

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

The internet has created easier way as well as new ways for people to communicate. The ease of communication has made the spread of new words happen very quickly. Crystal (2006, p.x) states, "If the Internet is a revolution, therefore, it is likely to be a linguistic revolution". This means that internet has taken part in the process of language change. In 2006, Crystal introduces the word Netspeak as an alternative to Internet language or electronic discourse. He defines that Netspeak is a combination of feature of spoken discourse, written discourse and feature specific to e-discourse. Crystal (2006) explains that some sort of Netspeak exists, displaying unique features to internet and appearing out the internet characteristic which is an electronic, global and interactive medium. In other words, Netspeak is a language that is actually spoken form but it is written. In his recent book, Crystal (2011, p.19) uses the term multidimensional continuum. He explains that the varieties of language within speech and writing can be located as being „more or less like speech“ and „more or less like writing“. As it is stated by Crystal (2011, p.21) that Internet language is better seen as writing rather than as speech which has been written down. However, he notes that internet language is not identical to speech or writing. It means that the features of internet language seems to display both characteristic of speech and writing.

One of the means where we can see the use of language in the internet is from a video sharing site. There are some video sharing sites such as albinoblacksheep, newgrounds, Google Video, and Youtube. These video sharing sites become a good place to share video with people and they are not only websites designed for sharing video but also they are online communications sites because people can communicate with each other through the comments they can post on each video.

Among those video sharing sites, Youtube is the most popular one. The website address is [www.youtube.com](http://www.youtube.com). According to Nielsen ratings, YouTube remains number 1 from 20 Top US Online Video Sites (retrieved March 18, 2014 from <http://www.nielsen.com/us/en/newswire/2012/may-2012-top-u-s-online-video-sites.html>). In addition, an article has reported that Youtube was one of the fastest growing sites on the Web. Youtube has been established since February 14, 2005. It uploaded more than 2,000,000,000 views per day and 829,440 videos are uploaded each day (Everything You Need to Know about Youtube, 2014, retrieved July 16, 2014 from <http://resources.uknowkids.com/blog/what-is-youtube>). There are various kinds of video that are available there, such as videos for education, entertainment, action, comedy, music video and etc. This site allows people especially registered users to upload and share videos and allows the public for viewing and giving comments.

People tend to give comments on the hottest or controversial videos. Therefore, on this kind of videos, we can find various comments which may contain unique language features, which are usually called Internet Language

Features. According to Danet (2001), there are 11 features, they are: multiple punctuations, eccentric spelling, capital letters, asterisk for emphasis, written-out laughter, music/noise, descriptions of actions, emoticons, abbreviations, rebus writing, and all lower case.

In order to relate the discussion of internet language with gender, the writer takes two music videos in which the singers are from different gender. One music video is from a female singer and the other one is from a male singer. These music videos selected are “Adore You” by Miley Cyrus and “I’m a Freak” by Enrique Iglesias featuring Pitbull. These two music videos are taken because they are the hot trending topics in the internet when this thesis is written. In order to take into account the same gender and mixed gender communication, the writer will take the comments from male and female commenters on Youtube.

The first video entitled “Adore You” is the third-new song by Miley Cyrus from the album *Bangerz* (2013). This music video which is released on December 26, 2013 has been viewed more than 60 millions times by Youtube users per March 31, 2014 and consists of more than 120,000 comments. This is because the video shows the exploration of female’s body which is acted by Miley Cyrus. She brings the new image of herself. This image is very different from her images as Miley Stewart in *Hannah Montana: The Movie*. She has made an MTV documentary as the change in her image with the things she calls „a Movement“. There is an article reports that Miley Cyrus has a movement in her life, not transition, from family-friendly tween to twerking 20-year-old (Schillaci, 2013). It makes a bunch of people included fans and haters to give comments.

The second video is “I’m a Freak” by Enrique Iglesias, a Spanish-American singer-song writer and actor, featuring Pitbull. This music video were published on January 31, 2014 from the album *Sex+Love*. It has been viewed by more than 19 million times and consists of more than 10,000 comments per March 31, 2014. Similar with Miley Cyrus, this video also shows the naked body of women who dance with Enrique and Pitbull. An article reports that “The duo rage at a pool party packed with almost-naked girls—most of whom are either twerking or taking liquor shots to the face in bras and panties.” (retrieved March 31, 2014 from <http://www.fuse.tv/videos/2014/01/enrique-iglesias-pitbull-im-freak-video>). This video also invites various comments from fans and haters.

Therefore, in these two videos, there are many comments, positive and negative comments, that contain many unique internet language features. On the initial observation of “Adore You” and “I’m a Freak” videos, the writer found that the comments from males tend to have various of taboo words than the comments from females. They often uses *shit, fuck, cunt, porn, ass, slut, sex* and etc as their swearing and taboo words in the comments. Regarding the differences between male and female’s language features, in her research, Lakoff (1973) proposed about “women’s language features” and she focuses on gender patterns in conversational styles and strategies. She classifies that turn-taking, topic selection and control, minimal responses, interruption and overlapping speech, and the initiation and ending of conversation as conversational style and strategies which reveals gender patterns. Meanwhile, politeness, talkativeness and swearing and taboo language also reveals gender patterns. Holmes (1995) considers „hedges“

and „tag questions“, apologies, and compliments as politeness features and there is a tendency that women use more politeness strategies than men. For example, “Oh oh!! My God!! Enrique's looks..his voice *his everything is so hot, attractive, sexy and awesome..!! i get aroused just by looking at him..ah!!* He's mine!! xD :\* <3 ;)” and “Miley is fucking perfect she is the best person in the world and with make up and without make up anyway she is beautiful I have been smiler scene I was 5 years and now I'm 12 #SMILERFOREVER <3”. Both comments come from females and it proves that women tend to use compliment as politeness features. As well talkativeness, there is a tendency that women is more talkative as we can see from the number of words that they used in the comments.

