# CHAPTER I

# INTRODUCTION

## 1.1 Background of the Study

There have been a number of researchers interested in the differences between the language used by men and women. According to Coates (2004), several studies have shown that men and women are distinguished in their language used and they behave linguistically different. Women and men are different in the way they are delivering their speech and the words that they are used. There are words indicated with women words and they used as their language. It can be seen also from the intonation when men and women conversing with others.

Another researcher, Holmes (2008) states that women prefer to use more standard speech forms than men because they are more status-conscious then men. On the other hand, men often use vernacular speech forms because they carry masculinity and toughness. In social status, men have higher status then women. In order to be equal like men, women tend to use standard form rather than vernacular form because standard form is the language of high class social status. Because of social status, men's language is often seen as norm whereas women's language is seen as inferior. Men more use on vernacular forms because they want in their languages reflect macho. They do not quite realize in their status because men already have high social status in their selves.

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Realizing the differences of men and women in using language, Lakoff (1973) writes a theory about women linguistic features and describes about the characteristic of women's language. She states that there are nine women linguistic features that are lexical hedges or empty filler, tag question, rising intonation, the use of figurative adjective, precise colour term, intensifier, hypercorrect grammar, superpolite form, and avoidance of strong swear words. These linguistic features tend to be used by women. We can see in the features of hypercorrect and superpolite that women need in perfection of language to support their social status.

Women language may also be different when interacting with others. According to Coates (1996) when women interact to each other as friends, their goal to do conversation is not exchange the information, but more on maintenance of good social relationship. It means that they often speak to each other as equals and they are cooperative in their speech strategies, the group is more important than the individual. It is very different from men because most of men's goal in doing conversation is more to exchange more on the information but not maintenance the social relationship.

Basically, we can see the characteristic of women's speech in the way they are talking. The writer focuses on the speech of top two contestants in America's Next Top Model Season 20. There must be some women linguistic features that emerge when the top two contestants of America's Next Top Model Season 20 talk to

someone. The writer sees the different usage of women linguistic features used by the contestants while they are interacting to each other. Here are some examples:

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Jourdan :    Jeremy(.) I think he is just a little lost(.)he
             does follow me around like a lost puppy dog(.)and
             I think it's adorable in a way
Marvin  :    Oh my god(.)these girls(.)are fine(.)as hell
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From the examples above, there are some women linguistic features found during they are talking. It is very interesting to know why the contestants use some particular linguistic features when they are talking. By seeing this condition, the writer intends to discuss the issue of women linguistic features in the international beauty pageant, America's Next Top Model Season 20.

In analyzing the linguistic features, the writer chooses beauty pageant, America's Next Top Model Season 20 (abbreviated ANTM and Top Model). Crawford, Kerwin and Gurung (2008) state that pageants represent and reflect not only social constructions of gender, but also nationalism, morality, modernization, and globalization. So, pageant covers a lot of aspects inside. In modern era, beauty pageant becomes a media of some nations to promote their country and culture. Through beauty pageant, they can build some relations and cooperation with other country.

Based on Merriam Webster Dictionary (2004), beauty pageant means beauty contest that is a contest in which people judge a group of women or girls and decide which one is the most beautiful. In other word, the writer can say that beauty pageant

is a competition consisting of women or girls which people can judge from the beauty aspects of each contestant. Beauty pageant is not always miss contests such as miss word, miss universe and other contests but modeling contest can be beauty pageant.

Generally, there are some aspects in beauty pageant. One of them is 3B (Brain, Beauty and Behavior). But in modeling, there are other aspects that are as same as with 3B. Wilson (2010) states that there are 4H pledge in modeling that are Head, Heart, Hands and Health. In this term, head represents as thinking, planning, gaining new knowledge and understanding. The next is heart, represents as developing good attitude, accepting the responsibilities of citizenship, help each other and learning to live together with others. Hands represent as being useful, helpful, skillful, learning new skill and improve it. The last is health represents as stay beauty and healthy living. The aim of the study is to compare the women linguistic features used by top two contestants of America's Next Top Model Season 20, count the frequency and the ratio in each type of women linguistic features and find the reason of the emergence of some particular linguistic features used by them

The models are chosen by the writer as the subject in this research because modeling and beauty aspect refer not only to women but also men. Generally, most men and women want to look perfect and have a perfect body. According to Gray and Knobe (2011) in real life, such a bodily focus is more likely to be spontaneously applied to women and hence, women are ultimately more conscious to keep their body. Although women are more focus than men to keep their body but it does not

mean that men do not keep it to look perfect. Nowadays, men prefer to build their body for a purpose. Some men have a purpose to build it for health reason or beauty reason.

In May 20, 2003 America's Next Top Model is premiered. It is an American reality show and interactive competition. The program has broadcasted twenty cycles. In this show, we can see several women struggle for the title of "America's Next Top Model", offering them with an opportunity to begin their career in the modeling industry. Its premise was originated with supermodel and television personality Tyra Banks, who additionally serves as its executive producer and presenter.

The twentieth cycle of America's Next Top Model (subtitled as America's Next Top Model: Guys & Girls and stylized as ANTM 2.0) premiered on August 2, 2013. Tyra Banks, Kelly Cutrone, Bryanboy, and Rob Evans are the judges in this cycle like previous. In this cycle public voting still becomes factor that makes the contestants eliminated. The catchphrase for this cycle is "Who Will Dominate?"

The writer focuses on top two contestants of America's Next Top Model Season 20, Jourdan (winner) and Marvin (runner up). It means the contestants are the best from this cycle. The contestants have a high standard quality of men and women as professional model. It could be a role model of modern people nowadays. It is very interesting to investigate about what the women linguistic features used by top two

contestants of America's Next Top Model Season 20 in their speech while they are talking in this show.

This research uses corpus sociolinguistic. According to Baker (2010, p. 9) corpus can aid sociolinguistics in providing large amount of data along with computational tools and procedures which provide language patterns and frequencies to be identified quickly and accurately. Corpus is used as method in collecting the data and sociolinguistic is used in analyzing the data.

**1.2  Statement of the Problems**

Based on the phenomenon stated in the background of the study, the following are the research problem to be analyzed in this thesis:

1.  What are the women linguistic features used by the top two contestants when they were conversing with others?

2.  What are the women linguistic features used by the top two contestants when they were talking on the camera?

**1.3  Objectives of the Study**

Based on the problem of statement above, the writer formulates the objectives of the study as follows:

1.  To determine the women linguistic features used by the top two models when they were conversing with others

2.  To determine the women linguistic features used by the top two models when they were talking on the camera

## 1.4  Significance of the Study

This study is expected to give based on theoretical and practical contribution. The theoretical contribution is to extend research in corpus linguistic especially women linguistic features happened in the beauty pageant reality show. The practical contribution for the society is to know the women linguistic features used by models. It can also give an idea on how to be model and what characteristics needed to be a model.

## 1.5 Definition of Key Terms

Linguistic features             : an important part relating to language or linguistics

      (Hornby, 1995)

Women linguistic features   : linguistic features which characterize women's

      speech (Lakoff, 1973)

Reality show                    : a broad range of programs aiming to be both factual

      and entertaining (Hill, 2005)

Reality talent show          : reality show based around talent quests differ from

      conventional talent quests in that they focus on the

      participants' lives during the quest (Hill, 2005)

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