

## A Language Style Analysis of Press Releases at The Walt Disney Company Website

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### ABSTRACT

*This research was conducted to analyze the language style employed in press statements issued by the Walt Disney Company, focusing on comprehending how this language style contributes to effective corporate communication. A qualitative descriptive methodology was applied, with the research drawing upon press statements available on Walt Disney's official website. The analysis of language style was based on the principles of sentence structure as outlined by Gorys Keraf, encompassing five distinct styles: climax, anti-climax, parallelism, antithesis, and repetition. The findings of this research revealed that repetition emerged as the predominant language style, accounting for 50% of the language styles identified, while anti-climax was the least frequently used, making up only 2%. This prevalence of repetition in press statements was observed to serve the purpose of reinforcing key messages, aiding reader recall, and ultimately facilitating more effective communication. This research explores how language style is important in business communication, using the well-known example of the Walt Disney Company. This research is looking at how the specific way language is used in their press statements helps them communicate better. These findings can be useful in different areas, like marketing, public relations, and business communication. Furthermore, this study demonstrates how analyzing language can help us understand the different styles companies use in their communication.*

**Keywords:** Case Study; Language Style; Press Release Statement; Walt Disney Company

## INTRODUCTION

Communication involves the transmission and reception of information among individuals to ensure mutual understanding. Communication can be defined as the process of exchanging messages between two or more individuals through the use of symbols, language, or other symbols (Littlejohn & Foss, 2010). Activities such as conversing with friends, following Twitter threads, and sharing photos on social media platforms all served as forms of communication. Everyday communication was a natural and effortless activity that we engaged in, requiring minimal energy expenditure to achieve understanding among others (Sarungu, 2021).

In society, two commonly employed types of communication exist: verbal and non-verbal communication. Verbal communication could take the form of spoken or written language, encompassing activities such as listening and reading. On the other hand, non-verbal communication relies on conveying information without the use of words, employing methods such as eye contact, facial expressions, proximity, gestures, non-lexical sounds, touch, and attire.

The field of communication relied on the skills of journalists, who were considered competent individuals within their domain. Language, which was an integral part of communication, played a crucial role in this regard (Hidayah, 2016). Language served as a medium of communication, encompassing both oral and written forms. For journalists, language was an essential tool for effectively conveying events they had witnessed to their readers, even when dealing with abstract, complex, or ambiguous subjects, enabling readers to comprehend them (Mony, 2020). Therefore, language skills were vital for journalists. The linguistic practices employed by journalists, whether spoken or written, were referred to as journalistic language (Mony, 2020).

The language skills mentioned above directly impacted the clarity of writing (Keraf, 1984). Additionally, journalists needed to be mindful of language style, which reflected a person's personality, character, and proficiency in language usage (Keraf, 1984). Language

style encompassed diction, word choice, and the appropriateness of certain words, phrases, or clauses in different situations.

Journalistic language should have also been a fundamental competency for public relations (Mony, 2020). As public relations practitioners were continuously engaged with the media, expertise in journalistic language and comprehension of language styles became highly important. Press releases were one of the outputs of public relations practitioners. They were news scripts created by the public relations team of a company or institution and submitted to the mass media for publication (Rachmiati, Hermana, & Haryono, 2018). Press releases were usually made publicly available on the company's website. In practice, public relations practitioners submitted press releases to journalists, who then transformed them into news articles. However, there was often a discrepancy between the language used by public relations practitioners in writing press releases and the standards required for news writing. The communication skills of a company's public relations officer could be assessed based on the quality of the released press releases.

Press releases were usually made publicly available on the company's website. In practice, public relations practitioners submitted press releases to journalists, who then transformed them into news articles. However, there was often a discrepancy between the language used by public relations practitioners in writing press releases and the standards required for news writing. The communication skills of a company's public relations officer could be assessed based on the quality of the released press releases (Mony, 2020). The success of publishing a press release was also reliant on how the mass media processed the news. Hence, the role of journalists was crucial. Journalism involves gathering news material, reporting events, writing news articles, editing news scripts, and disseminating news through various media channels (Muslimin, 2019). It was a complex process of gathering information, sifting through it, revising, and contextualizing it. Press releases were often read in front of a live audience of journalists, typically during media broadcasts.

