

Speech Styles in Kelly Clarkson Show: Sociolinguistics Study

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Abstract

The main aim of this study is to analyze and investigate the speech styles are used by Kelly as the host of Kelly Clarkson Show to her younger and older guests and the factors that cause Kelly as the host of the Kelly Clarkson Show to use different speech styles to her younger and older guests. In this study, the descriptive qualitative analysis approach was used. Two Kelly Clarkson Show videos were used to gather the data. The results showed three types of speech styles used in the Kelly Clarkson Show with her younger guest: casual style (21%), formal style (21%), and intimate style (5%). As opposed to that, there are same three types of speech styles used in the Kelly Clarkson Show with her older guest with different percentages: casual style (26%), formal style (16%), and intimate style (11%). This study has the highest percentage of the sort of casual style, it can be said.

Keywords

speech styles; sociolinguistics; types of speech styles



I. Introduction

Sociolinguistics is studying the relationship between language and society. They are interested in explaining why people speak differently in different social context, and concerned with identifying the social functions of language and the way it is used to convey social meaning. Examining the way people use language in different social contexts provides a wealth of relationships in a community and the way people signal aspects of their social identity through their language Holmes (2001). Language is one of the most important things in the life of every human being. Each of them is of course inseparable from language, the first time a child gets a language that is heard directly from the father or mother when the child is born into this world. Then as time goes by and as the child grows, they will acquire a language other than the language taught by the mother and father, either in the form of a second, third, foreign language or so on which is called language acquisition where it depends on the social environment and cognitive level possessed by these children through the learning process in their environment. (Purba, N. et al. (2020). Language is the main idea in communication. With language, human can say the thought, ideas, feelings, intention, and etc. Keller (1997) points out that language enables people to store meanings and experiences to pass this heritage on to new generation language is complex. It is not enough for the speaker to know only what he is saying, not only to understand the context of the situation and the context of culture, but also who is spoken and who speaks, public or private. Understand what you are listening to. One of the other important aspects of language use is style. Style refers to the way speakers use the resources of language change to create meaning in social encounters. Every person has a different speech style in delivering messages, giving information, or greeting other people. "Even when the content of the message is the same, individuals express themselves verbally with their distinctive styles" Pennebaker & King (1999).

According to Chaer and Agustina (2010), speech style is divided into five styles; frozen, formal, consultative, casual, and intimate. In this study, we decided to observe the presenter's way of speaking as seen in the talk show. There are two reasons why the researcher wants to work on this topic. First of all, the talk show is interesting. Talk shows are not contrived and fictional, which means talk shows contain reality and facts Tanaka (2004). Moreover, the selected topics for talk shows are often sensational Tanaka (2004). Second, Holmes (2013) and Wilson (2017) state that one's speech style is influenced by various factors, such as the addressee. Therefore, the researcher think that the speech of the talk show organizer is also influenced by the speech.

The talk shows selected for this study were Kelly Clarkson Show; an American daytime television variety talk show hosted by American singer Kelly Clarkson and streamed on YouTube. In this study, the researcher chose the following videos (talk shows) from Kelly Clarkson Show. They were Kelly Clarkson Show - Rosé Laughs Answering BLACKPINK Fan's Burning Questions which was posted in March 29th 2021, and Kelly Clarkson Show - Christina Aguilera & Kelly Explain How Their Kids Keep Them Humble which was posted in Sep 16th 2019. The researcher chose these videos because both guests have different types and backgrounds. First, Rose Blackpink who is Korean Singer, she's an Asian even though she was born in Selandia Baru but the fact said that her parents are South Korean immigrant, and she's younger than Kelly. Christina Aguilera who is Kelly's senior singer as well as Kelly's colleague as a singer in America and she is older than Kelly. From these videos, the researcher going to research how Kelly used her speech style to her guests. As a host, Kelly Clarkson harnesses her talent for connections to bring something new to the audience. It's a fun and energetic show that breaks tradition. In each episode, viewers experience an hour full of notable stories, celebrity guests, spontaneous surprises, humor, minds, and of course good music. It's like a mid-week brunch party with an intriguing guest list of people you'll never meet otherwise. Kelly usually plays a cover song in each episode. For the theoretical framework, the researcher used the theories of speech style by Chaer and Agustina (2010). There are five speech styles proposed by Chaer and Agustina (2010) namely frozen style, formal style, consultative style, casual style, and intimate style.

In conducting the study, there were two following research questions:

- 1) What speech styles are used by Kelly as the host of Kelly Clarkson Show to her younger and older guests?
- 2) What are the factors that cause Kelly as the host of the Kelly Clarkson Show to use different speech styles to her younger and older guests?

