

CHAPTER I INTRODUCTION

This chapter presents background of study, covering reasons for conducting research, research questions, objectives, scope, and importance and relevance of investigation.

1.1 Rationale

Conversation is a basic form of verbal activity that allows people to communicate information, express feelings and make meaning in the moment. Conversation is collaborative form of communication, with speakers and listeners flexibly moving in and out of the back and forth dialogue. Speakers often generate their utterances in the moment, accepting a multitude of characteristics of the spontaneous speech, and automatically using a variety of pause, repetition and filler tactics to maintain fluency and coherence. These spontaneous characteristics of conversation afford a context in which to investigate linguistic equipment that maintains the natural flow of language.

Discourse markers are commonly used in spontaneous speech as tools for organizing communication. According to Schiffrin (1987), they include expressions such as *and*, *but*, *so*, *well*, and *you know*, which function to structure spoken discourse beyond the level of individual sentence syntax. Rather than transmitting specific lexical meanings, these phrases assist speakers in managing the structure of their speech, signaling transitions between ideas, indicating links between utterances, and guiding listener interpretation. Schiffrin's approach categorizes discourse markers according to their function—such as contrast, elaboration, inference, or chronological sequence—making it ideal for evaluating actual, real-time speech.

Discourse markers have been investigated in a wide range of spoken discourse settings, which include both formal and informal communication. While several studies have investigated their prevalence in interviews, presentations, and talk shows, their employment in **podcast communication**—particularly those presented by athletes—remains

relatively unknown. Podcasts provide a rich and realistic source of spontaneous language use, as speakers frequently employ discourse markers to navigate concepts, handle hesitations, and engage with their audience in unscripted conversations. This makes podcast conversations ideal for discourse analysis centered on real-world language usage. Discourse Markers also can be found in several source media such as interview, talkshow, and even podcast as well.

A podcast is a type of digital audio or video content that may be played or downloaded over the internet. It often consists of spoken material such as debates, interviews, or narrative, and it is frequently episodic. According to Harahap (2020), Podcasts are audio recordings that are easily available and include a wide range of themes such as entertainment, education, and languages. Podcasts have grown in popularity as a method for language exposure due to their mobility, flexibility, and widespread availability.

In the context of this study, athlete-hosted podcasts are particularly notable since they combine informal discussion, bilingual contact, and public communication. These podcasts often include athletes as hosts, who engage in casual, unscripted conversations with other athletes, celebrities, or fans, often in English. Despite their casual tone, the conversations are full of content, ranging from personal experiences, inspiring stories, professional insights, and social challenges, creating a diversified and spontaneous speech environment. Furthermore, many of these hosts are bilingual or multilingual, using English as a worldwide medium of communication, occasionally supplemented with aspects from their original languages. This bilingual and conversational nature results in a dynamic linguistic environment in which discourse markers are organically present. As a result, athlete-hosted podcasts are a great and underutilized resource for studying how discourse markers work in real-life, spontaneous, bilingual spoken conversations. "This study aims to identify the types and analyzing the function of discourse markers in chosen athlete-hosted podcast episodes.

1.2 Research Question

1. What types of discourse markers are most frequently used by athlete-hosted podcast speakers, and how are these markers distributed across different speakers?
2. How do these discourse markers function to manage information, express stance, and maintain interactional coherence in spontaneous podcast conversations?

1.3 The Objective of Research

1. To find the types of discourse markers are most frequently used by athlete-hosted podcast speakers, and how are these markers distributed across different speakers.
2. To analyze the discourse markers function to manage information, express stance, and maintain interactional coherence in spontaneous podcast conversations.

1.4 Scope of the Research

This study focuses on identifying and analyzing the Discourse Markers commonly used by athletes when speaking in podcast settings. From Schiffrin (1987) defines discourse markers as elements like and, but, so, well, and you know that serve to structure speech at a level above sentence syntax. The researcher used the theories of Schiffrin (1987) to examine the discourse markers were applied by these three sports athletes figures.

1.5 Weigh and Relevance

1. Theoretically, this research offers valuable insights into discourse analysis by examining the nature, classification, and roles of discourse markers, especially within informal yet impactful platforms such as podcasts.
2. Practically, The findings can help podcasters, linguists, and communication professionals improve communication strategies by

understanding how discourse markers impact listener engagement
the coherence of spoken discourse.