

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Besides affecting people to be different from one another, age, gender, social class, and ethnic group can also affect people to speak in different ways even in the same context (Coates 1986:4). One of the aspects mentioned above that can affect women and men to speak differently is gender. Holmes (1992:64) states that "we cannot find women and men speak in the same way in any group of society. To exemplify this point, Holmes (1992:165) asserts that "In Montana, there are pronunciation differences between the sexes in the Gros Ventre American Indian tribe where the women say [kja'tsa] for "bread" and the men say [dja'tsa]". In the area of morphology and vocabulary, Lakoff as quoted by Wardhaugh (1986:303) claims that "women use color words like mauve, beige, aquamarine, lavender, and magenta but men do not". While according to Yole (1985:136) in speaking women tend to use high standard form of language more often than men eventhough they come from the same level of social background or social status such as the same education, economical status. Trudgill, as quoted by Yole (1985:136), speculates that because of their

subordinate social position women need to signal their status linguistically by using "standard" language more than do men.

In the daily life of our society, we can find women and men speak differently. Whenever women are gathering, such as in "arisan" - a lottery program held every month by mostly neighborhood house wives in Indonesia -, they frequently use this chance to share experiences by chatting or discussing female topics such as food, fashion, kids and family problems. Wardhaugh (1986:308) states that when women are talking, their topics are usually about clothes, food, their children or family problems, while men prefer to talk about male topics such as football, jobs, recent public issues or their activities.

According to Wardhaugh (1986:308), based on the analysis of a certain set of cartoons taken from thirteen issues of the New Yorker magazine published between February 17 and May 12, 1973, one found that 'when men talked to men, the content categories of talk focused on composition and teasing, sports, aggression and doing things'. On the other hand, when women talked to women, the equivalent categories were the self, feelings, affiliation with others, home and family'. Moreover, women tend to speak in low voice, which is totally different from men who like to speak in loud voice.

Wardhaugh (1986:303) claims that women and men have different voice quality in talking because it is believed that women and men should talk on appropriate sounds as what in society's norms demanded.

It is also believed in our society that women are taught how to preserve their dignity in talking by being graceful and polite so that it is impolite for women to swear, laugh or speak loudly. In regard with swearing, on the other hand, it seems that it is a common thing for men to insert swearing words in their conversation, for example, "Jangkrik, sulit benar ujian tadi!", while the theory of Kramer (1974) as quoted by Wardhaugh (1986:308) states that men swear more than women do.

The examples above show how women and men speak in different styles as shown in their speech or conversations spoken in daily life. Through the study under report the writer investigated whether these different ways in speaking between women and men can also be found in mass media communication particularly among radio announcers. As far as the writer is concerned, to be a radio announcer, one is required to be able to speak interestingly so that the listeners will be attracted to follow the programs broadcasted. Based on that, the writer was encouraged to investigate how female and male radio announcers differ in speaking especially

in presenting a program. In this particular study, those radio announcers are from the EBS FM radio station.

The writer chose EBS FM radio announcers as the subjects of the study under report because this is the radio station whose program is mostly about music and mostly preferred by young people in Surabaya. Besides, concerning the writer's time availability, the program on which the writer observed is available at night between 9 pm - 10 pm so it enables the writer to conduct her study more easily. Moreover, there hasn't been any sociolinguistic research focussing on the language utterances used by female and male radio announcers in their monologs with special reference to the topics, word choice and hedges written at the writer's university eventhough a similar study has been done focussing on the language style of male and female English Department students of Widya Mandala Catholic University.

## 1.2. Statements of the Problems

In line with the background, the major research questions guiding the writer in doing the study under report was formulated as follows:

"To what extent do female EBS FM radio announcers differ from male EBS FM radio announcers of the EBS FM in their "LILIN" monologs with special reference to the topics,

word choice and hedges?"