II. Review of Literature

2.1 Sociolinguistics

The researcher utilized sociolinguistics theory in this study. Hudson (2001) states that sociolinguistics as the study of language in relation to society, implying (intentionally) that sociolinguistics is part of the study of language. Sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and how language function in communication Wardaugh (2006). According to Holmes (2013) sociolinguistics is the study of relationship between language and society. They are interested in explaining why we speak differently in different social context, and they are concerned with identifying the social function of language meaning. From the aforementioned definitions, it can be stated that

sociolinguistics is the study of the relationship between language and society, which can assist people in better understanding how language is utilized in society and communication.

2.2 Speech Style

The researcher utilized speech styles theory in this study. According to Romaine (2000), speech style means the form of language that the speaker uses, they are usually measured along a formal-informal scale depending on social context, social class, relationship of participants, physical environment, age, sex, and topic. In addition, Joos (1967) in Chaer and Agustina (2004), was offered the analysis of English style in his book, entitled 'The Five Clocks'. The 'clocks' were the levels of formality in spoken and written English. A similar statement was also stated by Pardede (2012), he said that style of speech could be categorized into formal and informal style. We will focus our attention primarily on five clocks: the frozen style, formal style, consultative style, informal style, and intimate style. First, the most formal communicative style is described as frozen style. According to Joos in Nababan (1991) frozen style is a style of language that used in a highly formal condition or setting and has symbolic value such as in palace, speech of state ceremony, court, national constitutions, state document, religious ritual and several another occasion. Second, formal style, which is typically applied in situations where there is a lot of background information presented and the speaker is delivering a speech without any feedback from the audience. For instance, official speeches at graduation ceremonies frequently utilize this style. Third, consultative style is commonly employed in a semi-formal communication situation or setting which used in business in discussing something Joos (1967), in Brown & Attardo (2009). This sort of speech is typically employed in small groups, chance encounters, and conversations between strangers. Examples include conversations at work, in meetings, between doctors and patients, between sellers and buyers, and between teachers and students during the teaching and learning process. the informal communication style which employed in informal settings. Joos (1967) claims that the casual communication is the type of speak in which we feel relaxed, most spontaneous and most ourselves, for example chat, gossip, opinion, joke telling, recount, and narrative. When a casual setting is acceptable, this style is typically utilized among friends, coworkers, or non-native speakers. Last, intimate style which is completely private language used by some people who have an intimate relationship and know each other quite well due to having a maximum of shared background information, such as families, close friend, and lovers Joos (1967) cited in Alwasilah (1993).

2.3 Talk Show

According to Munson (1993), the term of "talk show" combines two different, often contradictory, rhetorical paradigms by associating interpersonal conversation (belonging to the pre-modern oral tradition) with the massmediated spectacle (emerging in modernity). Two particular formats developed in the 1960's, namely all-talk and all-new radio programs, which were intended ass services to the listening community rather than stations in the traditional sense. Since the listeners were potential customers, controversial and sensationalized talk soon developed to attract them. "Confrontalk" Hutchby (1996) became a syndicated television talk genre in the 1960's. The name "talk show" was coined in the mid-1960s, but shows based on various forms of spontaneous conversation have been a fixture of broadcasting since its inception. From 1927 to 1956, radio talk shows of various types accounted for 24% of all radio programming, with general variety discussion, audience participation, human interest, and panel shows accounting for up to 40% of the daytime schedule. From 1949 through 1973, network television dedicated almost half of its

daytime program hours to conversation programming, and 15 to 20% of its primetime schedule to talk shows of various kinds. Talk shows were one type of programming that continued to grow on the networks and in syndication when the networks' viewership dropped from 90% to 65% in the 1980s and early 1990s. By the summer of 1993, USA Today's television page showed seventeen discussion shows, with local papers listing twenty-seven. Between 1948 and 1993, there were approximately 200 chat shows on the air. Kelly Clarkson, the Emmy® Award-winning talk show host, Grammy® Award-winning performer, and America's original idol, hosts "The Kelly Clarkson Show," a highly acclaimed, uplifting daytime destination for humor, heart, and connection. NBCUniversal Syndication Studios produced and distributed the hour-long show, which is the highest-rated talk show to debut in seven years. Kelly's unfiltered perspective on life, relationships, parenting, and things that make her laugh along the way is featured in the show, which includes a mix of celebrity guests and everyday people, performances, games, and Kelly's unfiltered perspective on life, relationships, parenting, and things that make her laugh along the way. "The Kelly Clarkson Show" is broadcast on more than 200 stations around the country. Clarkson also serves as an executive producer on the film.