Eckert & Ginet (2003) also point out that certain lexical items are gender linked, for example the use of swearing and taboo language. They remarks that men use more profanity than women do and they are not expected to do it around women. It is also strengthen by Coates (2004) that both women and men swear more often in single-sex company than in mixed. McEnery (2006) examines on his book *Swearing in English* that 15 words emerge as being those which distinguish male and female swearing. *Fucking, fuck, jesus, cunt* and *fucker* are more typical of males and *god, bloody, pig, hell, bugger, bitch, pissed, arsed, shit* and *pissy* are more typical of females.

The study that is closely related to this study is done by Fox, Bukatko, and Crawford (2007). They analyzed gender differences in instant messaging (IM) They collected instant messaging conversations for three weeks, three with male partners and three with female partners. The conversations are analyzed for a

number of variables which is often found to show gender differences. The result shows that women sent messages that were more expressive than those sent by men.

Another study on male and female's language feature on internet is conducted by Mersandy (2012). She analyzed the internet language used by Indonesian male and female adolescents in their blogs in [www.blogspot.com](http://www.blogspot.com). She focused on the typical language features and who is more expressive in their blogs. The result shows that both males and females tend to use three internet language features. They are capital letters, abbreviations, and ways of expressing emphasis. The results also explain that females are more expressive in their blogs rather than male.

The other research is conducted by Harsono (2013) that analyzed the internet language features used by male and female kaskusers in [www.kaskus.co.id](http://www.kaskus.co.id). The result shows that the similarities of typical internet language features used by male and female are in the ways of using capital letters that are considered as all caps, replace word or syllable with number, use multiple periods to express pause, change asterisks symbol with parentheses symbol and use italics, boldface, font color, and font face effects for emphasis, meanwhile the different is in the total number of internet language features found in which males use more internet language features than females.

Those previous researches are limited to observe the language used by males and females exclusively, without analyzing the mixed gender conversation. In this research, the writer will observe the typical internet language features and

also the dictions by analyzing males and females in commenting to a video of a female singer and males and females in commenting to a video of a male singer in order to focus on single-sex and mixed-sex conversation.

This study wants to expand research on internet language features area into the differences in conversational style of language use in the internet, particularly in the comments given by the internet users. The purpose of the study is to obtain the typical internet language features and dictions of male and female commenters in commenting Miley Cyrus" video (female video), the typical internet language features and dictionsof male and female commenters in commenting Enrique Iglesias" video (male video), and the similarities and differences of internet language features between male and female commenters on Miley Cyrus and Enrique Iglesias videos.

### **1.1 Statements of the Problem**

Based on the background of the study, there are five-formulated questions as follows:

1. What are the typical internet language features and dictions used by male commenters in commenting Miley Cyrus" video?
2. What are the typical internet language features and dictionused by female commenters in commenting Miley Cyrus" video?
3. What are the typical internet language features and dictionused by male commenters in commenting Enrique Iglesias" video?

4. What are the typical internet language features and diction used by female commenters in commenting Enrique Iglesias' video?
5. What are the similarities of internet language features and diction used by male and female commenters in commenting Miley Cyrus and Enrique Iglesias' videos.
6. What are the differences of internet language features and diction used by male and female commenters in commenting Miley Cyrus and Enrique Iglesias' videos

### **1.2 Objectives of the Study**

Based in the statements of the problem, the writer determines the objectives of the study are:

1. To discover the typical internet language features and diction used by male commenters in commenting Miley Cyrus' video
2. To discover the typical internet language features and diction used by female commenters in commenting Miley Cyrus' video
3. To discover the typical internet language features and diction used by male commenters in commenting Enrique Iglesias' video
4. To discover the typical internet language features and diction used by female commenters in commenting Enrique Iglesias' video
5. To identify the similarities of internet language features and diction used by male and female commenters in commenting Miley Cyrus and Enrique Iglesias' videos.



6. To identify differences of internet language features and dictions used by male and female commenters in commenting Miley Cyrus and Enrique Iglesias' videos.

### **1.3 Significance of the Study**

This study aims to expand research of Internet Language Features especially to find out the typical language features and dictions of male and female comments. The focus is on the comparison between single sex and mixed-sex conversations. This research will inform other researchers on language and gender about the similarities and differences between these two types of conversations. In addition, the readers will know the typical language features and diction used by people in the internet, especially when commenting on controversial music videos.

### **1.4 Definition of Keyterms**

Internet Language Features : multiple punctuations, eccentric spelling, capital letters, asterisk for emphasis, written-out laughter, music/noise, descriptions of actions, emoticons and abbreviations, rebus writing, all lower case (Danet, 2001)

- Netspeak** : a combination of feature of spoken discourse, written discourse and feature spesific to e-discourse (Crystal, 2006)
- Diction** : The choice and use of words and phrases in speech or writing (www.oxfordictionaries.com)
- Single sex conversation** : conversation that involve the participants from same gender
- Mixed sex conversation** : conversation that involve the participants from different gender, at least one male and one female.