

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Radio was used to be popular some years ago when broadcast media were still limited and were not that competitive. However, for some people, it might still remain integral part in their lives. It has unique characteristics that distinguishes it from other broadcast media such as television, recorded music, and film. In daily life, radio is used as a wake up call or a companion while driving. Radio is used while working or playing. Dominick (1974) stated that radio is a portable friend. It is estimated that at the average people spend more than three hours a day tune in to radio (National Association of Broadcasters, 1995). People can easily get information from radio only by listening. They do not have to stay or focus on one thing as they do when watching television. Therefore, they still can update news by listening to the radio while they are also doing other things.

In Indonesia, there are more than a hundred radio stations including public and private radio stations (retrieved from [http://ditpolkom.bappenas.go.id/March, 25, 2011](http://ditpolkom.bappenas.go.id/March,25,2011)). These radio stations provide a variety of programs, such as, news program, music entertainment, talk show programs, etc. Regarding the talk show programs, there are many talk show programs broadcasted on both public and private radio stations. Those programs mostly involve two ways of communication between the announcers and phone callers via telephone line. The

phone callers or participants can join the program by giving an opinion based on the topic.

One of the private radio stations broadcasting talk show program in Surabaya is Hard Rock FM. The name of the talk show is 'Guide to Good English.' Hard Rock FM broadcasts this talk show every Thursday morning from 08.00 a.m. to 09.00 a.m. The purpose of this talk show is to give education about how to learn English in a fun way and to enrich the listener's knowledge. In this talk show, the listeners can give their point of views, ideas, and opinion about the topic that is being discussed through emails.

Hard Rock FM is part of PT Radio Harini Jaya Mandiri. It is launched in Surabaya at the frequency of 89.7. Hard Rock FM is a 'Lifestyle & Entertainment Station' which provides the latest trends among its listeners: the latest fashion news, various popular sport activities, or web information. As an entertainment radio station, Hard Rock FM tries to update the listeners with new-movie information, the latest issues in the music business, hot gossips around, and other related issues happening around the city. The announcers of Hard Rock FM address the listeners as 'Hard Rockers' (Hard Rock listeners). The listeners who are usually called as pleasure seekers aged between 20 to 30 years old. Futhermore, music is Hard Rock FM's main presentation. In addition, this radio uses some slogan and jargon, such as, the FLYERS which stands for Fun-Loving Youth En Route to Success (Retrieved from <http://www.hardrock.com/corporate/history.aspx>/January, 25, 2013).

Based on Webster's New World College Dictionary, a radio talk show is a program featuring informal conversation, often on a particular topic or range of topics, between a host and, variously, guest celebrities and experts, members of a studio audience, or listeners or viewers telephoning from their home. Howard and Rolt in *Radio Talkshows for Peacebuilding* also stated that,

A radio talk show is a discussion program, usually broadcasted live, which may include phone-ins, and will probably involve at least two studio guests and a presenter or host. Talk shows are unique. They are not like daily news journalism which pursues facts and balances statements against each other, seeking a clear record of events. Talk shows can consist of invited guests insisting on their facts and their positions, and arguing about the truth. Or it can consist of the presenter encouraging random callers to express what they have heard on the program, or on a particular issue. Often talk shows are a mixture of both formats (Howard and Rolt, 2005, p23).

Most shows are regularly hosted by a single person, and often feature interviews with a number of different guests. Radio talk show typically includes an element of listener participation, usually by broadcasting live conversations between the host and listeners who "call in" (usually via telephone) to the show. Generally, the shows are organized into segments, and each segment is separated by a pause for advertisements. However, in public or non-commercial radio, music is sometimes played in place of commercials to separate the program segments. Radio talk shows usually discuss about recent phenomena. They sometimes discuss about serious topics but deliver them in less serious version in order to attract the listener's interest. According to Howard and Rolt (2005), variations of talk radio include conservative talk, hot talk, liberal talk and sports talk.