The choice of Walt Disney as the object of this research is based on several factors that hold academic relevance and importance. Firstly, as one of the world's leading entertainment

and media companies, Walt Disney Company offers a rich and compelling context for studying public relations and corporate communication. Since its establishment in 1923, the company has successfully built a strong corporate image and served as an exemplary model for effective public relations strategies. This success was acknowledged by Forbes in 2012, ranking Walt Disney Company as the third most reputable company globally (Forbes, 2012).

Furthermore, Walt Disney Company excels in connecting with its audience through iconic characters such as Mickey Mouse. In the current digital era, social media platforms have become essential communication tools for companies to engage and build relationships with their audiences. With over two million followers on Mickey Mouse's Instagram account, Disney has effectively established a strong connection with its audience.

Therefore, this research aimed to delve into the public relations strategies applied by the Walt Disney Company in shaping its corporate image and connecting with its audience. By involving two experienced validators in the fields of journalism and linguistic education, this study will conduct an in-depth analysis of the language style used in press releases on the Walt Disney Company website. Through this research, a comprehensive understanding is expected to be gained of how Walt Disney Company employs public relations and corporate communication to influence public perceptions and build strong relationships with its audience.

Internet usage has become a central platform for people to seek up-to-date information. One form of information widely sought after is press releases published on various corporate and institutional websites. According to the latest statistical data, global internet users reached over 4.9 billion in 2021, with numbers continuing to increase each year (Petrosyan, 2023). Moreover, a survey conducted by the Pew Research Center revealed that around 64% of the adult population in the United States accessed news through online platforms (Pew Research Center, 2021). In this context, corporate websites providing press releases serve as crucial sources for individuals and the public to obtain the latest information on a company's activities and announcements. Musman (2017) stated in his book *Basic Journalism* that press releases had to be carefully handled to prevent censorship,

as individuals had the right to express their criticism regarding societal issues. Press releases helped companies convey their intentions and address various matters. For instance, press releases issued by the Walt Disney Company were used to clarify or provide statements on circulating issues. Such statements were released to the public to establish the company's stance. Large companies often use press release statements to address issues that could harm their reputation. Promptness and accuracy in issuing statements were crucial for preserving the company's image. Given the urgency of issuing press releases, it was worthwhile to further examine the anatomical and stylistic features present in press releases from the Walt Disney Company.

Previously, several relevant studies have been conducted on this current study. In the research conducted by Saputra et al. (2020) entitled *Gaya Bahasa Teks Pidato Presiden Republik Indonesia Joko Widodo*, the previous researchers examined the language style used in President Joko Widodo's speeches. However, that study did not specifically investigate press releases from leading entertainment companies like the Walt Disney Company. Furthermore, the research conducted by Fizriyani et al. (2023) titled *Penggunaan Gaya Bahasa pada Pidato Politik Calon Presiden RI 2024* analyzed the language style used in the speeches of a presidential candidate. Despite the similarity in the research themes, there has been no previous study that specifically delved into the analysis of language style in press releases from the Walt Disney Company. Therefore, this current study contributes to filling the knowledge gap in this field and provides a deeper understanding of the use of language in the context of leading entertainment companies such as the Walt Disney Company.

The current research, therefore, has the specific goal of investigating the language style of press releases found on the Walt Disney Company's website. This study holds significant importance as it offers valuable insights and serves as a learning resource for public relations practitioners, guiding crafting effective press releases. The research will address three key research problems related to the analysis of press releases from the Walt Disney Company's website. Through this study, a comprehensive understanding of how the company employs

language style in press releases to connect with its audience and shape its corporate image is expected to be achieved.

