CHAPTER V
CONCLUSIONS AND SUGGESTIONS

This chapter presents the summary of the key findings derived from the analysis of Emma Chamberlain's slang usage, specifically through the lens of the Ideational Metafunction. Following the conclusions, suggestions for future research and practical implications for content creators are provided.

5.1 Conclusions

This research aimed to investigate the characteristics and communicative purposes of Emma Chamberlain's slang in her YouTube content and to analyze its influence on young viewers' engagement and loyalty. Based on the detailed linguistic analysis of selected videos—"Trying Viral TikTok Recipes" (January 2023), "A Day in My Life" (July 2021), and "Reacting to My Old Videos" (November 2021)—through the framework of Halliday's Ideational Metafunction, the following conclusions are drawn.

Firstly, this study identified diverse slang types, including evaluative and reactional slang (e.g., 'fire', 'shook'), authenticity and feeling-related slang (e.g., 'vibing', 'no cap', 'ngl'), and humorous reactional slang (e.g., 'cringe', 'dying'). These types mark her distinctive communication and resonate with her audience. Secondly, Emma Chamberlain's slang serves crucial communicative purposes by effectively construing her subjective experiences, emotions, and evaluations. Realized through various process types (Mental, Relational, Behavioral), her slang precisely represents her internal reality and external observations. This consistent and candid linguistic choice fundamentally shapes her identity as an authentic, relatable, and humorous content creator, fostering a strong bond and shared reality with her audience.

Finally, the ideational function of her slang exerts a profound influence on audience engagement and loyalty. This influence is achieved as the slang, through its vivid construction of shared linguistic and experiential worlds, precisely enhances viewer relatability. Such profound relatability, in turn, directly fosters a strong sense of community among viewers and significantly strengthens parasocial

relationships. Consequently, viewers perceive Emma Chamberlain not merely as a distant celebrity but as a trusted peer, a connection that is instrumental in driving their consistent engagement and cementing their long-term loyalty to her content and personal brand.

5.2 Suggestions

Based on the findings and limitations of this study, the following suggestions are offered for future research and for content creators and practitioners in the digital media landscape. For future research, expanding linguistic analysis to include Interpersonal and Textual Metafunctions is recommended for a more holistic understanding of slang's multifaceted roles. Comparative studies across different YouTube creators, content genres, or social media platforms could reveal variations in slang functions and reception. Employing mixed-methods, such as quantitative surveys or qualitative interviews, would provide direct audience insights into how viewers interpret and are influenced by slang. Additionally, longitudinal analysis of slang evolution is suggested to track the emergence, adoption, and obsolescence of terms over time, shedding light on linguistic innovation. Finally, exploring multimodal analysis of slang, investigating how it interacts with non-linguistic elements like facial expressions and editing in video content, would offer deeper insights into meaning creation. For content creators and practitioners, it is crucial to recognize slang not merely as informal language but as a strategic tool for effectively construing relatable experiences and building authentic identities with niche audiences. Prioritizing authenticity through natural slang usage is vital, as it significantly enhances audience engagement and loyalty, particularly when targeting younger demographics. Furthermore, investing in understanding the specific ideational meanings and cultural nuances of slang relevant to the target audience is key to maintaining credibility and avoiding misuse. Lastly, when aspiring for wider appeal or mainstream collaborations, creators should strategically balance authenticity with broader appeal, adjusting their linguistic choices based on communicative goals.

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APPENDICES

Appendix 1 : Full Transcription of Emma Chamberlain's YouTube Videos

Trying Viral TikTok Recipes

Slang utterances or sentences	Formal utterances or sentences (written language version)	Slang marker (word/term)	Viewer comments
"This is gonna be so fire!"	"Today, I will be trying out some viral recipes that I found on TikTok."	"Fire"	"I can't believe you actually tried that recipe! 🤯"
"I'm literally shook right now."	"I hope these recipes turn out as good as they look in the videos."	"Shook"	"You make cooking look so fun!"
"Let's get this bread!"	"Let's see if this recipe is worth the hype."	"Sus"	"I need to try that pasta recipe ASAP!"
"I can't even with this recipe."	"I'm excited to taste the final product."	"Bread"	"Your reactions are priceless!"
"This looks sus, but I'm down to try it."	"I will be following the instructions step by step."	"Bet"	"I'm definitely trying that dessert!"