Basically, there are two types of radio talk show as proposed by Nielsen (1990). The first type is categorized as news talk show, in which the interview happens in a formal and serious situation for example the news talk show program on RRI Surabaya. This radio station broadcasts almost all the news that is happening in Surabaya. For example, when there was East Java governor election, this radio broadcasted the quick report of it using the trusted sources all region in East Java. Generally, the announcer of RRI Surabaya can be described as using formal language and create a serious situation when deliver the news. On the other hand, the second type of the talk show is informative talk show. This talk show is considered as 'lighter' talk show for it is aimed to give some up-dated information. Informative talk show is usually delivered in such a relax situation and full of intimacy (Howard and Rolt, 2005). The example of informative talk show is "Guide to Good English" talk show program which is aired on Hard Rock FM Surabaya. In this talk show, the announcers use informal language to discuss the topic in that talk show. Moreover, the situation that they create is a relax situation which is provided by some jokes they use in that talk show. Although they use informal language in discussing the topic, the messages that they deliver are clear enough. Furthermore, it is different from the most common format of radio talk show, *Guide to Good English* uses emails to interact with the listeners. Howard and Rolt (2005) stated that the most common formats for radio talk show program are roundtable, phone-in, and face-to face. Sometimes these formats blend together on the same show, in a question-guest answer, listener feedback process, or in separate segments, or in other forms. It means that in one talk show

the three formats of radio talk show can be found in one talk show, for example in *a question-guest answer* (asking a question to the guest and the answer from the guest can be discussed widely in that talk show). The other example is *listener feedback process* which means discussing a certain topic to the listeners and provide the feedback from listeners to give their opinion through social media (twitter), phone-call, or texting a message using short message service (SMS).

As the aims of the program are to educate and to entertain, it is assumed that the announcers' speech carry certain functions which are to educate or entertain. Holmes (2008) stated that language serves many functions. It can convey objective information of a referential kind; and it can also express feeling. However, the functions of the announcers's speech in *Guide to Good English* can be seen in this following phenomenon:

PT: Patrick AR: Ary

1. PT: what we want to talk about today was the structure of the business letter.
2. AR: Good.
3. PT: Because previously about a month ago when I was on a show we did uh some of the phrasing and the vocabulary that we can use.
4. AR: Uhum.
5. PT: Do you guys remember those lesson, I bet you are,
6. IW: yes of course.
7. AR: Oh, I am here?
8. PT: I won't quit you now because you don't look really focus so.
9. IW: Yeah.
10. PT: I was asking. But we did all of those, those um, now I am not focus.
11. IW: Oh, that is karma my friend, karma.
12. AR: Yeah.
13. PT: we did um, we did vocabulary and phrases is what we did. And so today we want to talk about structure and how to prepare your business letter. So that is why I think it is the beginning of the program that you are having trouble with the structure of your letter.

In this conversation, there are three participants involved in the talk show:

Patrick, Ary, and Iwet. The topic of the talk show is about the structure of

business letter which is different from informal letter. Although the topic that the announcers talk about is English business lesson, they use some jokes to create a relax situation. It can be described that when Patrick said, "I won't quit you now because you don't look really focus so," utterance number 8, his utterance conveys directive function. Meanwhile, in the utterance number 13, his utterance carries referential function as he explains about what they're going to talk in this episode. Just like the definition, referential function provides information. Beside referential function, Patrick's utterance also contains expressive function as uttered in utterance number 10. Based on Holmes (2008:258), expressive function means that this function expresses the speaker's feelings. Patrick's statement indicates his feeling that he was not focus for a moment.

There are some studies about speech function, first study is conducted by Pretty Suryawati (2002), entitled *A Study of speech function on chatting found in "the joy luck club"*. She analyzed the chatting in *The Joy Luck Club* which particularly taken from American Translation part. In her data analysis, she found the speech function that mostly used in the chatting is imparting and seeking factual information and its sub-function which is also mostly used is reporting. The other study of speech function entitled *The Speech Functions in The Conversations Between the Fourth Semester English Department Students of Muria Kudus University and Some Foreigners* is written by Titis Sulistyowati (2011). She discussed about the use of the basic speech functions in the casual conversation between Muria Kudus University of English Department Students

and a tourist. She concluded that the use of speech functions is not reciprocal, since the interaction is driven by the questions which is produced exclusively by the students, and the answer is based on the tourists' respond. In 2012, Vany Eka Ningtyas in her thesis entitled *Speech Function Analysis in Alice in Wonderland Movie Script*, she find out speech functions realized by clause moods in the dialog used by the main character Alice in Alice in Wonderland movie script by Linda Woolverton. Based on the result of this research, she suggested that the lecturers of English Education Department could use this research as an example when they teach about grammar and functional grammar to make the students can learn more about the mood types and speech function through her research.

