

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter reviews some literature related to the topic discussed. It consists of discourse analysis, language function, critical discourse analysis, *Tupperware She Can* and previous studies underlying this study.

2.1 Discourse Analysis

Discourse analysis is about studying and analyzing the uses of language.

According to Brown and Yule (1983, p.1) state that discourse analysis is “the analysis of language in use”. Discourse is about how addresser deliver the message to addressee and how addressee can interpret the message well.

Likewise Renkema (1993), discourse studies is “the discipline devoted to the investigation of the relationship between form and function in verbal communication”. Discourse analysis is concerned with regularities of the occurrence of linguistic features, such as references, cohesive devices, staging, perspectivization, etc. Thus, Cook (1989) defines discourse analysis as “the search of what makes a discourse coherent”.

From these explanation above, we can conclude that discourse analysis is the study of language in communication. It deals with meaningfulness and coherence of the language used in communication, whether in written or spoken terms. As we know, the main point of communication is the addresser can deliver

the message to the addressee and the addressee can get the point from the message correctly.

There are two kinds of discourse, spoken and written discourse. Spoken discourse is discourse produced orally, such as speech, conversation, jokes, etc.

Meanwhile, written discourse is discourse produced in written form, such as newspaper, magazine, advertisement, etc. From the point of view of production, it is clear that spoken and written discourse is different. There are more advantages for speaker. Speaker can use facial expression, postural and gestural systems in delivering the message to hearer, so the hearer can catch the meaning well.

Speaker also can modify what he says to make his speech more acceptable to the hearer. But then, speaker must control what he says and monitor what he has just said because speaker cannot revoke his utterances that have been said before.

Conversely, writer may look over what he has written before, pause and then take his time in choosing more appropriate words by looking up in dictionary if necessary, correcting what he has written or even change his mind about what he wants to share. The writer does not have any access to give an immediate feedback and has to imagine the reader's reaction. Thus, spoken discourse is produced easier because it is practical and also gets direct response from the hearer so the conversation will be more communicative.

2.2 Language Function

Language in use is the function of language in communication. There are two major functions of language. "That function which language serves in the

expression of 'content' described as transactional, and that function involved in expressing social relations and personal attitudes described as interactional"

(Brown and Yule, 1983, p.3). Brown and Yule state that "language which is used to convey 'factual or propositional information' as primarily transactional language". It means that what the speaker or writer has primarily in mind is the efficient information. Language used in such a situation is primarily 'message oriented'. It is important that the recipient gets the correct information.

Leech (1978) states that language has five functions. First, informative function which is to convey information to people through words, expressions or gestures. Second, expressive function which is to express human feelings, attitudes, etc. Third, aesthetic function that is for the sake of linguistic artifact itself. Fourth, directive function which enables us to influence the behavior or attitudes of others, such as requesting. Fifth, phatic function that is to keep social relationship.

Mary Finocchiaro and Brumfit (1983) also says that language has five functions. Personal function which is aimed to clarify or arrange someone's ideas, expressing someone's feeling such as happiness, sadness, satisfaction, anxiety and so on. Interpersonal function which enabling us to establish and maintain desirable social relationship, such as greeting, introducing people to others, making promises, apologizing, etc. Directive function which is attempting the other's action, such as accepting or refusing a suggestion, asking for help and responding it, persuading others, etc. Referential function which aims to identify things or people in communication. Last, imaginative function is about

discussions involving elements of creativity and artistic expression, expanding ideas suggested by others or reading material.

According to Halliday (1973), the function of language is “to describe how language is used.” The success of a communication can be seen when the hearer can get the correct information from the speaker. Halliday proposes that language function consists of three functions, they are ideational function, interpersonal function and textual function. Ideational function is related to the language function to express the writer’s experience about the real world. Interpersonal function aims to convey information in the society. It is related to the communication in social relationship. Textual function is related to form features of the situation that is possibly used by the language users.

Cook (1989, p.24) says that language function is “the function which the sender of a message intends to achieve with it.” Roman Jakobson in Cook (1989) proposes that there are six language functions. First, referential function aims at conveying information. Second, metalingual function is for focussing attention upon the code itself or clarifying it. Third, phatic function is used to open communication. Fourth, emotive function is to communicate the inner state and emotions of the addresser. Fifth, directive or conative function is to direct others to do something. It engages the addressee directly and is best illustrated by vocatives and imperatives. Last, poetic function is a medium to express feeling, interest, attitude, etc. in the form of poetry.

After observing both theories from these experts, the writer decided to use theory triangulation of Roman Jakobson’s and Halliday’s theory as the theory in

this research in order to make the result of data analysis will be more accurate and trustworthy. Besides, the writer also found functional taxonomies in Cook (1994) between Jakobson's and Halliday's theory. The table of similarities and differences in both theories can be seen in Table 2.1.

Table 2.1 Functional Taxonomies

Roman Jakobson	M. A.K. Halliday
Referential Metalingual Phatic Emotive Directive Poetic (no equivalent)	} Ideational } Interpersonal (no equivalent) Textual

(Source : Cook, 1994, p.39)

Based on the references in table 2.1, the writer decided to combine Roman Jakobson's theory and M. A. K. Halliday's theory. Therefore, the writer used ideational function (consists of referential, metalingual and phatic function), interpersonal function (consists of emotive and directive function), poetic function and textual function as language functions in her study.

2.2.1 Ideational Function

Ideational function is used to conceptualize the world. The linguistic forms can represent our experience. Ideational function means to form, to defend and to make clear the relationship in society.