## **RESEARCH METHOD**

### ***Research Design***

In this research, qualitative methods will be utilized. Qualitative research focuses on studying and understanding meanings, concepts, definitions, and characteristics in the social, religious, and cultural sciences (Salim & Syahrums, 2012). The research data consists of 27 press releases specifically related to company statements. The data will be collected by searching, gathering, processing, and analyzing press releases from the Walt Disney Company website. This qualitative research follows a descriptive approach, which involves exposing the state of the object through written data in the form of press releases. The research aims to describe the anatomy and language style of the press releases based on existing facts. Considering the nature of the study and the research objectives, a case study design is deemed the most appropriate approach.

### **Research Procedure**

The research procedures in this study are based on six of the seven steps proposed by Duff (2008), as outlined below:

1. Designing the research

In this step, the researcher developed the background of the study, determined the research objectives, and formulated research questions. The context of the study and the structure of the analysis, specifically focusing on press releases, were identified.

2. Generating theory

The next step involved generating relevant theories and gaining a deep understanding of them. The researcher explored theories related to language style. Additionally, previous research in the same field was reviewed.

3. Collecting the data

The next step involved generating relevant theories and gaining a deep understanding of them. The researcher explored theories related to press releases and language style. Additionally, previous research in the same field was reviewed.

4. Analyzing the data

Once the data was collected, the researcher proceeded to analyze it. The analysis involved organizing and preparing the data for analysis, carefully reading and examining all the collected data, and coding the data according to relevant categories.

5. Interpreting the data

The fifth step focused on interpreting the analyzed data. The researcher made interpretations of the findings or results, presenting them in the form of an infographic to conclude the dominant types of language styles used in the press releases.

6. Validating interpretations

In this step, the researcher sought to validate the interpretations made. A questionnaire was distributed to individuals interested in journalism or public relations. The researcher contacted people who were linguistics graduate students and asked if they were interested in journalism, public relations, and the field of linguistics. The questionnaire was shared with them through WhatsApp or Email to collect their feedback.

7. Reporting the result

The final step involved reporting the research results. The data was displayed in the form of infographics, revised as necessary, and the research findings were summarized. A conclusion was drawn based on the analysis, and a final project report was prepared.

### ***Research Setting***

#### ***Organization: Walt Disney Company Website***

The research focused on analyzing the language style of press releases on the Walt Disney Company website. Data for this analysis was collected from the press releases published on the company's website from 2023 to 2002.

Respondents: Two Expert Validators

a) Journalist: The first expert validator was a seasoned journalist with extensive experience in writing and reporting news. Their background in this field helped evaluate the effectiveness of press releases in capturing readers' attention, conveying key information, and adhering to journalistic standards.

b) Linguistics lecture: The second expert validator was a linguistics lecturer, particularly a lecturer with a background in linguistic studies. Their expertise in language and communication offered a linguistic perspective on the language style of press releases, including aspects of clarity, coherence, and stylistic choices.

### **Methods of Data Collection**

According to Yin (2018), there are six sources for data collection implementation: documents, archival records, interviews, direct observation, participant observation, and physical devices. In this study, the researcher utilizes the direct observation method to collect research data, employing note-taking techniques. The research process involves finding press releases regarding statements released on the Walt Disney website. These press releases are read and carefully analyzed to examine the language styles employed. Furthermore, the note-taking technique is applied to collect the required data for the research.

### ***Data Analysis***

The data analysis for this research will involve identifying language elements in press releases and examining the language styles used within them. The data collected from the Walt Disney Company website consists of press releases in the form of texts, which are qualitative data. The qualitative data analysis process follows the steps outlined by Creswell (2014). Based on Creswell's approach, the researcher has designed the following steps for data analysis:

1. Organize and prepare the data for analysis: The researcher visits the press release archive section of the Walt Disney Company website and filters the data to include only those categorized as "Statement."



2. Read carefully and look at all the data: The researcher downloads and reads the press releases from the Walt Disney Company website, thoroughly examining the content.

