CHAPTER II

REVIEW OF LITERATURE

This chapter briefly contains some related theories and related studies which can support this study.

2.1 Theoretical Framework

In this part, the researcher reviews some theories on the personal identity construction which are related to the statement of the problems. All of the theories are used to assist in answering the research problems. Thus, this chapter presents several theories dealing with the issues analyzed in this study. These theories consist of the definition of identity, framework for analysis identity, explanation of stance, style's explanation and explanation of Facebook.

2.1.1 Identity

Buckingham (2008) stated that identity is something unique of someone that we regard more or less constant (and hence the same) over time. It means that identity is something that can make a person different with others. Identity is the most important thing for someone which can indicate who she/he is. By having identity, people can know each other who they are. In other word, identity as a symbol of someone that can define who someone is like.

Identity is an important part of the self-concept. Self-concept is totality of a person's thoughts and feelings in reference to oneself as

an object (Rosenberg, 1986). Identity also can define as the part of self by which are known to other (Altheid, 2000). Actually, the term "self" and "self-concept" differ. Self refers to the process of reflexivity which is originated from the dialectic the "I" and "Me".

Self is reflexive phenomenon that develops in social interaction and it is based on the social character of human language while self-concept becomes the product of this reflexive activity. It is the concept which individual has for himself as a physical, social and spiritual or moral being (Gecas, 1982). Demo (1992) also states that self-concept is susceptible to change as the individual encounters new roles, situations and life transitions. Related to the Goffman's stigma in Clarke (2008), identity is classified into three types:

- a. **Personal identity construction:** the uniqueness of person's biography which differentiates person to other.
- b. **Ego identity construction:** the subjective sense of who we are and how we are exist in the world.
- c. **Social identity construction:** the classification or characteristics that person is considering to influence in relation to the others.

Based on the explanation above, the researcher examines deeply about personal identity construction because that is a small unit of the human's characteristic that exist in the several phenomena in the world which we must study and know.

2.1.2 Framework for analysis identity

Meriam Webster dictionary defines that identity is the distinguishing character or personality of individual with other individual. Identities are the traits and characteristics, social relations, roles and social group memberships that defines who one is (Leary and Tangrey, 2012). The construction of identity has been explored and used broadly in various social science disciplines and is defined in different ways (Varelas, 2012). Constructing identity is different from constructing self. "In general, the self-concept is the set of meanings we hold for ourselves when we look at ourselves. It is based on our observations of ourselves, our inferences about who we are, based on how others act toward us, our wishes and desires and our evaluations of ourselves" (Stets & Burke, 2002, p.130). However, identities are parts of self that are defined by the different position we hold in different society.

Constructing identity literally involves life experience, relationships and connection, a solid mental or emotional stamp on a human (Dowling, 2011). Constructing identity also involves symbolical representation of thought and feeling in an expressive way. Through the act, people simultaneously produce, create and construct their identity. Bucholz and Hall's (2005) also explain that identity construction was proposed into five principles:

- 1. **The emergence principle**: the view of someone which is related to the individual thought by the language use that reflects individual's internal state. It suggests that identity is a discursive construct that emerges in interaction.
- 2. **The positionality principle**: the correlation of individual's social behavior with macro identity categories such as age, gender and social class. It expands traditional views of identity that include macro-level demographic categories, local and cultural position.
- 3. The indexicality principle: the mechanism of how identity is constructed based on linguistic forms that are used which the meaning depends on interactional context. It explains the types of linguistic resource whereby people indexically position self and other in discourse.
- 4. **The relationality principle**: identity as relational phenomenon which attaches with how an individual acquire social meaning in relation to the other individual and take the simple identity relations as in each view either sameness or differences.
- 5. **The partialness principle**: identity of relation which is created partially by self and others through contextual situation. It considers the limits and constraints on individual intentionally in the process of identity construction.

Based on the explanation above, the researcher only used indexicality principle for studying personal identity construction. This

principle is chosen because the researcher aims to explore the constructing identity through language use that people used. Linguistically, identity construction is indexed through labels, stances, implicatures, styles and entire language and varieties. However, the researcher only used stances and styles in conducting the research.

2.1.3 Stance

Kiesling (2009) argues that stance as an expression of person in their relationship to the others that they talk (epistemic stance) and an expression of person in their relationship to their interlocutors (their interpersonal stance). Stance also can define as a public act by a social actor, achieved dialogically through overt communicative means, of simultaneously evaluating objects, positioning subjects (self and others), and alignment with other subjects, with respect to any silent dimension of the socio-cultural field (Du Bois, 2007). Chindamo (2012) also argues that stance is the reaction of someone to one another's multimodal positioning when they have interaction in face to face communication.

