

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Study

In most cases, females differ from males in using a language. The differences can be seen in the choice of words. The choice of words between females and males are not only interesting for research but also for practical purposes. Several researchers found out that there are some words preferable to be used by females rather than by males. In a practical purpose, an advertiser for female product tends to choose the words which are more commonly used by females than males because there are cases when females are interested in different words rather than males (Wray and Bloomer 2012:105). According to Lakoff (1975), females tend to use polite words such as *please, may I* and so on, and they tend to avoid the use of swearing and taboo language in their language use. Females use more polite words than males do because of their encouragement of being acceptable.

In addition, Lakoff (1975) states that females tend to use more cooperative words and tend to be more talkative, while males use more informative words. Lakoff's argument later on is supported by Aarts and McMahon (2006:731) that males and females are simply different because their characteristics reflect a fundamental difference in their orientations to the world, with females oriented mainly to people and relationships while males are more oriented to objects and information. This is in line with Kroløkke and Sørensen (2006:93) who argue that

females speak to make relationships and acceptable critic to others, while males speak to denote the position in the society and make sure that they are the ones who maintain the conversation. Furthermore, according to Spender (1984) males used to dominate the conversation for being superior because it relates to myth and 'the false nature' of males' superiority which is considered as man tends to monopolize and problematic that leads to *patriarchy*.

In the terms of grammar, females tend to use more grammatical sentences than males do. Holmes (2008:163) says that 'women generally use more standard forms than men and so, correspondingly, men use more vernacular forms than women.' There are also some indications that females' utterances are different from males' utterances. Wood (2007:126) indicates that females' utterances tend to be used as communication which can maintain and establish the connection in a relationship with others. Besides that, Wood implies that females tend to use more feeling in communicating and more responsive. Wood (2007) adds that males tend to be more 'status control', instrumentally objective, commander look-alike and more interruptive (p. 128). Males' utterances tend to be used as goal accomplishment, exert control, entertainment, independent status awareness, and circumstances controlling.

The difference in the use of language by males and females has been researched by many experts particularly in the English language. Aarts & McMahon (2006:726) states that the difference in users' gender affects the use of English socially. For example, females have some trivializing terms to indicate themselves as *sugar, cupcake, bitch, chick*, and so on (Wood 2007:121), while for

males, it is quite rare to make males to be equal with something, e.g. *howdie*, *man*, and so on. There is also research mentioned how speakers in English change their language use based on social circumstances, as to do the standard or vernacular ones (Kroløkke and Sørensen 2006:48).

The differences in the language used by different gender can be influenced by the media (Macdonald 1995:45). This means that there is a reciprocal relation between what words need to be put in the media, and the words used by the media. Considering this reciprocal relation, the writer is interested in analyzing the differences in the use of words between females and males in the media. Since the study in Indonesian language is still rare, the focus of this thesis is in the media that use Indonesian language.

One of the media that can be used to observe the differences between the language used by males and females is advertisement. As we know that there are advertisements aiming at males and there are also other advertisements targeted for females. The choice of words in those advertisements is supposedly different because the target markets are also different. Kramarae and Spender (2000:19) point out that thing which is useful from an advertising is not only about the use of that social meanings in what advertisements have been proposed but also the connection between the advertisements and the gender themselves. They later on stated Goffman's works about *Gender Advertisements* (1976) that there is symbolic interaction between human communication and the accuracy of advertising industry.

An advertisement is a notice, picture or film telling people about a product, job or service (OALD8, 2010). There are various types of advertisements. According to the media used, advertisements can be a commercial break in television, printed ones in a magazine, newspaper and catalogue, billboards, radio and so on. In a television advertisement, the advertisement agency does not only use words. Other modes such as color and pictures can be used for communicating the advertisement to the target market. Kotler and Keller (2007:571) clearly argues that size, color and illustration matter in the elements of advertisement. Yet we cannot agree more that the use of picture and text are also crucial in the making of an advertisement itself.

By considering that words are used in relation to other modes such as colors and pictures, the analysis in this thesis uses the theory of multimodality. As multimodality used as the approach, it helps us to unify the representation of symbols such as images, actors, music and narrators in advertisements. Sørensen (2011:10) points out that multimodality analysis explains between the representation and communication that more than a language, that explain such things like people, image, gesture, gaze, posture and etc.

The theory of multimodality originates from Halliday's systemic functional grammar. It was then developed by Kress and van Leeuwen to analyze visual mode. Kress and van Leeuwen (2006:20) states that "Halliday's model with its three functions is a starting point for our account of images [...] because it works well as a source for thinking about all modes of representation." In their work, Kress and van Leeuwen draw on previous semioticians like Roland Barthes

in order to provide a fulfilling approach. “It successfully explains how the metafunctions can help to logically break down an image or multimodal text in the process of understanding meaning from the visual choices represented” (Sørensen 2011:12). Consequently, this thesis uses the multimodality analysis by Kress and van Leeuwen (2006) and Kress (2010) to analyze the multi modes used in advertisements. It is because this thesis tries to analyze the multimodal text in the advertisements in order to understand the meaning of all the modes used. The modes, in this case, can be classified into colors, actors (Kress and van Leeuwen 2006), image, moving image, writings, gesture, speech, soundtrack, and music (Kress 2010).