3. Start coding all of the data: In this step, the researcher analyses the structure to categorize language style in each sentence. The researcher applies coding to categorize the language style as illustrated in the following table:

4. Use the coding process to generate a description: The analysis involves providing a detailed description of language styles found in the press releases.

5. Advance how the analysis result was represented in qualitative narrative explanation: The researcher presents the analysis findings using a qualitative narrative explanation, providing interpretations and insights into the uses of language styles employed.

6. Interpret the findings or results in the form of an infographic: The researcher interprets the findings and represents them in the form of an infographic, which showcases the dominant language styles present in the press releases.

## DISCUSSION

The researcher analyzed 27 press releases sentences that focused on "statements" issued by Walt Disney to identify examples of climax, anti-climax, parallelism, antithesis, and repetition. Through this analysis, patterns, and strategies employed in the use of these language styles were identified, providing valuable insights into their role in enhancing the persuasive impact and the aesthetic quality of the texts. By understanding how these language styles are utilized in different contexts, we can gain a deeper understanding of the power and flexibility of language in communication and expression.

### 1. Climax

In this section, the study will focus on the use of climax language style. The climax language style is characterized by increasing intensity in delivering a message by constructing a hierarchical sentence structure, where the most important or strongest element is placed at the end.

The press release titled Statement from the Walt Disney Company in Response to the Ongoing Crisis in Ukraine demonstrates a climax language style evident in the closing sentence of the statement, which states:

*"Given the unrelenting assault on Ukraine and the escalating humanitarian crisis, we are taking steps to pause all other businesses in Russia."*

This sentence shows a sentence structure that reaches the climax of the action taken by Walt Disney in response to the crisis caused by the invasion of Ukraine (Walt Disney Company, 2022).

A hierarchical sentence structure is also found in the press release titled Statement Made by Senator George J. Mitchell on Sunday, March 13, 2005, Regarding the Board of Directors of the Walt Disney Company Unanimously Electing Robert A. Iger Chief Executive Officer of The Walt Disney Company (Walt Disney Company, 2005). The climax language style in the press release begins with the following sentence:

*"I am pleased to announce that the Board of Directors of The Walt Disney Company has unanimously elected Robert A. Iger as the Chief Executive Officer of The Walt Disney Company."*

This sentence starts by delivering the good news announced by Senator George J. Mitchell and reaches its peak by announcing the unanimous election of Robert A. Iger as the CEO of Disney by the Board of Directors.

Through these examples, it can be concluded that the use of climax language style in Walt Disney's press releases effectively builds tension and reaches the peak of the message being conveyed. This language style provides strong rhetorical power and enhances the communicative impact of the press releases.

## **2. Anti-climax**

Anti-climax refers to sentences that have a decrease in intensity in delivering a message, where the element revealed afterward holds less importance than the preceding elements. An example of the use of anticlimax language style in the 27 selected press releases can be identified in the press release titled Statement by John E. Pepper, Jr., Chairman of The Board,

The Walt Disney Company Regarding Board Investigation of Stock Option Practices at Pixar before The Acquisition in the following data:

*"The Audit Committee and the Board of The Walt Disney Company have completed their investigation into stock options practices at Pixar before the date of its acquisition by Disney. The Committee and Board have concluded that while options were backdated at Pixar before the acquisition, no one currently associated with the Company engaged in any intentional acts of misconduct..."*

In the first statement, it is stated that the audit committee and board of The Walt Disney Company have completed their investigation into stock options practices at Pixar before its acquisition by Disney (Walt Disney Company, 2007). This raises the expectation that the subsequent findings will have a significant impact on the investigation.

However, in the second statement, it is revealed that although stock options at Pixar were backdated before the acquisition, no one currently associated with the company engaged in any intentional acts of misconduct. This statement indicates that no intentional wrongdoing or serious accusations were found in the investigation.

The following statement reveals that the board has determined that Disney should address additional issues regarding income tax liabilities faced by Pixar employees holding these stock options. However, the focus on the tax issue suggests that its material impact on Disney's financial reports is not significant.