The writer is particularly interested in studying the speech functions of the announcers in *Guide to Good English* because this talk show aims to educate and entertain. The writer is motivated to know whether the speech functions of the announcers fulfill the aims or not. When the announcers communicate each other, they always try to make the listeners understand about the topic that they deliver using their own language style (informal language in relax situation). Whenever they speak, their speech is assumed to carry on particular speech function. In *Guide to Good English* talk show, the announcers deliver speech which conveys different functions for different purposes such as referential function for giving information and Phatic function for a greetings, complements, gossip, etc., and as one of the most common speech functions in daily interactions. The writer also tries to analyze the speech function used indirectly by the announcers. In this talk show, there are two nonnative speakers of English as the main announcers and

two native speakers of English as the co-announcers. The writer wants to study the types of the speech function conveyed in the announcers' speeches.

The way of communication through speech function consider about the similar things in language may apply, and the various ways in order to deliver the message could be shown in daily interaction (Holmes, 2008). According to Holmes, one of that ways to deliver the message is through speech functions. There are six categories of speech functions: expressive function, directive function, referential function, metalinguistic function, poetic function, phatic function. Through that category of speech functions, the writer can analyze daily interaction that happened, especially in this talk show. Beside the category of speech function, according to Holmes (2008: 8), social factor can give influence to use speech functions through the participants, the setting or social context, the topic and the function. And then, social dimensions can relate the using of speech function through a social distance scale, a status scale, a formality scale, and two functional scales.

Because the phenomenon of this talk show is interesting, the writer is motivated to conduct a study on the speech functions of the announcers. In addition, the writer would like to know and to describe whether there are other speeches carried in their speech, and how is the relation between speech function and social factors/dimensions. In this study, the writer discusses about The Speech Function Applied in "Guide to Good English" Talk Show Program on Hard Rock FM using the speech function theory proposed by Holmes. In the conversation, there are four radio announcers; two are native announcers and two are non-native

announcers. The writer choose that talk show because it is based on educational topic using an informal setting (a relax situation and full of intimacy) which is rarely found in the other talk show programs. The writer is interested in finding out what types of the speech functions of Hard Rock FM radio. Besides, the writer also wants to find out the speech function is most frequently used by Hard Rock FM radio announcers in *Guide to Good English*.

1.1 Statements of the Problems

1. What types of speech functions are found in *Guide to Good English* talk show program announcers used?
2. What speech functions are frequently used in the speech of *Guide to Good English* talk show program announcers used?

1.2 Objective of the Study

1. To identify the types of functions which the speech of Guide to Good English announcers' used.
2. To describe function which the speech of Guide to Good English announcers most frequently used.

1.3 Significance of the Study

The writer expects that this research can give a meaningful and useful contribution to the sociolinguistics field especially about speech function based on the phenomenon in radio talk show program. The main purposes of this study are

to describe the contribution of speech functions in language education. Theoretically, the reader shall be introduced to Holmes theories (2008) related to the strategy of how to conduct a conversation successfully through using the speech functions. Practically, as language learners, the reader or the students should know all the language skills well. The skills include reading, speaking, listening and writing. To communicate orally, reader shall be able to speak fluently and clearly. Learning English is not only able to use the language correctly, but the students should also be able to use appropriate utterances based on the right context. The context include, to whom we speak to and what kind of relation we want to develop, what topics are exchange and the achievement of the transaction, and also the mode whether it is done spoken or written. The ability in using appropriate utterances can be known if they learn about speech functions.

1.4 Definitions of key terms

To avoid misunderstanding, the writer gives some definitions of the key terms. The following are the key terms used in this study:

- Speech function** : the function which the speech serves (Holmes, 2001)
- Radio Announcer** : person who introduces program on radio (*Oxford Learner's Pocket Dictionary*, 1995)
- Radio talk show** : a radio format that usually consist of the presenter and guest to discuss, explain and sometimes argue about some fact and issues. (Howard and Rolt, 2005)

CHAPTER II REVIEW OF LITERATURE