CHAPTER II

LITERATURE REVIEW

2.1 Theoretical framework

2.1.1 Speech accommodation theory

Speech accommodation is well known as a study which explores of how a speaker shifts his speech considering who his interlocutor is (Holmes, 1997). Actually this theory is well known as CAT (Communication Accommodation theory) established by Giles and his colleagues since last thirty years (Sachdev and Giles, 2004). It explores individual communication towards the attitude of both speaker and addressee. Communication itself can be used as barometer to measure the level of social distance between them. Furthermore, there are some definitions of speech accommodation such as definition recommended by Thakerar et.al (1982) that speech accommodation attempts to explain some of motivations supporting the speech during communication social encounters. Giles and Powesland (1975) held that speakers attempt to tune their communicative style to their interlocutor's speech. The basic forms of accommodation are convergence and divergence related to relative status social relations (cited in Mesthire, 2008).

Other definition was elaborated by Spolsky (2001) that speech accommodation is adjusting speech to be more similar to the interlocutor. In addition, Holmes (1997, pp.255-257) stated,

> "When people talk to each other, their speech often becomes more similar. Each person intends to converge the speech of the person they are talking to. This process is called as speech accommodation ...... For obvious reasons, the respondents deliberately diverged from the speech style, and

even the language of the person addreessing them. They disagree with his sentiments and had no desire to accommodate to his speech".

Indeed, it can be concluded that most sociolinguists have similar definition about speech accommodation which intends to the way of how a speaker shifts his speech, considering the relative status between the speaker and the interlocutor.

2.1.2 Speech convergence

Considering the definitions of speech accommodation recommended by Giles and Powesland above, it is stated that the basic forms of speech accommodation are speech convergence and speech divergence, depending on the relative status of the speakers and intended social relation. Giving clear explanation, Hamers and Blanc (2000) defined convergent accommodation as attenuating action of linguistic differences between a speaker and his interlocutor through increasing social interaction, since the speaker wants to be perceived from his similarity by his interlocutor. It can be said that the use of speech convergence concerns to shifting speech by a speaker to be more similiar and understood as the interlocutor's behavior. In this case, speech convergence is used to reduce social distance between the speaker and interlocutor. In addition Coupland and Giles (1988) stated that speaker's desire within speech convergence is used to bridge a social gap or gain listener's social approval. According to them, increasing social approval can be done by increasing the efficacy of communication and maintaining the positive social, culture and ethnic identity.

Clear example of the use of speech convergence can be seen such as recommended by Thanasoulas (1999) that a speaker sometimes pronounces "leak"

as "lick" to his interlocutor in order to maintain their solidarity by ignoring the falseness and go on with their conversation. In this case, it can be used to maintain solidarity. Social appoval motivates a speaker to tune or shift his linguistic proficiency as the listener's behavior. Shifting linguistic proficiency itself can be done by simplifying similar pronunciation as listener's understanding.

Furthermore, both speech convergence and speech divergence are divided into upwards speech and downwards speech as Hamers and Blanc (2000,p.244) stated, "Descriptively convergence and divergence can be labeled "upwards" or "downwards", depending on the sociolinguistic status of the interlocutor". Indeed, it can be concluded that whether convergence or divergence can be in form of upwards or downwards depending on who the interlocutor of the speaker is, topic, setting, and other aspects.

Aiming to give detail explanation, writer attempts to give some examples related to the use of upwards and downwards speech convergence. Clear example of the use of upwards and downwards convergent accommodation can be seen within child's speech to his teacher and young sister. When he speaks to his young sister, he uses simple vocabularies in order to make what he said clear and able to be understood easily by his young sister. While, when he speaks to his teacher, he intends to use high variety of language. In this case, how he speaks to his young sister can be considered as the example of downwards convergent accommodation, while how he speaks to his teacher by using high variety of language can be considered as the example of upwards convergent accommodation. Indeed, it can be concluded that upwards speech convergence

occurs in which low status person converges his speech to be more similar with his high status interlocutor's speech. While downwards speech convergence occurs in which high status person converges his speech to be more similar with his low status interlocutor's speech.

In addition, Holmes (1997) stated that it is actually possible to predict upwards and downwards convergence from the information provided, for example the case of baby-talk and the letter written by an adult to the child can involve downwards convergence by the adult. Considering the explanation recommended by her, it can be predicted that downwards speech convergence is involved within how a moslem clergyman accommodates his spech to his audiences in this study. Giving a provided information, when delivering sermon the speaker has high status while his audiences have low status as a teacher who gives explanation to his students at the school.