Thus, the use of the anti-climax language style in the text lies in the disclosure that although there was an investigation and findings regarding stock option practices at Pixar before the acquisition, no intentional wrongdoing was involved, and the impact on Disney's financial reports is considered insignificant. This indicates a decrease in intensity in delivering the message, where the element revealed afterward holds lower importance than the preceding elements.

### **3. Parallelism**

This subsection presents findings from a study on the use of parallelism in sentence structure. Parallelism is employed in sentence structures to convey messages clearly and

cohesively. Based on the analysis, it was found that the effective use of parallelism helps organize information and deliver messages.

The pattern of parallelism was identified in a press release titled Disney Chairman and CEO Robert A. Iger Signs Statement of Employer Support of Guard and Reservists on Behalf of The Walt Disney Company (Walt Disney Company, 2012). The identified parallel statements are as follows:

*"In signing the statement, The Walt Disney Company joined employers in pledging to: Appreciate the values, leadership, and unique skills service members bring to the workforce and will encourage opportunities to hire Guardsmen, Reservists, and Veterans (5).*

*Continually recognize and support our country's service members and their families in peace, in crises and war (6).*

*Fully recognize, honor, and enforce the Uniformed Services Employment and Re-Employment Rights Act (USERRA) (7).*

*Ensure that managers and supervisors will have the tools they need to effectively manage those employees who serve in the Guard and Reserve (8) ..."*

From the press release above, the parallel statements in sentences 5 to 8 highlight Walt Disney's commitment to appreciating the values, leadership, and unique skills that military service members bring to the workforce. These statements also affirm that the company will actively encourage opportunities to hire Guardsmen, Reservists, and Veterans, to continuously appreciate and support them.

Furthermore, below the press release regarding the selection of Robert A. Iger as the CEO of Walt Disney, a parallel sentence structure can be observed in the following data:

*Good afternoon. I am pleased to announce that the Board of Directors of The Walt Disney Company has unanimously chosen Robert Iger, Disney's President and Chief Operating Officer, to succeed Michael Eisner as Chief Executive Officer. Bob will assume the position of CEO on October 1 of this year..."*

From the data above, parallelism is used to convey an important announcement about the selection of Robert Iger as the Chief Executive Officer (CEO) of The Walt Disney Company (Walt Disney Company, 2005). Parallelism is evident in the use of similar sentence

structures, where the announcement begins with the greeting "Good afternoon" and continues with the main announcement regarding Robert Iger's selection. The use of parallel sentences in this announcement helps deliver the message clearly and gives the impression that the decision is the result of careful evaluation and consideration.

Overall, the use of parallelism in Walt Disney's statement helps organize information effectively, enhances clarity, and improves message retention. The use of similar sentence structures and relevant word repetitions creates a sense of cohesion and interconnectedness between the conveyed information. The use of parallelism contributes significantly to improving communication effectiveness and delivering messages effectively to the audience.

#### **4. Antithesis**

This section presents findings from a study on the use of antithesis as a rhetorical device in sentence structure. The analysis identified patterns and strategies used in employing antithesis, which involves strong contrasting words or phrases to enhance the appeal and clarity of the message. The identification of antithesis can be observed in the press release titled Statement on Disney's Support for the LGBTQ+ Community published by the Walt Disney Company (Walt Disney Company, 2022). In this press release, Walt Disney aims to emphasize the company's power as an opportunity to do good. This can be seen in the following data excerpt:

*"Yes, we need to use our influence to promote that good by telling inclusive stories, but also by standing up for the rights of all..."*

The word "but" in the above data reinforces the contrast between the opportunity to do good and the need to stand up for the rights of everyone, creating a persuasive and impactful statement. Additionally, in the same press release, a pattern of antithesis can be found. Here is an excerpt from the data below:

*"And today, we are pausing all political donations in the state of Florida pending this review (11). But I know there is so much more work to be done (12)."*

From the above data, the use of antithesis aims to demonstrate Walt Disney's commitment to supporting advocacy groups and halting political donations in Florida. It highlights the contrasting actions as the subsequent sentence states that there is still much work to be done, reinforcing the company's dedication to progress. Through the use of antithesis, The Walt Disney Company successfully conveys its dedication to social responsibility, inclusivity, and truth. This rhetorical device allows the company to deliver its messages with clarity and impact, resonating with the audience and strengthening the company's positive image.

