the data. After all of the data are collected and grouped based on types of women‘s linguistic features and their functions, the writer presents the analysis by firstly discussing the first category which is the types of women‘s linguistic features found in the three beauty YouTubers‘ utterances. Then, the discussion of the second category which is the functions of women‘s linguistic features is presented in the next analysis. The situation of the conversation is described first in each category before discussing the type and the functions of women‘s linguistic features.

RESULTS AND DISCUSSION

There are three British female beauty YouTubers whose language is analyzed in this research. They are Zoella Sugg, Tanya Burr, and Patricia Bright. After analyzing the language they use in their selected videos on YouTube, the writer discovers 287 utterances containing 520 women's linguistic features proposed by Lakoff (1975). Those linguistic features can be grouped into seven types as shown in Table 1. They are lexical hedges or fillers occurred 217 times (41,73%), tag questions occurred 3 times (0,57%), _empty' adjectives occurred 30 times (5,76%), precise color terms occurred 6 times (1,15%), intensifiers occurred 218 times (41,92%), _superpolite' forms occurred 7 times (1,34%), and emphatic stress occurred 39 times (7,5%). The most dominant feature used by the three beauty YouTubers is intensifiers because they tend to emphasize their statements in order to express strong feeling and to strengthen the meaning of their assertion.

Furthermore, two functions of women's linguistic features are also found in this analysis as shown in Table 2. They are hedging devices occurred 227 times (43,65%) and boosting devices occurred 293 times (56,34%). Women's linguistic features that serve as hedging devices are lexical hedges or fillers, tag questions, and _superpolite' forms. Meanwhile, linguistic features that function as boosting devices are intensifiers, emphatic stress, _empty' adjectives, and precise color terms. The most function used is boosting devices which tend to be used by the three beauty YouTubers to boost the strength of their statements in order to attract the viewers' attention.

In addition, the three British female beauty YouTubers utter different number of utterances with various linguistic features which can be seen in Table 3. Zoella utters 94 utterances containing 69 lexical hedges or fillers (13,26%), 1 tag question (0,19%), 4 _empty' adjectives (0,76%), 3 precise color terms (0,57%), 75 intensifiers (14,42%), 6 _superpolite' forms (1,15%), and 20 emphatic stress (3,84%). Tanya, on the other hand, utters 77 utterances containing 39 lexical hedges or fillers (7,5%), 8 _empty' adjectives (1,53%), 71 intensifiers (13,65%), 1 _superpolite' form (0,19%), and 10 emphatic stress (1,92%). Last, Patricia utters 116 utterances containing 109 lexical hedges or fillers (20,96%), 2 tag questions (0,38%), 18 _empty' adjectives (3,46%), 3 precise color terms (0,57%), 72 intensifiers (13,84%), and 9 emphatic stress (1,73%).

There are only 7 types of women's linguistic features found in this analysis. They are lexical hedges or fillers, tag questions, _empty' adjectives, precise color terms, intensifiers, _superpolite' forms, and emphatic stress. Types which are not found in this analysis are rising intonation on declaratives, _hypercorrect' grammar, and avoidance of strong swear words. Furthermore, those seven types of women's linguistic features have two functions namely hedging devices and boosting devices. Lexical hedges or fillers, tag questions, and _superpolite' forms serve as hedging devices. Then, intensifiers, emphatic stress, _empty' adjectives, and precise color terms serve as boosting devices.

Table 1. The Percentage of the Occurrence of Women‟s Linguistic Features Used by the Three British Female Beauty YouTubers