2.1.3 Speech divergence

Speech divergence has some difinitions such as, "The way in which speakers accentuate speech and nonverbal differences between themselves and others" (Giles and Coupland, 1991). Hamers and Blanc (2000) defined divergent accommodation as a communication strategy used by a speaker in order to distinguish himself with his interlocutor as a part of member of distinct ethno-linguistic group. Indeed, it can be concluded that speech divergence is actually an

effort of a speaker to distinguish his speech and to make it different with listener's behavior and difficult to be understood.

Sumarsono (2009) attempted to give an example related to the use of speech divergence such as the decision of Arab nations to issue an oil communiqué using Arabic language, not using English language in 1970. In this case, it has political statement through divergent statement using Arabic as their mother tongue language, distinguishing with others. The decision will only be understood by nations who master Arabic. In addition, it also will create misunderstanding by non-Araic nations.

In addition, as the last explanation that both speech convergence and speech divergence can be distinguised as upwards and downwards speech, in this case, Holmes (1997) gave some examples of upwards and downwards divergent accommodation,

> "Working-class men often respond to the university educated students who join them just for the summer on the docks by increasing his swearing and using high frequency of vernacular forms. On the other hand, people who aspire to the higher status will diverge upwards from the speech of those from the same social class" (pp:257-258).

In this case, the use of vernacular and swearing words to the university educated students by the working-class men can be considered as downwards divergent accommodation, while the use of high variety of language with the same social class people can be considered as upwards divergent accommodation. It can be concluded that upwards divergent accommodation occurs in which a person

attempts to diverge his speech to be more different with his interlocutor with the same or lower level with him. He prefers to has higher status compared with his interlocutor. While downwards speech divergence occurs in which a person attempts to diverge his speech to be more different with his interlocutor with the same or higher level with him. He prefers to distinguish himself from the member of his interlocutor.

Moreover, Holmes also explored that speech divergence does not always intend to increase social distance or create negative feeling effect to the addressee as she explained, "Where the divergent forms are admired, divergence can be used to benefit the diverger. Small difference which can be used such as a slight foreign accent can be appealing" (p.258). Considering the axplanation above, it can be a possibility for a speaker to diverge his speech eventhough he uses speech convergence greatly. Indeed, there also will be a possibility for a moslem clergyman to diverge his speech eventhough he attempts to converge his speech greatly.

2.1.4 Strategies to accommodate speech

There are many strategies indicating the use of shifting or accommodating speech whether in speech convergence or speech divergence. The main point of their uses is that strategies of speech convergence indicate an effort to increase social approval between the speaker and his addressee while strategies of speech divergence indicate an effort to increase social distance. Again, the speaker

intends to make the addressee feel comfortable within convergent speech. In contrast, speaker intends to make the addressee feel uncomfortable within divergent speech.

Moreover, Holmes (1997) stated that the way of how to converge can be in form of the use of translating message, adapting length of sentences, frequency of pauses, pragmatic particles, selecting the most comfortable code for the addressee, and other possible simple ways aiming to make easy in understanding the meaning. Furthermore within downwards speech convergence, speaker intends to use less linguistic proficiency, by using the same pronunciation and the same sort of vocabulary of the addressee, aiming to make the addressee easy understand what the speaker means. In contrast, she also stated that the use of speech divergence can be seen through deliberately choosing language, speech style, and accent.

In addition, Sachdev and Giles (2004) explained that speech convergence indicates a strategy in which speaker adapts addressee's behavior in term of linguistic while he intends to accentuate language differences within divergence. Bourhis (1979) explored that one of the strategies to accentuate speech within speech divergence is the use of mother-tongue language by a native speaker when talking to others with different language repertoire (cited in Sachdev and Giles, 2004). Indeed, all of those strategies are defined as follow:

1. Strategies of speech convergence

    a. Vocabulary

Within downwards speech convergence, speaker intends to use simple and easily understandable vocabularies (Holmes, 1997). It is defined that simple vocabulary does not only intend to whether people know or not the vocabulary but it intends to their knowledge of any particular vocabulary use from the idea that they have ever seen before in all forms or collocations (cited in Essem Educational, 2007).

b. Pronunciation

Similar pronunciation can be seen such adopting pronunciation features of the interlocutor's behavior (Holmes, 1997). She gave an example that a nurse intended to adapt some of the matron's pronunciation features in an interview with the hospital matron. In addition, giving attention to the definition above and considering the conditional situation, this study does not intend to analyze the use of similar pronunciation in delivering sermons in a reason that it is difficult to compare the speaker's and the audiences' speech.