Furthermore, in the press release clarifying Walt Disney's stance on the misleading claims from EchoStar, a pattern of antithesis can also be observed. It can be seen in the following data:

“In a press release it issued January 2, EchoStar falsely claimed that Disney has sought increased fees for carriage of ABC Family on the EchoStar system. This statement, which has been repeated in other news reports, is untrue. The indisputable fact is that Disney has not sought any increase in the carriage fees beyond those agreed to by EchoStar in the contract signed in 1995.”

The above data shows a pattern of contrasting sentences between EchoStar's claim of fee increase and Disney's confirmation that there has been no fee increase beyond the agreed terms (Walt Disney Company, 2002). This contrast highlights the discrepancy between the facts and EchoStar's statement. The use of antithesis effectively strengthens Disney's position while simultaneously undermining the misleading claims made by EchoStar.

The analysis of these texts demonstrates the strategic use of antithesis in enhancing clarity, persuasive power, and the impact of the messages conveyed by The Walt Disney Company. By juxtaposing contrasting elements such as the opportunity to do good versus standing up for rights and the truth of facts versus misleading statements, the company effectively engages the audience and reinforces its values and commitments.

## 5. Repetition

The use of repetition has been widely employed in various forms of communication to strengthen messages, enhance memorability, and create powerful rhetorical effects. Repetition involves the repetition of specific words or phrases to emphasize the main ideas, reinforce the message, and establish patterns that resonate with the audience's memory. The use of repetition can frequently be found in press releases issued by Walt Disney.

*"Certain statements in this release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995.*

These statements are made based on management's views and assumptions regarding future events and business performance as of the time the statements are made and management does not undertake any obligation to update these statements"

In the aforementioned press release, the repetition of "statements" and "forward-looking statements" at the beginning and end of the sentence is utilized to provide emphasis and underscore that the statements are based on the management's outlook on the future. This repetition reinforces the message, guiding the reader's attention towards a proactive approach to looking ahead.

A pattern of repetition can also be observed in the press release titled Statement from The Board of Directors of The Walt Disney Company (Walt Disney Company, 2004). It can be seen in the following data:

*"Effective immediately, the Board created the position of Chairman of the Board. The Board has unanimously elected former Sen. George Mitchell to serve in that non-executive position..."*

In this data, the repetition of the phrase "The Board" is used to emphasize the role and position of the board in the decisions and actions outlined in the statement. This effective use of repetition creates a strong rhetorical effect, highlighting the Board of Directors' significant decisions and conveying a sense of unity in their actions. The repetitive language reinforces the formal and authoritative nature of the decisions and enhances the clarity and strength of the message conveyed to the readers.

Furthermore, effective use of repetitive language is employed to emphasize a close relationship and a sense of loss in a condolence statement press release. The following quote is taken from the press release titled Statement by Michael D. Eisner on The Death of Lew Wasserman (Walt Disney Company, 2002):

*"I was privileged to know him and learn from him. Jane and I will miss him greatly and extend our deepest sympathies to his wife and wonderful partner, Edie."*

In this data, the repeated use of the word "him" creates a sense of intimacy and deep appreciation for the person referred to. This repetition signifies the importance of the relationship in Michael D. Eisner's life as the statement's presenter. The use of repetition serves as an emotional connection, wherein in the subsequent sentence, Michael expresses deep sympathy towards Lew Wasserman's wife. In the press release, the repetition effectively communicates personal feelings and a profound sense of loss.

This repetitive style of language successfully creates a powerful rhetorical effect in the aforementioned texts. The repetition of keywords or phrases emphasizes the message, establishes unity in the actions taken, and enhances the clarity and strength of the conveyed message to the readers. Additionally, repetition is used to build an emotional connection between the readers and the statement presenter, conveying personal feelings and creating a deeper impression.

