

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1. Study of Language Attitude

Attitudes are entirely learned, and they are learned the way most other human behaviour is learned (Statt, 1994. p. 300). Through socialization process, people respond to the influence of their peers and other social groups. People try to find out what attitudes are appropriate to their social situation and their self-image.

Language attitudes are distinguished from other attitudes by the fact that they are precisely about language. All of us know that a certain area is not only inhabited by monoculture and monolingual community. However, the movement of people has brought us live in multicultural and multilingual community. Such condition has motivated us to give different attitude towards different language, dialect, and also its speakers.

This language attitude consciously arouses various subjective opinions about the language value, status of the language, and its speakers. Trudgill (1992, p. 44) says that such attitudes may range from very favourable to very unfavourable, and may be manifested in subjective judgments about the 'correctness', worth, and aesthetic qualities of varieties, as well as about the personal qualities of their speakers.

According to Richard, Platt and Platt, expressions of positive or negative feelings toward a language may reflect impressions of linguistic difficulty or

simplicity, ease or difficulty of learning, degree of importance, elegance, social status, etc. (1992, p. 199). Some general indicators such as the power of community norms, particularly those related to peer group membership that shape the choices made by speakers, have influences speakers' attitudes on language behavior (McGroarty, 1996, p. 13). Therefore, an attitude of language may change to be positive or negative in representing the speakers. And it may also show what people feel about the speakers of that language.

One example that we can see about the attitude of language is in a study of 28 male teenagers, native speakers of Spanish who had lived in the greater New York area for about three years.

The study found that extensive contact with black English speakers was a necessary but not sufficient condition for using two features of black English, distributive *be* and negative concord, in one's own speech; however, even the participants who had had extensive contact with African-Americans did not use these features categorically (as would be true in black English) but, rather, variably.

(Goldstein, 1987; cited in McKay, 1996, p. 14).

2.2. Study of Perception

People always have thought about anything around them. It happens because they directly or indirectly interact with them. This thought represents their judgment toward things that they have seen, touched, and listened.

2.2.1. Maund's Theory of Perception

Perception is an active process, which involves the way that individuals view the world around them using their five senses (taste, smell, hearing, touch, and vision); some would also argue that the sixth sense (intuition) is also part of the perception process (Maund, 1999. p. 31). Perception is made up through processes because individuals receive information in many different forms in order to interpret it. Without perception, information that has implicit messages would be meaningless.

According to Maund, physical appearance and communication skills are two characteristics that may influence perception (1999. p. 39). Individuals' physical appearance could be a key indicator about them. The way they perform it to other may show their social status and intelligence. Individuals who are perceived as physically attractive also face such stereotypical attitudes (Maund, 1999. p. 40). The term stereotype is used as a tool to understand individuals' perception.

Gross defines stereotype as a kind of implicit personality theory, which relates to the characteristics of an entire social group (1995. p. 378). The other researchers Moorhead and Griffin define stereotyping as the process of categorizing or labeling people on the basis of single attribute or characteristic (1995. p. 66).

(Maund, 1999. p. 51)

The communication skills of individuals will affect the other's view. Some sort of factors such as tone, dialect, accent, language and the topics they speak about, will allow the receiver to make a judgment about the speaker. Through language, people can interpret their social identity. According to

Kramsch (1998, p. 70), by crossing languages, speakers perform cultural acts of identity. Kramsch also states (1998, p. 67) that group identity is not a natural fact, but a cultural perception. People have distinct perception of world in many areas, perception of self, and others. Therefore, communication becomes more complex and difficult process.

2.2.2. Overt and Covert Prestige

Prestige is a slippery concept to give a judgment toward the speech varieties that exist in the community. People's judgment toward the prestige of speech varieties cannot be identified easily. Sometimes they have arbitrary judgment for a certain speech variety. Therefore, further explanation about overt and covert prestige help to distinguish the emergence judgment in speech varieties.

- Overt Prestige

According to McMahon, prestige which is based on norms set by the upper classes is known as an overt prestige (1994, p. 246). It is reflected in the actions and attitudes of all classes in the speech community. Overt prestige is a conscious and clear judgment toward the standard variety of accent in a community (Holmes, 2001, p. 345). The judgment which arises in the society is that the speakers who use the standard variety are rated highly on scales of educational and occupational status. These ratings reflect the associations of their speech variety with others. Standard variety is held up as the best way of speaking

in the community. It is used to show what identities a group of people as belonging to a speech community.

