CHAPTER II

LITERATURE REVIEW

2.1 Language and Gender

Language and gender is a study that investigates varieties of speech associated with the relation between gender and language use. The aim of language and gender is to introduce some theories about men and women's use of language and some theories to analyse language. According to Keith and Shuttleworth (1997) women talk more than men, talk too much, are more polite, are indecisive or hesitant, complain and nag, ask more questions, support each other, are more co-operative and contrast with men. Men use swear word more, do not talk about emotions, talk about sport more, talk about women and machines in the same way, insult each other frequently, are competitive in conversation, dominate conversation, speak with more authority, give more commands, interrupt more. It means there are quite much contrast between men and women in their language.

The same idea is given by Gray (1992) about styles of communication that women use more words to make a point and express more feeling whereas men use fewer words and express less feeling. Other styles of communication are women prefer to use conversation to think through a problem and work toward a solution when men prefer to think through a problem privately and then express the solution as the bottom line. Women give feedback with tact, tentativeness and sensitivity to

8

the other person's feelings whereas men give feedback directly and with bluntness, without the intention that it should be taken personally, women quite often to change the topic in the middle of a conversation, then return to it later but men tend to finish one topic before going on to the next. From the explanation, men and women also different in how they solve the problems and change the topic from one to another. The way men think in solving problem is straight to the point but in women, they elaborate with her speech after all they give a solution. It happens because men do not think about other's people feeling, they think on how the solution is solved.

Other theories of language and gender are dominance theory and difference theory. Dominance theory is associated with Candace and Zimmerman (1975) that in mixed-sex conversations, men are more likely to interrupt than women. In the way men talk to others especially women, men will show their dominance. It is because men have higher status than women. Language of men is superior and women language is inferior based on its status. Higher status people will show their dominance in everything especially in the way they are conversing.

The opposition of dominance theory called Difference theory. According to Giora (2002) In this theory, there is a term called as 'Report' vs. 'Rapport' associated with Tannen's theory that there are a series of six contrasts of language use by male and female: status vs. support, independence vs. intimacy, advice vs. understanding, information vs. feelings, orders vs. proposals, and conflict vs. compromise (the male characteristics comes first).

2.2 Women Linguistic Features

In 1973, Lakoff published an influential account of women's language called the book Language and Woman's Place. She states that women's speech characterized by ten linguistic features such as lexical hedges or filler, tag questions, rising intonation on declaratives, 'empty' adjectives, precise color terms, intensifiers, 'hypercorrect' grammar, 'super polite' forms, avoidance of strong swear words, and emphatic stress. Lakoff (1973) also includes some additional linguistic features of women that are, lack a sense of humor, use indirect commands and requests for example: 'My, isn't it hot in here?', apologise more, use modal construction such as 'could, should might and others' and use question intonation in declarative statements such as 'What school do you attend? Eton College?"

According to Pridham (2001) related with Fishman's theory that women ask more questions than men, and more likely to use 'attention beginnings' – phrases such as 'this is interesting' – to preface remarks. Fishman argues that questions and attention beginnings are designed to increase the possibility response. In women's language, they begin their speech to catch the attention of the audience. It is different while men take the attention of the audience, they will mix by joke. Men often tell a joke in their conversation. In telling joke to mix with their speech, men are better than women.

Tannen (2001) states that women languages are about support, intimacy, understanding, feelings, proposals and compromise. She also states that women

language is categorized as rapport talk. It means that women talk too much, speak in

private contexts, build relation, overlap and speak systematically. In other word,

women language is more about relation that is why women tend to talk about their

private context with others. They speak systematically in order to keep other's people

feeling.

Jones (1980, p. 193) points out that women talks are gossip and categorize in

terms of house talk, scandal, bitching and chatting.

- House Talk - its distinguishing function is the exchange of information and resources connected with the female role as an occupation.
- Scandal - a considered judging of the behavior of others, and women in particular. It is usually made in terms of the domestic morality, of which women have been appointed guardians.
- Bitching - this is the overt expression of women's anger at their restricted role and inferior status. They express this in private and to other women only. The women who bitch are not expecting change, they want only to make their complaints in an environment where their anger will be understood and expected.
- Chatting - this is the most intimate form of gossip, a mutual self-disclosure, a transaction where women use to their own advantage the skills they have learned as part of their job of nurturing others.