Stance can be defined as an individual's expression of someone or one's personal viewpoint which includes personal feelings, attitudes, judgement or assessment concerning proposed information (Biber et al. as cited in Chindamo et al., 2012). Du Bois (2007) explains that stance is divided into three kinds:

- a. Evaluation: is the process where stance taker (speaker) evaluates an object of stance and classifies it into some specific qualities or values. For example, "You are beautiful", "You are handsome", "You are ugly" that are taken from different utterances, the stance predicates beautiful, handsome, and ugly refer to evaluate something. The thing evaluated refers to the pronoun "You" while the evaluative target can be called the stance object.
- b. Positioning: the act of situation of social actor with respect to responsibility for stance and for invoking socio cultural value. In addition, stance taker positions a subject (usually the self and others). Positioning can divide into two types:

1. Affective positioning (presupposition)

Affective positioning is related to emotional feelings about the object of discourse. Affective stance refers to a mood, attitude, feeling and disposition, as well as degrees of emotional intensify (Ochs, 1996). Affective positioning can be identified by looking at the kinds of lexical features of Facebook users' affective stance. They are nouns, verbs and adjectives. The lexical features are categorized as follow:

- Nouns: love, state, sadness, sympathy.
- Verbs: afraid, sorry, tired, surprised, free, alone
- Adjectives: feel, like, hope, miss, need, regret.

2. Epistemic positioning (speaker's degree of commitment to a presupposition).

Epistemic positioning is related to the degree of certainty concerning the object of discussion (e.g. the certainty or uncertainty shown while answering the question). Epistemic stance refers to knowledge or belief (Georgalou, 2016). Lexical features of Facebook users' epistemic stance include noun, verb, adjective, adverb, conjunction, modal, preposition and pronoun. The detail explanation can be seen in the

• Noun: reason

following below:

• Verb:

- Expressing certainty: know, realize, say, understand, see, tell, believe, find, happen, notice
- Expressing uncertainty: doubt, think, suggest
- Adjective:
 - Expressing certainty: sure, possible, familiar, necessary
 - Expressing uncertainty: impossible
- Adverb:
 - Expressing certainty: really, exactly, of course, in fact,
 always, completely, obviously
 - Expressing uncertainty: almost, possibly, perhaps
- Conjunction: whenever

- Modal: may, can, will, might, could, would, must
- Preposition: according to, rumor has it
- Pronoun: all, everyone, anyone, no one
- stances and by implication between two stance takers (aligning with other subjects). Stance alignment can be relatively positive or negative pole. Alignment is in play whether the direction is convergent, divergent or perhaps happens ambiguous between the two participants. Thus, two participants must understand the alignment process when they converge or diverge to vary degrees. Alignment consists of alignment and disalignment. Facebook users take alignment via imitation, feedback, and agreement. Meanwhile for disalignment, they take the stance via changing the topic, disagreement and refusal.

In sum, we can informally gloss that explanation as follows: "I evaluate something, and thereby position myself, and thereby align with you" (Du Bois, 2007). The three acts above are known as Stance Triangle. We can see the flows of the acts below:

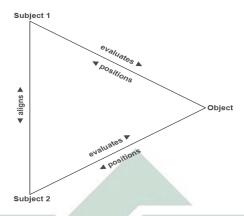


Figure 1. The Stance Triangle

The three angle of stance triangle above represent the three keys information in the stance act. They are named the first subject, the second subject and the stance object. The first subject and the second subject are known as stance taker (the speaker/the writer) while the object is something that they are talking about. The stance triangle comprises the three acts of evaluating, positioning and aligning. The first evaluative vector originates from the first subject and the second evaluative originates from the second subject. The third sides of triangle represent alignment between two subjects. Thus, concomitant to evaluate a stance object, stance takers position themselves. Concomitant to position themselves, stance takers define alignment with each other.

2.1.4 Style

Style may be characterized as "manner of expression" (Isaac, 2014). Keraf (1991) stated that language style is the way of the people

to express their idea with the special language which can show the writer's soul, spirit and concern. It is the way of people to convey their expression through language that they used. It is also clear that style is usually evaluative and as a choice entails a conscious selection of particular linguistic features from the available repertoire.

