

## REVIEW OF LITERATURE

## 2.1 Language Function

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### 2.2.1 Transactional Function

### 2.2.2 Interactional Function

Furthermore, Halliday (1973) stated that a functional approach to language means investigating how language is used trying to find out what purposes that language serves for us, and how people are able to achieve these purposes through speaking and listening, reading and writing (Ambrosio et. al, 2015:107). It means that function of language is an understanding about how language works in functional terms. Language is used to perform some kinds of communicative acts with the purpose to convey and interpret meaning in communication.

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## 2.3 Types of Language Function

### 2.3.1 Referential Function

*"The School is good"*

*"The red is color"*

### 2.3.2 Emotive Function

Emotive function is related to addresser. Language is used by the addresser to her or his feelings. It focused on the addresser, aims a direct expression of the speaker's attitude toward what he or she is speaking about. It tends to produce an impression of a certain emotion whether feigned or true (Jakobson, 1960:354). It is best exemplified by interjections, such as:

"Oh no!"

"Wow!"

### 2.3.3 Conative Function

Conative function engages the addressee directly. It means that language is used to ask the addressee (hearer) to act or do something. It is commonly found in commands or requests. It is best illustrated by imperatives, such as:

"Come here"

*"Open the door"*

### 2.3.4 Phatic Function

Phatic function is associated with the contact or channel factor such as greeting, also to open communication. For example:

"Hello?"

"Good morning"

### 2.3.5 Metalingual Function

Metalingual function is the use of language to discuss or describe itself, to clarify or renegotiate it. Metalinguistic is also commonly used in questions in which the message needs clarification, such as:

*"True love's kiss? It's the most powerful thing in the world"*

*"I cannot hear you, what do you say?"*

### 2.3.6 Poetic Function

Poetic function is the operative function in poetry as well as slogans. It uses rhyme, alliteration and assonance, such as:

*"I like Ike"*

In his book, Jakobson stated that its slogan, succinctly structured, consists of three monosyllables and three diphthongs /ay/ (Jakobson, 1960:357). It is using poetic features such as rhyming words and alliteration.

## 2.4 Social Media

The term "social media" refers to the wide range of Internet-based and mobile services that allow users to participate in online exchanges, contribute user-created contents or join online communities (Dewing, 2012: 1). There are several prominent examples of social media, such as facebook, twitter, google+, instagram and wikipedia. Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Google+ is designed to replicate the way people interact offline more closely than is the case in other social networking services. Instagram is mobile application that is used to share photos and short videos. Twitter is a free micro blogging service that allows registered members to broadcast short posts called tweets and twitter members can broadcast tweets and follow other users' tweets. Wikipedia is a free, open

content online encyclopedia created through the collaborative effort of a community of users known as Wikipedians (Rouse, 2015:2).

## 2.5 Features of Context

According to Paltridge (2006:54), an understanding of how language functions in context is central to an understanding of the relationship between what is said and what is understood in spoken and written discourse. It requires a consideration of how speakers organize what they want to say in accordance with who they are talking to, where, when, and under what circumstances.

On the other hand, Cook (1999) defines context is just a form of knowledge the world and the term context can be used in a broad and narrow sense. In the narrow sense, it refers to (knowledge of) factors outside the text under consideration. In the broad sense, it refers to (knowledge of) these factors and to (knowledge of) other parts of the text under consideration, sometimes referred to as co-text (Song: 2010). From the explanation above, one main point of the context is the environment in which a discourse occurs, beside, it can be concluded that context is the result of the hearer or the reader interprets the utterances based on the background knowledge of the utterances. It is important to understand the context of an utterance in order to help the hearer or reader to reveal the literal or the intended meaning of speaker's utterances.

Georgakopoulou (1997) as cited in Fidayanti (2012: 98) stated that there are four types of context; they are context of situation, context of culture, context as co text and cognitive context. From the four types of context above, context of situations is the best codification of context elements that closed to the speech