2.4 Types of Speech Styles

Depending on the context of the communicative act in terms of topic matter, audience, occasion, shared experience, and communication intent, we use language in a variety of ways. Language style according to Joos in Brown (2000) is classified into five types based on the levels of formality, those are; frozen or oratorical style, formal or deliberate style, consultative style, casual style, and intimate style.

2.5 Frozen Style

The researcher utilized frozen style theory in this study. Joos in Brown (2000) states that an oratorical style is used in public speaking before a large audience wording is carefully planned in advance, intonation is some what exaggerated, and numerous rhetorical devices are appropriate. Frozen style refers to printed language that does not change over time, such as Biblical quotations, which frequently contain archaisms. The Pledge of Allegiance of the United States of America, for example, and other static vocalizations performed in a ceremonial monotone are examples. Every time it is spoken, the wording is the same.

2.6 Formal Style

The researcher utilized formal style theory in this study. According to Daniels (1985) the formal style is most often found in speeches, lectures, sermons, television newscasts, and the like. Formal style is generally used in formal situation, where there is the least amount of shared background and the communication in this style is largely one way with little or no feedback from the audience Joos (1976). Formal style is grammatically well formed and easy to be understood. This style avoids contraction. It also uses pronunciation stress and intonation carefully.

2.7 Consultative Style

The researcher utilized consultative style theory in this study. Joos in Brown (2000) states that a consultative style is typically a dialogue, though formal enough that words are chosen with some care. Consultative transactions, such as business transactions and doctor-patient conversations, are common. The consultative style fosters cooperation rather than profiting from its absence. Because the listener may not understand without it, the speaker

delivers more explicit background information in this manner. Strangers or near-strangers utilize this technique in everyday transactions: coworkers dealing with a problem, a customer making a purchase from a cashier, and so on. An important feature of this style is the participation of the listener, who uses frequent interjection such as “yeah”, “uh-huh”, or “I see” to signal understanding Daniels (1985).

2.8 Casual Style

The researcher utilized casual style theory in this study. Joos in Brown (2000) states casual conversation are between friends or colleagues or sometimes members of a family; in this context words needs not be guarded and social barriers are moderately low. The informal style is also influenced by social groups. People use a casual style when they offer understandings and meanings that aren't full enough to be labeled intimate. Ellipsis and slang are hallmarks of this design. Ellipsis is a shorthand for shared meaning; slang frequently expresses these meanings in ways that define a group while excluding others. The casual style is reserved for friends and insiders Daniels (1985).

2.9 Intimate Style

Joos in Brown (2000) states intimate style is one characterized by complete absence of social inhibition talk with family, loved ones, and very close friends, where the inner self is revealed, is an intimate style. The intimate style, a type of language that combines two distinct personalities and can only exist between people who have a close personal relationship, lies at the heart of Joos' approach. A husband and wife, for example, may occasionally communicate with each other in what appears to be a fragmented and clipped code that only they comprehend. Such utterances are characterized by their extraction, the use of extracts of potentially complete sentences, made possible by intricate, personal, shared system of private symbols. The intimate style in sum is personal, fragmentary, and implicit Daniels (1985).

III. Review of Literature

The researcher utilized descriptive qualitative analysis in this study. According to Fraenkel and Wallen (1993, p.23), descriptive method is a method used to explain, analyze and classify something through various techniques, survey, interview, questionnaires, observation, and text. The data came from Kelly's comments while hosting a discussion show on the Kelly Clarkson Show's YouTube account. The researcher watched the videos and transcribed everything that was said. Kelly Clarkson Show - Rosé Laughs Answering BLACKPINK Fan's Burning Questions was the initial set of videos that the researcher observed. The Kelly Clarkson Show - Christina Aguilera & Kelly Explain How Their Kids Keep Them Humble | The Kelly Clarkson Show was the second video. The last video was assigned to the older guests, whereas the first video was assigned to the younger guests.

IV. Result and Discussion

The following sections of this chapter go into my interpretation of the findings. There are two sections, each of which responds to the research question. Based on the data analysis, the researcher found that Kelly used the casual, formal style, and intimate style when talking to her younger and older guests.