This major problem was broken down into three minor problems:

1. What topics are mostly discussed by the EBS FM female and male radio announcers in broadcasting the LILIN program?
2. What words (terms) are mostly used by the EBS FM female and male radio announcers in broadcasting the LILIN program?
3. What hedges/fillers are mostly used by the EBS FM female and male radio announcers in broadcasting the LILIN program?

### 1.3 Objectives of the Study

This study intended mainly to describe the extent to which the EBS FM female radio announcers differ from the male radio announcers in their monologs with special reference to the topics, word choice and hedges. This major objective was spelled out into the following three minor objectives:

1. to describe the topics mostly used by the EBS FM female and male radio announcers in broadcasting the LILIN program.
2. to describe the words (terms) mostly used by the EBS FM female and male radio announcers in broadcasting the LILIN program.

3. to describe the hedges/fillers mostly used by the EBS FM female and male radio announcers in broadcasting the LILIN program.

#### 1.4 The Significance of the Study

The findings of this study should contribute to sociolinguistics since the focus of this study was on monolog topics, word choice and hedges displayed by EBS FM radio announcers. In deed, the findings give important information about various ways used by radio announcers to gain more succesful communication with their listeners.

#### 1.5 Scope and Limitation

Considering the limited time and the big numbers of radio announcers in Surabaya who were going to be observed, the writer chose only 4 radio announcers; two females and two males from the EBS FM radio station. Besides, the writer also limited her observation on the "LILIN" program which was presented by female and male radio announcers in turns. Furthermore, the writer only observed the monologs displayed by female and male radio announcers in presenting the "LILIN" program with a special reference to the topics, word choice and hedges.

## 1.6 Theoretical Framework

Since the study under report belongs to sociolinguistics, the underlying theories are taken from sociolinguistics namely social factors influencing speech style; gender and conversational style, sex exclusive speech differences and sex preferential speech features. These theories are related to the writer's study which intended to describe the "LILIN" monologs as displayed by EBS FM radio announcers with special reference to the topics, word choice and hedges.

## 1.7 Definition of Key Terms

There are several key terms which need explanation in order to enable the readers to understand the major contents of this thesis.

### 1. Monolog

Hornby (1989:802) defines it as long speech by one person in a conversation which prevents other people from talking.

W. Skeat (1988:384) defines it as soliloquy/ a sole talker/ speaking alone.

### 2. EBS FM

EBS FM stands for Era Bimasakti Selaras Frequency Modulation. This is a private radio station in Surabaya owned by P.T. Era Bimasakti Selaras and all its programs are for the consumption young people in

Surabaya.

3. "LILIN" program

'LILIN' which stands for Lintas Lagu Indonesia is a musical program on EBS FM which presents Indonesian songs requested by young listeners.

4. Verbosity

The tendency of using more words than needed (Hornby, 1989:1416)

5. Hedges

Coates (1986:116) defines hedges as linguistic forms such as 'I think', 'I'm sure', 'you know', 'short of', and 'perhaps' which express the speaker's certainty or uncertainty about the proposition under discussion.

6. Phase

Hornby (1986:927) defines it as stage in a process of change or development.

Webster (1986:1695) defines it as stages in introduction as into a system.

7. Topic

W. Skeat (1988:654) defines it as a subject of discourse or argument.

Owen (1985:261) defines it as the body of conversation.

Webster (1986:1463) defines it as a subject under discussion or consideration.

8. Jakarta dialect

Ikranegara (1975:3) defines it as Melayu dialect used

as Lingua Francas of Jakarta dwellers in the process of Jakarta ethnic group's formation.

### 1.8 Organization of the Thesis

This thesis consists of five chapters. Chapter I is the introduction which includes the background of the study, statements of the problem, objectives of the study, the significance of the study, scope and limitation, theoretical framework, definition of key terms, and organization of the thesis. Chapter II is a review of related literature that includes theoretical framework and previous studies. Chapter III is research methodology which includes research design, the subjects, the instruments of the research, the procedure of collecting the data and the procedure of analyzing the data. Chapter IV is data analysis and findings. Chapter V is conclusion and suggestions.