- Covert Prestige

Covert prestige, by contrast, refers to positive attitudes towards vernacular or non-standard speech varieties of groups of people (Holmes, 2001. p. 345). Covert prestige maintained by the lower classes generally has less impact on the speech community (McMahon, 1994. p. 246). In this case, many people are valued not to continue to use their own speech varieties that show their local vernacular. As an example, New Yorkers violently criticize New York speech. One New Yorker describes it as 'incontrovertibly dumb' (Holmes, 2001. p. 345). This judgment toward the non-standard speech varieties is a negative prestige.

As a matter of fact, they unconsciously still use these kinds of non-standard speech varieties. The opposite judgment with the use of non-standard speech varieties can be said as a positive attitude. In short, Holmes tries to describe the covert prestige in order to explain that despite people have negative judgment toward their local vernacular, they clearly still use their vernacular varieties (2001. p. 345).

2.3. Language and Human Motivation

A motivation emerges inside of human mind because people have needs and expectations about surrounding. Many people attempt to achieve some goals

to fulfil their needs or expectations. Moorhead and Griffin believe that motivation is a set of forces that leads people to behave in particular ways (1995. p. 78; Cited in Maund, 1999. p. 87). Buck has defined motivation as the control of the active and direct behaviour process toward some definable goals (1988. p. 5). Motivation is the study of determinants of thought and action which address why behaviour begins, continues, and ends as well as what choices are made (Weiner, 1992. p. 17).

The motivational system of human beings is unique. What makes them unique is its language as an instrument for interaction, communication, and control (Rosengren, 2003. p. 35). Language makes possible the regulation of behavior by social rules, an extremely important means of controlling behavior in human being (Buck, 1988. p. 17).

2.3.1. Cognition

Behaviour becomes more flexible in response to environmental events because it interacts with learning and cognition. Cognition is knowledge or representation of reality that is gained through experience. Buck (1988. p. 9) states that the cognitive system is a systematic view of reality controlled by the individual's capacities for perception, attention, learning, memory, discrimination and generalization, and integrated over time by the individual's experiences.

There are two types of cognitive: knowledge-by-acquaintance which is direct sensory awareness or immediate experience of events in the external or internal environment, and knowledge-by-description which is gained through the

interpretation of sensory data (Buck, 1988. p. 398). Knowledge-by-acquaintance is difficult to put into words. As an example is one's immediate experience in tasting a pear. On the other hand, the taste of the pear is knowledge-by-description that is expressed symbolically.

2.4. Review of Related Studies

Attitude toward language has attracted so many researchers. Therefore, many theses and dissertations discuss this topic. This section will provide a glance of other researches that discuss language attitude.

The first thesis is written by Arif (2006) and is entitled "*Language Attitude of Muslim Students Toward American and British English (A Case Study of Muslim Students Union (UKMKI) of Airlangga University)*". It examines the language attitude of Muslim students toward American English and British English after the destruction of WTC Twin Towers in New York.

In his thesis, he tries to find out whether the Muslim students have positive attitude toward American English or British English. The objectives of his study are to identify and explain the language attitude of Muslim students in particular the members of Muslim students union (UKMKI) of Airlangga University toward British English and American English. The concepts of attitudes are based on the discussion by Allport (1935), Gardner (1985a) and Fazio (1986). He reveals that the group of Muslim Students Union (SKI) members show positive attitudes toward British English and they seem to be more motivated in learning English.

The writer finds a weakness from Arif's study. Arif uses the respondents' general knowledge of American English and British English in filling the questionnaire. The respondents of his study are members of Muslim students union (UKMKI) of Airlangga University. He does not aware that those students come from various faculties. The most important question arises from his sampling is: "Do those students know how to distinguish the American English from the British one?" The writer assumes that Arif's respondents merely distinguish them from their general knowledge of each country, not the language that the native uses.

The other thesis is written by Rahmawati (2006) and is entitled "*The Correlation of Language Attitude of Manajemen Qalbu Program Hosted By Abdulah Gymnastiyar Towards The Obedience Tendency To Do Good Deeds Among Teenage Listeners*". It examines the correlation between the language attitude of Manajemen Qalbu program and the obedience of the teenagers to conduct the self-improvement concept.

In her thesis, she tries to find out whether the language choice of Manajemen Qalbu program significantly influences the level of obedience in self improvement concept among the young listeners or not. The tools of her study are the Pro-social Intention test and Semantic Differential Scale. She reveals that language choice of Manajemen Qalbu program hosted by Abdullah Gymnastiyar that mostly characterized as low language has a strong relation toward young listeners obedience in conducting self-improvement concept.

In contrast to these two theses, this study will provide an analysis of customers' attitude toward the language of Nokia's Sales Promotion Girls. However, the writer will use the same method as Arif's and Rahmawati's, which is quantitative method with help of arithmetic mean.