A Day in My Life

Slang utterances or sentences (spoken language)	Formal utterances or sentences (written language version)	Slang marker (word/term)	Viewer comments
"I'm just vibing today."	"In this video, I will share a typical day in my life."	"Vibing"	"Your life seems so chill! I love it! 😍"
"This is my morning routine, no cap."	"I usually start my day with a cup of coffee and some breakfast."	"No cap"	"I need your morning routine in my life!"
"I'm so dead right now."	"I have a few errands to run today."	"Dead"	"You're such an inspiration, Emma!"
"Let's get this day started!"	"I'll take you along with me as I go about my day."	"Ngl"	"I love how relatable you are!"
"I'm feeling kinda lazy, ngl."	"It's important to take time for self-care."	"Chill"	"Can you do more day-in-the-life videos?"

Reacting to My Old Videos

Slang utterances or sentences (spoken language)	Formal utterances or sentences (written language version)	Slang marker (word/term)	Viewer comments
"I can't even with this video."	"In this video, I will be reacting to some of my old videos."	"Throwback"	"This is so relatable! We've all been there. 😭"
"What was I thinking? This is so cringe!"	"It's interesting to see how much I have changed over the years."	"Cringe"	"I love how you can laugh at yourself!"
"I'm dying watching this."	"I'll share my thoughts on each video as we go along."	"Dying"	"Your growth is amazing, Emma!"
"This is giving me secondhand embarrassment."	"Let's take a trip down memory lane."	"Secondhand embarrassment"	"I can't believe how much you've changed!"
"I can't believe I posted this!"	"I hope you enjoy this nostalgic journey with me."	"Bet"	"Please do more reaction videos!"

Appendix 2: Slang Coding Table

No.	Video Title	Timecode	Transcript (Slang Example)	Slang Expression	Intended Meaning	Communicative Function
1	Trying Viral TikTok Recipes	00:02:15	So, like, obviously I have to try this.	like, obviously	filler/emphasis	discourse marker, expressive
2	Trying Viral TikTok Recipes	00:03:40	I'm literally shook right now!	literally, shook	totally surprised	affective, evaluative
3	A Day in My Life	00:05:30	I was honestly so dead last night.	dead, honestly	very tired, honestly	hyperbole, expressive
4	A Day in My Life	00:12:02	I'm just vibing today, no cap.	vibing, no cap	chill, no lie	realness, authenticity
5	Reacting to My Old Videos	00:12:01	Bro, I swear, I was such a cringe kid.	bro, swear, cringe	address, confession	relational, evaluative
6	Reacting to My Old Videos	00:14:15	Sheesh, I can't even!	sheesh, can't even	shocked, speechless	reaction, exclamation

Appendix 3: Observation Sheet

Video Title	Timecode	Slang Found	Meaning/Context	Communicative Purpose
Trying Viral TikTok Recipes	00:02:15	like, obviously	filler, emphasis	discourse marker
A Day in My Life	00:05:30	dead, honestly	tired, honesty	hyperbole, expressive
Reacting to My Old Videos	00:12:01	bro, cringe	friendship, embarrassment	relationship, evaluation

Appendix 4: Sample YouTube Comment Data

Username	Date	Comment	Slang Used	Notability
@user123	July 12, 2025	She's literally so real, no cap!	literally, no cap	Adoption of creator's slang as praise
@fanlife	July 11, 2025	This recipe looks bomb, I gotta try it!	bomb, gotta	Mirroring slang in the comment section
@emmafan	July 9, 2025	I can totally relate, vibe check!	vibe check	Shows sense of community/group style