It can be inferred that the repetitive style of language is effectively employed in the mentioned texts to strengthen the message, emphasize significance, and create a powerful rhetorical effect. This style of language significantly contributes to enhancing the clarity, strength, and memorability of the conveyed message to the readers.

The study identified five prominent language styles employed in Walt Disney's press statement releases repetition, parallelism, antithesis, climax, and anti-climax. Repetition was the most frequently used language style, serving to reinforce the main message, emphasize important information, and create a strong rhetorical effect. Parallelism was used to present information in a balanced and structured manner, highlighting similarities and comparisons. Antithesis strengthened the contrast between opposing ideas, while climax-built tension and



increased message intensity. Anti-climax was employed to reduce intensity and create a specific effect. These language styles play a crucial role in enhancing message clarity, creating strong rhetorical effects, and improving reader comprehension (Saputra, Saleh, & Maria, 2020).

The research findings offered valuable insights into corporate communication practices and served as a foundation for text analysis in press statement releases. By emphasizing the importance of aligning communication with organizational values and goals, this study provided significant implications for the world of corporate communication (Budiman, Puspita, & Pangkey, 2022).

Certainly, the results of this research cannot be viewed in isolation from previous studies that have explored various aspects related to press releases and language style in different contexts. Some previous studies examined press releases in the education, telecommunications, local government, and banking sectors, as well as analyzed language styles in political speeches and presidential speeches (Fizriyani, Sahiruddin, & Junining, 2023). By comparing this research with previous studies, we can understand the differences and similarities in approaches and findings and recognize how this current study contributes uniquely and significantly to the expansion of our understanding of corporate communication and text analysis.

This current study demonstrates that the use of repetition as a language style in press releases is effective in emphasizing the intended messages and enhancing their impact on readers. Moreover, it highlights the company's commitment to transparency and governance, as well as a deep appreciation for personal relationships and losses experienced within the organization. These unique characteristics of press releases reflect The Walt Disney Company's distinctive communication approach, ensuring the effective delivery of key messages to stakeholders.

## CONCLUSION

The study revealed five prominent language styles in Walt Disney's press statement releases: repetition, parallelism, antithesis, climax, and anti-climax. Repetition was the most frequently used language style, serving to reinforce the main message, emphasize important information, and create a strong rhetorical effect. Repetition styles in the study were mostly found in the news related to new film releases and major company announcements.

Parallelism was employed to present information in a balanced and structured manner, highlighting similarities and comparisons. As an advocate for clear and well-organized communication, the researcher appreciated how Walt Disney utilized parallelism in their press releases to ensure readers could easily understand and relate to the content. Parallelism styles in the study were mostly found in the news related to corporate social responsibility initiatives and partnership announcements.

Antithesis strengthened the contrast between opposing ideas, while climax-built tension and increased message intensity. As someone intrigued by the art of storytelling, the researcher was fascinated by how Walt Disney strategically employed antithesis and climax in their press releases to create captivating narratives. Antithesis styles in the study were mostly found in the news related to movie reviews and responses to critical issues.

Although less commonly used, anti-climax was employed to reduce intensity and create a specific effect. As a proponent of nuanced communication, the researcher found the use of anti-climax in Walt Disney's press releases to address sensitive matters with a calmer tone commendable. Anti-climax styles in the study were mostly found in the news related to financial reports and company updates.

These language styles played a crucial role in enhancing message clarity, creating strong rhetorical effects, and improving reader comprehension. The findings offered valuable insights into corporate communication practices and served as a foundation for text analysis in press statement releases. Overall, the analysis of news structure and language

style in Walt Disney's press statement releases holds significant implications for the world of corporate communication and has ignited my passion for exploring further in this field. As the writers, we recommend the future research can do the other research by analyzing the title of press release, the date of publishing, and the content of news. Those topics will be interested to discuss.

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