There are at least four studies that are closely related to this thesis. The first is the thesis written by Sasangka (2008). She stated that in Ponds’ and Axe advertisements there are stereotyping in how females and males are constructed by their language use. In the Ponds’ advertisement, there are two constructions implied by language used by females. The first female is ‘indecisive’, ‘emotionally weak’, ‘hypocrite’, and ‘good lover’ while the second female is ‘bad-tempered’, ‘materialistic’ and ‘silly’. Yet it is very significant how females are well-constructed with many characteristics that males only constructed by words ‘cool’ and ‘active’ in Axe advertisement. She only mentioned how females and males are constructed based on their language use but she did not tell word choices were used by them during the advertisements to show the how language can construct the idea of being females and males.

The second related study has been done by Nugroho (2009). He uses the theory of multimodality to analyze symbols available in the printed advertisement, which include actor, color, camera angle and written text. The result shows that theory of multimodality used in Elizabeth Arden cream product can fulfill the idea of the product itself. The difference with my thesis is that he used printed advertisement, so it has no music and spoken text from the actor. He also did not use consumers' gender to be analyzed in his analysis of the advertisement, whether the advertisement reflects the target for female or male based on the symbols used in the advertisements.

Another study about language and gender has been done by Nuraini (2011). She identified the communicative competence between Olga and Jeng Kelin in Online talk show and emerged her conclusions that Olga and Jeng Kelin have their own communicative competence in language use based on their gender. She also mentioned that their individual style in language and gender reflected males as superior ones and females are inferior. Yet, again, the communicative competence which includes grammatical, discourse, functional, sociolinguistics and strategic, did not mention specific words that are related or even mostly used by females or males to indicate how language can construct the idea of females and males.

The other study of multimodal analysis advertisement has been done by Triristina (2012). She analyzed verbal communication and visual elements in cigarette advertisement billboards in Surabaya. She found out that from the Billboards advertisements one out of three products which use multimodality

analysis, one of them shows the best. Djarum L.A. Lights choose the best image of narrative patterns to persuade the target market. It uses the component of the images and can relate it with the target meanings. The thing that she did not mention and explain that later on will be in my undergraduate thesis is the connection of actor/narrator voice to persuade the consumers that covers music and the use of spoken text also.

The importance of this study to the audience is to define why such kinds of words are closely related to males or to females and why the choice of actors, background music and colors in advertisements are crucial to indicate consumers' gender. Certain advertisements will not take any words in promoting their products; it will be such a waste. For example, when we start promoting facial wash for females, it will not be the same with the words choice when we start promoting facial wash for males. If we do so, it will get ambiguities through the audiences.

The writer is working on the choice of words and visualization in advertisement indicating consumers' gender because the writer wants to know how females' language differs from males' language and how the visualization impacts the consumers. Besides, it helps advertising agency understand what words are closely related to females and males and what visualization comforts the consumers. So that viewers can observe how words and visualization matter to differentiate males and females that are not accidentally chosen but they are chosen precisely to indicate the consumers' gender. That the words choice are not

something that simply occur in utterances because of habitual action but rather than the contribution of gender itself.

### **1.2.Statement of the Problems**

Based on the background of the study, the writer formulates the problems as follows:

1. What are the differences in the choice of words used in advertisements for males and advertisements for females?
2. How is the multimodality analysis used in the advertisements for males and females?

### **1.3.Objectives of the Study**

Based on the statement of the problems, the objectives of the study are as follows:

1. To determine the differences in the choice of words which are used in advertisements for males and advertisements for females.
2. To explain how the theory of multimodality used in the advertisements can reach the idea of the product to the target market.

### **1.4.Significance of the Study**

The study is expected to give both theoretical and practical contribution. Theoretically, this study is to prove the previous theories of language and gender. How gender roles in language matter in word choices in people's utterances. This



study will expand the previous studies about language and gender and give the details of what words indicating consumers' gender and why they are chosen. Besides, this study wants to prove the validity of the use of standard forms for females and vernacular forms for males.

Practically, the significance of this study is to examine how theories have been applied in real contexts and how people behave with the theories. It can be useful for advertising agency in choosing words to promote their products to more attract consumers by using more proper words which are mostly used by their gender. Besides for the advertising agency, product companies can know whether the advertisements made by the advertising agency can conceal the products mean well or not. It might be useful also for television viewers and product consumers that they can observe the difference between advertisements that are given to females or to males.

### **1.5. Definitions of Key Terms**

- Advertisement: a notice, picture or film telling people about a product, job or service (OALD8, 2010).
- Gender: a symbolic and social construction that can be different for each culture, and it is 'socially and psychologically constructed' (Wood 2007: 23).
- Metafunctions: The manifestations in the linguistic system of the two very general purposes which underlie all uses of language: (1) to understand the environment (ideational), and (2) to act on the others in it (interpersonal).

Combined with these is a third metafunctional component, the 'textual' which breathes relevance into the other two (Halliday 1994:14).

- Multimodality: the meaning to represent communication, the modes and the relation between modes, as well as the form, sign and meaning (Kress 2010:61).