These categories can be classified based on the topic of women talks. Mostly,

the topic talks of women are around these categories and rarely on women that they

talk about sport or automotive.

Spender (2013) states that women are talkative creatures who often talk about

their personal experience, talk about their world, about relationships, meals and good

babysitters. Women's words cannot be trusted. Women usually unconfident with

what they are said so that their words seem to be doubted. Because women more care

on their relationship, personal experience and everything about personal feeling, their words cannot be trusted anymore because they more concern on other people's feeling rather than the fact of the information.

Lakoff (1973) points out that there is a special sentence intonation pattern only among women. It is not only has the form of declarative answer to a question, but also has the rising intonation typical of a yes-no question and seems like being especially hesitant. In uttering a tag question, women usually raise their intonation in the end of the sentence. It is also one their characteristic on woman languages

Lakoff (1973) tells that hedging is the way to express a lack of confidence. Hedges can become a sign of women's lack of confidence condition. Other reason is they are doubt about their utterances. They afraid in telling a wrong statement that give disadvantage in their selves or give an impact on their status. Hedges can be in form word (e.g. perhaps, sort of, I think) and fillers which include meaningless particles (e.g. well, uh, ah, um). It means that hedges can become a signal that the speaker does not entrust with what the speaker said.

Lakoff (1973) states that precise color term will be mainly found in women's utterance and it is a characteristic of women language. Women are more specific to mention color than men. Men will mention a color of red or blue, but women will mention the detail of its color such as red maroon or magenta.

Intensifier is another feature of women language features (Lakoff, 1973) . The examples of intensifier are: so, very, enough, quite, and just. Lakoff (1973) states that

the function of intensifier is for strengthening an assertion. Women tend to use it when they are sure in what they are saying. They will possibly use intensifier to support and strengthen their utterances.

Lakoff (1973) states that not only women strengthen their utterances but also there is a feature that becomes a characteristic of women's language and it is used for emphasizing or strengthening the meaning of their utterance, it is called emphatic stress. For example "It was amazing performance." In that sentence, the word "amazing" is an example of emphatic stress used for strengthening the meaning of utterances.

Lakoff (1973) states that the use of figurative adjective is a feature strongly related with female language. Women tend to use the use of figurative language rather than neutral adjective. Neutral adjective is an adjective used by all gender; men and women. Mend tend to use neutral adjective in their utterances. The examples of figurative adjective are: charming, sweet, lovely, gorgeous, adorable and other female adjective.

Based on Lakoff's theory (1973) the writer interprets that the function of emphatic stress and intensifier is same, to strengthen the meaning in the utterance. Because of the same function, the writer categorizes emphatic stress into intensifier. Hypercorrect grammar is one of women linguistic features proposed by Lakoff. Lakoff (1973) suggests that 'hypercorrect' grammar is the consistent in the use of standard form in order to avoid vulgar or coarse words such as 'ain't', and the use of

precise pronunciation such as sounding the final g in 'going' instead og 'goin. Men do not notice on the grammatical aspects in their utterances whereas women tend to consider in using correct grammar in their utterances.

According to Lakoff (1973) in politeness aspect, women are more polite than men. They tend to use the appropriate word to express their politeness. It becomes linguistic features in women that called super polite. Women tend to say 'will you even would you please turn on the fan?' rather than 'turn on the fan!' However, women will try to avoid swear word although in some situation women also use swear words but it is rare. Based on Lakoff (1973) women do not use coarse words to express something. It claims if women use swear word, they seem like do an inappropriate behavior which not reflect as woman. Swear words used if someone is angry or fooling around. The examples of swear word are bloody hell, god damn, bloody Maria and others.