4.1 Casual Style

Data 1:

In the Kelly Clarkson Show, Kelly as the host invited Rosé Blackpink as her younger guest. According to the video “Kelly Clarkson Show - Rosé Laughs Answering BLACKPINK Fan's Burning Questions”, there were phrase produced by Kelly using casual style. Here is an example:

Kelly to Rosé: “**Oh my gosh! Okay**, I have to start with this, Rosé.” [0:28 - 0:31]

Kelly to Rosé: “So anyway, I know that you’re a Korean pop star, but you didn’t grow up necessarily in Korea, **right?**” [0:48 - 0:51]

Kelly to Rosé: “**Well, congrats** on your new song, man.” [1:36 - 1:38]

Kelly to Rosé: “**Okay, awesome!**” [2:27 - 2:28]

These phrases belongs to the casual style because the first phrase uses an interjection word “**Oh my gosh!**” as well as Kelly said in the last statement “.. **awesome!**” which as we know that interjection word is one of the part of speech which usually used in an informal occasion. Then, the second word uses “**right?**” at the end of the sentence which is the informal version of “**is that true?**”, and the last, the third phrase uses a greeting words “**congrats!**” which is an informal version of “**congratulation!**”.

Data 2:

In the Kelly Clarkson Show, Kelly as the host invited Christina Aguilera as her older guest. According to the video “Kelly Clarkson Show - Christina Aguilera & Kelly Explain How Their Kids Keep Them Humble” there were phrase produced by Kelly using casual style. Here is an example:

Kelly to Christina: “**You look so beautiful!**” [0:00 - 0:01]

Kelly to Christina: “But i was like, oh it might be cool, they requested it and yeah we knew you were **gonna** be here.” [0:11 - 0:13]

Kelly to Christina: “You’re touring right know, **right?**” [0:43 - 0:44]

Kelly to Christina: “... **she’ll** be like let’s sing and then she’ll go shh.” [1:31 - 1:32]

Kelly to Christina: “... I think this is the thing that **pissed me off** ...” [5:19 - 5:21]

These phrases belongs to the casual style because the first phrase “**You look so beautiful!**” is an informal version of “**I totally admire your beauty**”. Then, the word “**gonna**” in the second phrase is an informal version of “**going to**”. The third phrase “**right?**” at the end of the sentence is an informal style of “**Is that true?**”. Next, the word “**she’ll**” in the fourth phrase is an contraction word of “**she will/she shall**” which usually used in an informal occasion, and the last word “**pissed me off**” in the last phrase is an phrasal verb which is informal version of “**annoyed/riled**”.

4.2 Formal Style

Data 3:

In the Kelly Clarkson Show, Kelly as the host invited Rosé Blackpink as her younger guest. According to the video “Kelly Clarkson Show - Rosé Laughs Answering BLACKPINK Fan's Burning Questions”, there were phrase produced by Kelly using formal style. Here is an example:

Kelly to Rosé: “**That’s such an interesting background.**” [0:56 - 0:57]

Kelly to Rosé: “But your family says that you like to sing on road trips. **Is that true?**” [1:01 - 1:03]

Kelly to Rosé: “How **would you** describe your new music to everyone?” [1:41 - 1:43]

Kelly to Rosé: “**Do you mind** if one of my producers asks you a question?” [2:20 - 2:22]

These phrases belongs to the formal style because the first phrase “**That’s such an interesting background.**” is a formal version of “**Wow! Sounds interesting!**” or “**What an interesting background!**”. Then, the second phrase uses “**is that true?**” at the end of the sentence which gives us a hint that Kelly is using a formal style because the phrase “is that true” at the end of the sentence is a formal version of “**...right?**”. Next, the third phrase uses “**... would you**” as well as Kelly said in the last question “**Do you mind ...**” which gives us a hint that Kelly is using a formal style. If the sentence begins with “**Do you mind...**” or “**Would you...**” including to formal style because it gives the impression of being polite and appropriate.

Data 4:

In the Kelly Clarkson Show, Kelly as the host invited Christina Aguilera as her older guest. According to the video “Kelly Clarkson Show - Christina Aguilera & Kelly Explain How Their Kids Keep Them Humble”, there were phrase produced by Kelly using formal style. Here is an example:

Kelly to Christina: “... we both have a little bit of an emotional upbringing **as well as** financial ...” [3:18 - 3:22]

Kelly to Christina: “... and **I would have been so excited**” [5:24 - 5:26]

Kelly to Christina: “... we all have far more **commonalities than differences.**” [6:27 - 6:30]

These phrase belongs to the formal style because the first phrase “**... as well as**” is a formal version of “**together with/it is just like/just like**”. Then, the second phrase “**I would have been so excited**” is a formal style version of “**I will be very excited!**”, and the last phrase “**... commonalities than differences**” which is a formal style version of “**... we all have far more the same thing than different things**”.

