

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter present a summary of the analysis, as well as suggestions for further research and several issues concerning this analysis are presented.

5.1 Conclusion

This study focuses on the linguistic features and stereotypes portrayed in the sketches, focusing on linguistic features reflecting stereotypes proposed by Semin (2012) and stereotypes categories by Schneider (2005) in "All-Time Most Watched Sketches – Key and Peele" YouTube Video. After observing and analyzing the data, the researcher can draw conclusion that:

The sociolinguistics analysis of linguistic features reflecting stereotypes proposed by Semin (2012) and stereotypes categories by Schneider (2005) in "All-Time Most Watched Sketches – Key and Peele" YouTube video offers a comprehensive exploration of how language and humour intersect to portray societal norms, biases, and identity constructs. The Linguistic Category Model introduced by Semin (2012) has provided a valuable framework to identify and categorize various linguistic features, such as Descriptive Action Verbs (DAVs), Interpretive Action Verbs (IAVs), State Verbs (SVs), Adjectives (ADJs), and Noun Group Categories (NGCs), which reflect and reinforce stereotypes.

Furthermore, Schneider's Stereotype Categories Model (2005) has been instrumental in understanding the overarching themes through which stereotypes

manifest. By analysing the portrayal of gender, race, physical features, language, occupations, and socioeconomic status in the sketches, this study has demonstrated how these aspects contribute to humour while often reinforcing societal biases and expectations. Notably, the absence of age, national group and other categories stereotypes indicates the video's focus on relatable, everyday interactions.

The analysis underscores the power of language and humour in shaping perceptions and attitudes. The sketches in the video not only entertain but also provide a lens through which society's preconceptions are examined and, at times, challenged. By recognizing and analysing the linguistic markers and categorical themes that contribute to these sketches, scholars and viewers alike can deepen their understanding of the intricate ways in which language intertwines with stereotypes in the media. This study encourages ongoing critical engagement with popular media to foster more inclusive and conscious conversations about the impact of language and representation on our perceptions of the world around us.

5.2 Suggestion

Moving forward, this sociolinguistics analysis of linguistic features reflecting stereotypes and stereotypes categories in the "All-Time Most Watched Sketches - Key and Peele" YouTube video opens up avenues for further exploration and discussion. To enhance the depth of understanding, future studies could consider expanding the dataset to include a broader range of sketches or even encompass other forms of media. This would allow for a more comprehensive assessment of how linguistic markers and categorical themes consistently or divergently shape stereotypes across various contexts.

Additionally, delving into audience reactions and perceptions could offer valuable insights. Conducting audience surveys or qualitative interviews might uncover how viewers interpret and respond to the presented stereotypes, shedding light on whether these sketches challenge or reinforce prevailing biases. Understanding the impact of such media representations on real-world attitudes and interactions could provide a more complete picture of the social implications of these linguistic choices.

Furthermore, exploring the evolution of stereotypes and linguistic features in media content over time could offer a longitudinal perspective. This longitudinal analysis might reveal shifts in societal attitudes, linguistic trends, and the ways in which humor has adapted to cultural changes. Such an exploration could provide valuable insights into how media and language are intertwined in reflecting, and potentially shaping, social norms.

In conclusion, this analysis of linguistic features reflecting stereotypes and stereotypes categories presents a foundation upon which future research can build. By considering a wider range of media, examining audience responses, and investigating longitudinal trends, scholars can deepen their understanding of how language, humor, and stereotypes interact in shaping perceptions and contributing to cultural discourse. This approach can contribute not only to academic understanding but also to broader societal discussions about representation, diversity, and the power of language in media.