No.	Types of Women‘s Linguistic Features		Brtish Female Beauty YouTubers			Frequency	Percentage
			Zoella Sugg	Tanya Burr	Patricia Bright		
1.	Lexical Hedges of Fillers	Like	28	16	57	100	41,73%
		Kind of	11	6	10	27	
		You know	2	1	30	33	
		I think	9	5	2	16	
		I guess	2	1	-	3	
		I mean	2	1	2	5	
		I wonder	-	-	1	1	
		Probably	6	2	-	8	
		Maybe	1	-	1	2	
		Well	-	-	2	2	
		You see	-	-	1	1	
		Mhmm	3	3	3	9	
		Such a	2	2	-	4	
		Might	3	2	-	5	
	TOTAL		69	39	109	217	
2.	Tag Questions		1	-	2	3	0,57%
3.	Empty ‘ Adjectives	Pretty	1	-	2	3	5,76%
		Nice	1	7	6	14	
		Lovely	1	1	3	5	
		Cute	-	-	3	3	
		Wonderful	-	-	1	1	
		Fantabulous	1	-	-	1	
		Gorgeous	-	-	2	2	
		Fabulous	-	-	1	1	
	TOTAL		4	8	18	30	
4.	Precise Color Terms	Burgundy	1	-	-	1	1,15%
		Nude	2	-	2	4	
		Beige	-	-	1	1	
	TOTAL		3	-	3	6	
5.	Intensifiers	Very	14	2	5	21	41,92%
		Highly	3	-	-	3	
		Just	30	38	41	109	
		So	8	13	10	31	
		Really	17	13	12	42	
		Too	2	4	3	9	
		Quite	1	1	1	3	
	TOTAL		75	71	72	218	
6.	Superpolite‘ Forms		6	1	-	7	1,34%
7.	Emphatic Stress		20	10	9	39	7,5%
	TOTAL		179	129	212	520	100%

Table 2. The Percentage of the Functions of Women's Linguistic Features Used by the Three British Female Beauty YouTubers

No.	Functions of Women's Linguistic Features		Brtish Female Beauty YouTubers			Frequency	Percentage
			Zoella Sugg	Tanya Burr	Patricia Bright		
1.	Hedging Devices	Lexical Hedges or Filler	70	39	108	217	41,73%
		Tag Questions	1	-	2	3	0,57%
		Superpolite' Forms	6	1	-	7	1,34%
	TOTAL		77	40	110	227	43,65%
2.	Boosting Devices	Intensifiers	75	71	72	218	41,92%
		Emphatic Stress	20	10	9	39	7,5%
		_Empty' Adjectives	4	8	18	30	5,76%
		Precise Color Terms	3	-	3	6	1,15%
	TOTAL		102	89	102	293	56,34%

Table 3. The Occurrence and the Percentage of Women"s Linguistic Features Found in the Three British Female Beauty YouTubers" Utterances

No.	British Female Beauty Youtuber (Number of Utterance)	No.	Type	Frequency	Percentage
1.	Zoella Sugg (94 utterances)	1.	Lexical Hedges or Fillers	69	13,26%
		2.	Tag Questions	1	0,19%
		3.	_Empty' Adjectives	4	0,76%
		4.	Precise Color Terms	3	0,57%
		5.	Intensifiers	75	14,42%
		6.	_Superpolite' Forms	6	1,15%
		7.	Emphatic Stress	20	3,84%
		TOTAL		178	34,19%
2.	Tanya Burr (77 utterances)	1.	Lexical Hedges or Fillers	39	7,5%
		2.	_Empty' Adjectives	8	1,53%
		3.	Intensifiers	71	13,65%
		4.	_Superpolite' Forms	1	0,19%
		5.	Emphatic Stress	10	1,92%
		TOTAL		129	24,8%
2.	Patricia Bright (116 utterances)	1.	Lexical Hedges or Fillers	109	20,96%
		2.	Tag Questions	2	0,38%
		3.	_Empty' Adjectives	18	3,46%
		4.	Precise Color Terms	3	0,57%
		5.	Intensifiers	72	13,84%
		6.	Emphatic Stress	9	1,73%
		TOTAL		213	40,94%

CONCLUSIONS

The three beauty YouTubers use intensifiers more often than other women‘s linguistic features. Intensifiers function as boosting devices that are mainly used to boost the strength of the statements in order to attract people‘s attention. It can be assumed that Zoella, Tanya, and Patricia tend to use intensifiers to express their strong feeling and to strengthen their statements. They seem uncertain that the viewers pay attention to them. Therefore, they often use the intensifiers to make the viewers pay attention to what they say.

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