4.3 Intimate Style

Data 5:

In the Kelly Clarkson Show, Kelly as the host invited Rosé Blackpink as her younger guest. According to the video “Kelly Clarkson Show - Rosé Laughs Answering BLACKPINK Fan's Burning Questions”, there were phrase produced by Kelly using intimate style. Here is an example:

Kelly to Rosé: “Absolutely! **It’s also one hell of a vibe.**” [2:09 - 2:12]

The phrase “**It’s also one hell of a vibe**” belongs to the intimate style because the first statement uses a slang word “**... one hell of ...**” but the interjection word “**Absolutely!**” belongs to the casual style because it usually used in an informal occasion.

Data 6:

In the Kelly Clarkson Show, Kelly as the host invited Christina Aguilera as her older guest. According to the video “Kelly Clarkson Show - Christina Aguilera & Kelly Explain How Their Kids Keep Them Humble”, there were phrase produced by Kelly using intimate style. Here is an example:

Kelly to Christina: “**Oh my gosh ditto!**” [0:15 - 0:16]

Kelly to Christina: “Your songs, girl, they are **rangey!**” [0:22 - 0:25]

Therefore, these phrase “... ditto!” and “... rangey!” belongs to the intimate style because both phrases uses a slang word “ditto” and “rangey”. The slang word “rangey” means that Christina’s songs has a lot of high notes and the various notation on her songs, while the interjection word “Oh my gosh!” belongs to the casual style.

Furthermore, the researcher will discuss about the factors that cause Kelly as the host of the Kelly Clarkson Show to use different speech styles to her younger and older guests. There were difference in speech styles used by Kelly as the host of Kelly Clarkson Show to the younger and older guests. For example, when Kelly was talking to Christina. Based on the findings, Kelly often uses casual style to Christina. However, when Kelly is with Rosé Blackpink, she often uses formal language. Firstly, the factors that cause Kelly as the host of the Kelly Clarkson Show to use casual styles to her older guest (Christina Aguilera) because the fact that they are both colleagues as a singer in America, Christina Aguilera wrote a song for Kelly Clarkson called Miss Independent in 2010. According to Joos in Brown (2000), Joos states casual conversation are between friends or colleagues or sometimes members of a family; in this context words needs not be guarded and social barriers are moderately low. The informal style is also influenced by social groups. Even though Kelly often uses casual style for Christina, that doesn't mean Kelly doesn't respect her older guest and based on the findings, Kelly still uses formal styles to her older guest (Christina Aguilera). Finally, the factors that cause Kelly as the host of the Kelly Clarkson Show to use formal styles to her younger guest (Rosé Blackpink) because they both don't know each other in person, and they're not a colleagues as a singer. As the host, Kelly respects her guest who is from a different country with Kelly, even though Rosé Blackpink is younger than her, it is possible for Kelly to use a formal style to Rosé Blackpink. As stated by Holmes and Wilson (2017), language varies according to its uses and its users, where it is used, and to whom and according to who is using it. According to Daniels (1985) the formal style is most often found in speeches, lectures, sermons, television newscasts, and the like. As the result, the writer concluded Kelly was more concerned with 'where it's used,' which is on talk programs, and 'to whom,' which is Rose Blackpink. As the host of a talk show, Kelly has her own authority and reasons why she uses a different style of speech to her younger and older guests.

V. Conclusion

According to the results and analysis, it can be concluded that there are three types of speech styles used in the Kelly Clarkson Show with her younger guest: casual style (21%), formal style (21%), and intimate style (5%). As opposed to that,, there are same three types of speech styles used in the Kelly Clarkson Show with her older guest with different percentages: casual style (26%), formal style (16%), and intimate style (11%).

Additionally, it is reasonable to draw the conclusion that Kelly frequently addresses her older guest in a casual and intimate style (Christina Aguilera) because they are colleagues colleagues as a singer in America which refers to the theory from Joos in Brown (2000) while Kelly use formal styles to her younger guest (Rosé Blackpink) because they're not a colleagues as a singer. As the host, Kelly respects her guest who is from a different country with Kelly, even though Rosé Blackpink is younger than her, it is possible for Kelly to use a formal style to Rosé Blackpink. As the host of a talk show, Kelly has her own authority and reasons why she uses a different style of speech to her younger and older guests. The researcher concluded Kelly was more concerned with 'where it's used,' which is on talk programs, and 'to whom,' which is Rose Blackpink.

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