According to Lakoff (1973) women tend to use adjectives rather than men. Women can use the neutral adjectives as to sex of speaker and the adjectives that largely confined to women's speech. Women have a lot of adjectives to be used in their utterances rather than men because men only use the neutral adjectives. If men use the adjectives that indicated to women's speech, they can be claimed that the men decrease their status. That is why men tend to express their feeling by using coarse words while women use adjectives. The neutral adjectives are: great, cool, terrific, neat. The women's adjectives are: sweety, adorable, charming, lovely and define.

2.3 Theoretical Framework

In this research, the writer analyzes women linguistic features used by top two contestants of America's Next Top Model Season 20 by using the writer's interpretation of women linguistic features based Lakoff's theory (1973) as follows:

No	Women Linguistic Features	Examples
1.	Hedge	I think, perhaps, you know, well, uh, ah, emm
2.	Super polite form	Would you mine, I'd appreciate it, could you
3.	Intensifier	Just, so, very, really, amazing, definitely, completely, extremely
4.	Hypercorrect grammar	Consistent in using standard form
5.	Avoidance of strong swear word	Oh my god, oh jesus, oh my goodness
6.	Rising Intonation on declarative	Ronald is your friend? That house is mine?
7.	Tag Question	She is very nice, isn't she? The cake is delicious, isn't it?
8.	Precise Colour Term	Magenta, pink, violet, aquamarine
9.	The use of figurative adjective	Gorgeous, sweet, fabulous, adorable, charming

In the interpretation of the writer based on Lakoff's theory (1973), emphatic stress is included into intensifier because both function is same, to strengthen the meaning of women's utterances.

2.4 Review of Related Studies

In this topic research, there are other researchers who have conducted research on this topic. Two of them reviewed in this thesis are Jannah (2008) and Savitri (2012). The first review is from Jannah's research (2008), a student of Universitas Airlangga. Jannah (2008) conducts a research about women's insecurity in language use in The Bachelor Season 1 reality show. The object of the study in this research is women's utterances in The Bachelor Season 1 reality show. The aim of the study is to find out the insecure feeling through the language by women uttered in informal mixed-sex conversation in American English. The data of the research is in the transcription form of women's utterances in The Bachelor Season 1. There are two results obtained in this research. First is there are seven conversational strategies used in the conversation between the bachelor and the contestants: question, minimal responses, hedges, interruption, compliment, command and directive. Second is male speaker as the bachelor has higher status than female speakers as the contestants and there are dominancy from the male speakers and insecurity from the female speakers.

The writer conducts a research about women linguistic features in the reality show. Both of us use reality show, the writer uses America's Next Top Model Season 20 reality show and Jannah uses The Bachelor Season 1 reality show. The writer and Jannah also analyze about women linguistic features. The data of our research are same, in the form of transcription. Although our research discusses about the same topic, reality show and women linguistic features, the writer can guarantee the result is different. It is because our object of the study is different. In analyzing the data, the

writer uses corpus but Jannah does not. The writer investigates on how the contestant's speech as top two models who can be claimed as the best model in this show whereas Jannah investigates on the women's insecurity while the women as the contestants are talking to the men as the bachelor.

Another review is from Savitri's research (2012), a student of Universitas Airlangga. Savitri (2012) conducts a research about women linguistic features in Legally Blonde 1. The object of the study in this research is women's speech in Legally Blonde 1's dialogues. The aim of the study is to find out the types of women's linguistic features used by the actresses in the dialogues of Legally Blonde 1 film and which types of women linguistic features that are dominantly used by the actresses. The data of the research are in the transcription form of women's speech in Legally Blonde 1's dialogues. The result of the research is the women linguistic features used by women in this film are, lexical hedges, tag question, rising intonation on declaratives, empty adjectives, intensifiers, hyper correct grammar, superpolite form, avoidance of strong wear words and emphatic stress.

Savitri (2012) conducts a research about women linguistic features in the Legally Blonde 1. Both of us conduct a research about women linguistic features and analyze it. We also look for on what type of women linguistic features frequently used. The data of our research are quite same, in the form of transcription of women's speech but the writer inserts transcription of men's speech in the research. That is one of the differences between the writer's research and Savitri's research (2012).

Another difference is the writer uses corpus sociolinguistic, it means corpus is used for collecting the data and sociolinguistic theory is used for analyzing the data.