c. Grammatical use

Within downwards speech convergence, less grammatical use can be seen such as simplifying grammatical use (Holmes, 1997). It means that through simplifying grammar, speaker has less attention to what the grammar should be. In this case speake will intend to produce simple sentence. It is also possible to produce uneffective sentence or in Indonesian is called *kalimat tidak efektif* . The intention of the speaker while producing simple sentence within speech convergence is actually to make the addressee easily

understand what he means. Kusmana (2008) stated that there are some factors which make a sentence become uneffective including having unparallel structure, having less subject or predicate, creating redundant sentence or *pleonasme*, creating ambiguous sentence, and have less logic in meaning.

d. Pause

Reich (1979) defined, "Pauses can be used to facilitate certain operations involved in the production and in the perception of speech.". Considering the definition above, this study intends to analyze pauses in the term of how pauses are used to make audiences easy to comprehend within perception process. Moreover, O'Hair,et.al. (2008) said that one of the functions of pause is allowing listener to contemplate what he heard. In this case, pauses can be seen as a 'tool' to facilitate audiences to understand the message easily.

e. Pragmatic particles

Pragmatic particles refer to the speaker's speech which seems to be more cooperative or competitive like in Indonesian conversation such as *kan, iya/ya* (Wouk, 2008). In english it can be called tag question.

2. Strategies of speech divergence

Deliberately choosing language, speech style, and accent means that the speaker disagrees and has less attention or less desire to accommodate his speech (Holmes, 1997). In this case, the speaker can intend to accentuate a gap between

the addressee and him. Again as Bourhis stated in the last explanation above, the effort to diverge speech can be in form of deliberately choosing language, accent, or accent which is different with the addressee's behavior. Choosing different language itself can be in form of the use of mother-tongue language of the speaker as a native to the addressee as a foreign. In this case, he attempts to maintain his identity. Wardhaugh (2002,p.110) stated, "...your choice of code also reflects how you want to appear to others, i.e.,how you want to express your identity and/or how you want others to view you". It can be said that with using vernacular language or mother-tongue language, speaker wants other to to view him as a member of particular group.

2.2 Related studies

There are many studies of speech acommodation such as the study elaborated by Hamers and Blanc (2000) in their book as follow:

- In 1976 Aboud attempted to analyze the influence of the relative status of the speaker's ethno linguistic group to the children's speech accommodation. In this case, he conducted a research with the speech of six year old Spanish-English bilingual Chicanos to Anglophone and Hispanophone interlocutors as the object of his research. The result of his research held that six year old Spanish-English bilingual Chicanos children intends more frequently to the Anglophone than Hisphanophone.

- In 1984 Platt and Weber analyzed the use of speech convergence and divergence of the habitant in Singapore and Australian. They stated that Aborigines and immigrants intend to converge upwards their speech to the native English speakers while the native English speakers mismanage their downwards convergent to what they actually believed others spoke like.

Other study also was conducted by Labov in 1966. In his study, he analyzed speech accommodation towards the language use in interview through social dialect survey in New York. The goal of his research was to pattern the use of specific style of speech within interview, involving the relative status factor and the topic of the interview. The result of his research is that careful style of speech usually occurs between strangers within interview. Moreover, to create relaxed speech style within interview, using vernacular is intended by the speakers. Within the use of vernacular as the style, there is less attention in monitoring the speech than the use of the standard one (cited in Holmes, 1997).

Other similar related study was conducted by Khristianti in 1999, *titled The Case Study of Speech Convergence Done by the Students of Petra Christian University Who Come from East Kalimantan* as a thesis. She attempted to analyze the use of speech convergence phonologically and morphologically by the students from Samarinda when having conversation with students from Surabaya. The result of her study is, "Student from Samarinda intends to change, add, and omit some phonological features as they converge to Surabaya students. Moreover, they also change and add certain morphemes in their speech as a result of speech convergence". Indeed, most of sociolinguitic studies of speech

accommodation concerned to the speech accommodation which is only related to the relative status of some ethnic groups, gender and inferior-superior work relation. Actually there is less attention to conduct a research which attempted to analyze speech accommodation in the use of language in delivering sermons.

Giving attention to related studies mentioned above, this study concerns to analyze some strategies indicating the use of speech accommodation through speech convergence and speech divergence in delivering sermons and the response of their use by the interlocutors. Considering the previous related study conducted by Khristianti, it was stated that in her study she concerned to analyze phonological and morphological features within language use in conversation. Again as the writer explained in the background of this study that it is difficult to analyze them since when delivering sermons there is no communicative conversation between the speaker and his audiences. There is no feedback from the audiences about what the speaker tells. Audiences intend to be passive listener. Indeed, this study intends to see the ways or strategies of how a moslem clergyman accommodates his speech when delivering sermons to various audiences and how they react to their uses.

CHAPTER III

METHOD OF THE STUDY