Kiesling (2009) also argues that styles are originated from social group. It happens where the solidarity among participants influence our speech style. Many factors may contribute in solidarity between people which include relative age, sex, social roles, whether people work together, or are part of the same family, and so on (Holmes, 1992). Most people use language differently to the very young and the very old. We can speak very formally or very informally, our choice is governed by circumstance (Wardhaugh, 2006). Actually, people have own style. Martin Joss (1967) in his book "The Five Clocks" classified language style into five types. Those are frozen style, formal style, consultative style, casual style and intimate style.

a. Frozen style

Frozen style is the most formal way in language style. It is elegant variety that is reserved for very symbolic moments and usually used in legitimate (e.g., state laws), respectful situation or formal ceremony (e.g., church service and prayers, militarily and governmental occasion). This style is used in public speaking before a large audience: wording is carefully planned in advance,

intonation is somewhat exaggerated, and numerous rhetorical devices are appropriated.

The structure of the sentence is long and complete and also uses grammatical sentence. Because it needs high skills, only educated people use this style, such as professors, specialists, lawyers and preachers. Frozen style usually tends to be monologue, but there are some expressions for this case. It also can be involved in conversation if each member of the interaction has certain of fix verbal role to be played. For example, in court, there are judges, witnesses, juries and so on. The simple example of frozen style sentence: "My beloved parent has just passed to his heavenly reward".

b. Formal style

Basically, formal style is similar to the frozen style. The differences between formal and frozen style depends on the occasion where the style is used. Formal style is usually used in speech, student books, newspaper, and discussion in the classroom. The characteristics of this style are careful and standard speech, low tempo speech, avoid word repetition. Formal style commonly is used in formal situation where the communication is one way communication, means that there is no interruption. For the example it is in the graduating of ceremony. The sentence that is informedby the speaker is the use of good

sentence with good grammatical. Formal style is also symbolized with the word "may". For example, "May I present Mr. Jimmy?", "My dear father has just expired".

c. Consultative style

Consultative style is a style that is used in semi-formal communication. This style is used among strangers or distant work colleagues, in the other word, people who do not share the same immediate knowledge. This style is actually used in some group discussion, regular conversation at school, companies, trade speech conversation, everyday business transaction, particularly between chance acquaintance, etc. One of the characteristics of consultative style is tendency of average speed, which is higher than formal style. For example information where provides answer to such request in consultative, like: seller-buyer conversation, doctor-patient conversation, and so on. The example for consultative style is: "would you stay in your seats?", "My father has just passed away".

d. Casual style

The style that is used in informal situation is for example the conversation between friends and family. It is usually applied in daily conversation, in relaxed situation that is appropriate to the conversation with our friends such as when they have a picnic or sport, etc. It also uses colloquial words (informal words). There are two characteristics of casual style. Firstly, it is ellipsis (omission) that shows the differences between casual grammar and consultative grammar, for example:

- "I believe that I can find one" (consultative grammar)
 "Believe I can find one" (casual grammar)
- "Thank you" (consultative grammar)

"Thanks" (casual grammar)

• "My dad has died". (casual style)

As the result, sentence structure of casual style becomes incomplete.

Secondly it is slang which is a prime indication of group relationship. People often use slang language where the sentences tend to be shortened and disappearing word. Slang is known as non-standard word and used by certain groups like group of teenagers. For example, in formal language we call young female as "girl" but in slang language it can be call "chick".

e. Intimate style

Intimate style is the completely private language used within family and very close friends. Normally, intimate style is used in pair. It is not public assumption, means that intimate style has private vocabularies with the addressee. The word generally signals intimacy such as "dear", "darling" and even "honey" or in

the other names and nicknames. For the example: "Honey, I'm so really miss you", "My old man just kicked the bucket".

Actually, the choosing of language style can be influenced by some factors, such as the various social, age and other differences that exist between the participants. Thus, it is clear that the use of language style in various types is influenced by the level of formality.

2.1.5 Facebook

With the advent of technology, people have started using internet. This happens due to the increasing of human needs and intelligent. The internet is already the center of mass media (Adhalina, 2011). It becomes the medium that can be accessed almost anywhere. Actually, there are many sites that can be accessed for many people in the world. But one of the social networking sites that can be easy to reach is Facebook. In the other word, Facebook always connects with another social networking.

Facebook is the brand name of social-media service and website, launched in 2004 (dictionary reference). The use is not only for business and recreation but also for entertaining ourselves. There are more than 400 million active users and people who spend over 500 billion minutes per month on Facebook (Facebook: 2009). Facebook is the easiest social networking to reach by people because Facebook

is the one of application that can be connected in the other site such as BBM, Instagram, google account and so on.

In Facebook, people can utter their feeling, information and the ideas through this medium. They can convey their feeling, activity through status updates or comments and also people can express themselves through the change of photos profile. People also use this site not only to communicate each other but also to reflect their personality. It is the way for some people to share about all of the things that can reflect who they are. Therefore, in this research, the researcher observes how people show themselves in Facebook through the expression that they share (stance) and with the style of language that they used in status updates.