2.2.1.1 Referential Function

Referential function aims at conveying information about things, people or events in the society. It also aims to identify, describe, paraphrase or summarizing object, situation or mental state.

2.2.1.2 Metalingual Function

Metalingual function aims at focusing attention upon the code itself, clarifying or negotiating it, e.g. *'What do you mean?'*.

2.2.1.3 Phatic Function

Phatic function is used to open communication, such as *'Hello!'* or *'How are you?'* It is language for the sake of interaction and can be observed in greetings or casual discussions of people.

2.2.2 Interpersonal Function

Interpersonal function serves to set up and maintain social and personal relationship. Besides, it is used to convey the information among society. It can be seen in some situations, such as greetings, introducing people to others, expressing feeling, apologizing, etc.

2.2.2.1 Emotive Function

Emotive function is also called expressive or affective function. Emotive function is used to communicate the inner state and emotions of the addresser, e.g. *'Wow!'*, *'What a day!'* or *'Thanks God!'*

2.2.2.2 Directive Function

Directive function is usually called conative function. This function is used to direct others to do something, e.g. *'Close the window!'*.

2.2.3 Poetic Function

Poetic function focuses on expressing feeling, interest or attitude in the form of poetry, such as *'No pain no gain'*.

2.2.4 Textual Function

Textual function enables the speaker or writer to construct a text and the listener or reader to distinguish a text from a set of sentences. It is related to form features of that is possibly used by the language users.

2.3 Critical Discourse Analysis

Critical Discourse Analysis (commonly abbreviated to CDA), is defined as “the theories and methods for the empirical study of the relations between discourse and social and cultural developments in different social domains” (Jorgensen *et al*, 2002, p.60). The main aim of CDA is to explore the links between language use and social practice. Fairclough, the founder of CDA, explains that CDA is “a theory of language in relation to power and ideology” (1995, p.1). CDA is an interdisciplinary study combining linguistic theory and social theories, such as politics, economics, religion, culture, communication, etc.

DA and CDA are similar and different in some ways. Both are similar in the sense that they are concerned with linguistic analysis, but they view the linguistic analysis differently. Linguistic analysis in DA is for studying the patterns of language production. Meanwhile, linguistic analysis in CDA constitutes as the basis uncover the ideology to cast some light on some agenda behind a discourse. Furthermore, the way of viewing language is another point of difference between DA and CDA. To discourse analysis, language is studied as language alone, but critical discourse analysis take language into social practice.

Fairclough (1995) states “discourse as a complex item consisting of three elements, which are text, discourse and sociocultural practice”. In this study, the writer uses only text analysis to analyze the host’s utterances in hosting *Tupperware She Can* Mother’s Day episode. Text analysis refers to the analysis on the internal elements of the text. Fairclough mentions it as linguistic analysis.

It encompasses the analysis of the vocabulary, grammar, syntax, and sentence coherence by which the messages are linguistically realized. This study, however, focuses on the vocabulary choice only. This is under the consideration that words we choose for communication can determine the success of meaning delivery process from the speaker to hearer.

2.4 Tupperware She Can

Tupperware She Can is a women TV program on Trans 7 every Saturday at 8.30 a.m. It is hosted by Shahnaz Haque. *Tupperware She Can* is a variety show which presents life story to be the inspiration for other women, so they will change their life bravely, even their environment become better in every aspect of life. It has 3E slogan; those are Enlighten, Educate and Empower.

In every episode, *Tupperware She Can* presents an inspiring woman who successfully enlightens, educates and empowers herself, her family and also environment to catch the better life. By *Tupperware She Can*, Tupperware hopes that there will be more great women with their achievement in many aspects without leaving their role as a woman, a wife and also a mother.

2.5 Previous Studies

Language function has got some attentions from researchers in the field of Discourse Analysis. In these previous studies, the writer uses Soehartono's (2005) study entitled "A Study of Language Functions Produced by the Host in the Questioning Sections in ANTV 'Campur Campur' Talk Show" and Yuanita's (2009) study under the title "The Language Functions Used by Ellen DeGeneres in Monologue and Interview Session of the Ellen DeGeneres Show".

Soehartono (2005) in his study discussed about language functions which are produced by the host in the questioning section. He used theory of language functions, proposed by Van Ek and Alexander (1976). After doing the analysis, he found six parts of the language functions occurred in host utterances. Then, he concludes that the hosts produced more than one language functions in having conversation with guest star, in which sometimes the form and the function can be either the same or different.

While Yuanita (2009) conducted her study in order to find out whether two different sessions in a talk show that emphasize on different talks (transactional or interactional) can influence the presenters choices of language functions or not. Definitely, in hosting the show, DeGeneres, as the host, is dealing with various functions in all session of the show, including the monologues and interviews. Moreover, in analyzing the data, Yuanita applied the theory of language functions proposed by Finocchiaro-Brumfit (1983). The dominant type of talk used in each session also affects the most frequent function occurred. In hosting the monologues that deal with transactional talks, the

presenter emphasizes the using of referential functions, whereas in the interviews that deal with the interactional talks, the presenter uses the interpersonal function more than other functions.

The similarity of this study with those two previous studies is the focus on the utterances used in a TV program, whereas the difference of this study with those two is that this study will use different theory to analyze the data which is theory triangulation of Roman Jakobson's and Halliday's theory because the writer wants to make the result of data analysis more accurate and trustworthy, but the previous studies used Van Ek-Alexander's and Finocchiaro-Brumfit's theory.

