### **CHAPTER 2**

### **Review of Related Literature**

In this chapter the writer discusses some theories related to the study. They are sociolinguistic and Language Style

### **Theoretical Framework**

In this part the writer reviews theories related to the study. They are sociolinguistics, Language and Gender, Language style, Internet Language, Instagram, and the previous studies.

## 2.1 Sociolinguistics

Sociolinguistics is used generally for the study of the relationship between language and society. Language and society are well connected because language has an important role in society as the main tools for communication and society as the user. Wardaugh (2006, p.13) says,

"Sociolinguistics is concerned with investigating the relationship between language and society with the goal being a better understand of the structure of language and how language function in communication; the equivalent goal in the sociology of language is trying to discover to social structure can be better understood through the study of language, e.g., how certain language features serve to characterize particular social arrangement".

Moreover, Holmes (2001, p.1) states "Sociolinguistics studies the relationship between language and society". Add from Yule (2005, p.239) "sociolinguistic

deals with the inter-relationship between language and society". From the statements above, it can be conclude that sociolinguistics is a study of language related to the use of language in society. It is examining language function as the media for people delivering ideas and to communicate with each other. Sociolinguistics not only deals with language, but sociolinguistic also explains how people talk use language differently in different contexts will show their social structure and identity.

Since this study is highly associated with language and society, sociolinguistic analysis is the appropriate approach to this study in order to analyze and again understanding about the differences between men and woman in writing their Instagram updates.

## 2.2 Language and Gender

There are two nation related to differentiate men and women; sex and gender. Both of them are two different phenomena. According to Wardhaugh (2006,p.315), "sex is to a very large extent biologically determinate where as gender is a social construct involving the whole gamut of genetic, psychological, social, and cultural differences". It means that the terms 'sex' is generally used to describe the physical condition, appearance, biological, state of human being and it is used to differentiate men and women biologically. While the terms 'gender' refers to social category and it is used to differentiate men and women characteristic in social context.

Yule (2005, p.76) explains "natural gender is based on the distinction made in English between reference to women entities (she, her), male entities (he, his), and things and creatures. Social gender is a distinction that is made when the word likes 'man' and 'woman' are used to classify individuals in terms of their social roles". It means that gender it used to differ men and women in social category.

In short, in order to investigate how men and women have different characteristic in language use, the writer used the term gender in order to find the way they write Instagram updates as suggested by Holmes (2001, p.150). "Gender is more appropriate for distinguishing people on the basis of their socio-cultural behavior, including speech, while sex has come to refer to categories distinguished by biological characteristics".

Wardhaugh (2006, p.303) in his book states "females have more fat and less muscle then males, are not strong and weight less". It is to measure that men and women are physically different. Those differences make men and women have different roles in society. For example like being the head of family for men who has married. It shows that men are dominant and it makes stereotypes that men status is higher then women. As Lakoff (1975) says," men are dominant and women lack power". However this study did not focus on the way man and women different according their physical appearance, but this study tens to determine the characteristic of men and women in language used. The differentiation between men and women can be influence by some aspects, such

as age, status, education, background, race, culture and so on. The ways they use language differently are decided by those aspects.

There are different characteristics between men and women as explicated by Wardhaugh (2006, p.322):

- 1. Women and men develop different pattern of language use.
- 2. Women tend to focus on the effective functions of an interaction more often than men do.
- 3. Women tend to use linguistic devices that stress solidarity more often than man do.
- 4. Women tend to interact in ways which will maintain increase solidarity while (especially in formal contexts) men tend to interact in ways which will maintain and increase their power and status.
- 5. Women are stylistically more flexible than men do.

# 2.3 Language Style

Style can be defined as variation of language to particular social setting. People usually use different styles to deliver information and express their feeling. Sometimes, people change their style in producing language depends on the situation and context. As it is stated by Holmes (2001, p.233) that style is a choice of code or variety, whether language dialect or style that can be changed depend on the addressees and context.

Language style can be divided into two; speech style and writing style. But in this thesis the writer focus on writing style to define the variation language style in men and women Instagram updates because the writer get the data from every text in Instagram updates. According to Wen (2009) "writing style is the manner in which a person expresses a matter in a text that eventually tells their "voice" through the choice of words, sequence of thoughts and language/structures of grammar used in writing ". It means that written language is not really different from spoken language, since this study is associated with Instagram updates which are written language. Written language also has variation, and it can be changed depend on the situation, context and personal aim.

In written language form, there are differences between men and women.

According Mullac et all. (2001):

"Boys used more active verb and judgmental phrase, wrote more informally, use more rhetorical question and more run on sentences than the girls in the study. The girls wrote more about emotions, used more relative clauses, hedges and sentences initial adverbs than boys, use judgmental phrase, action verbs, grammatical errors, contradiction and rhetorical questions. Female, on the other hand, are more likely to use relative clauses, hedges, and intensive adverbs, and subordinating conjunctions, references to emotion, personal pronoun, self derogatory comments, questions, complements, apologies and tag, question. Males tend to have a longer mean length of sentence".

That means men and women have different pattern in written language. They develop their own language. Furthermore, Wardaugh (2006) in his book describes that women usually have their own vocabularies which do not exist in men's languages. Usually, men do not use words like 'dorable', 'lovely', 'charming' to praise something like women do, or men rarely use question tag like 'you will come tonight, won't you?'. It is supported by Lakoff (1973) finding that men will not speak like women. Alinguistics expert, Adelaide Haas in his book Male and

Female Spoken Language Differences: Stereotypes and Evidence finds that men and women have some aspects that can make than different in producing language. According to Haas (1979, p.616) there are four aspects to differentiate men and women language: Form, Topic, Content, and Use.

### 1. Form

Form language can be seen by three aspects, according Haas (1979, p.616) cited in Bloom and Lehey (1978, p.15) said:

"The form of utterances can be described in terms of their acoustic, phonetic shape in terms of sound, or phonology, the unit of meaning that are words or inflections, or morphology and the ways in which units of meaning are combined with one another, or syntax".

Since this study is highly associated with written language styles on Instagram, the writer considers analyzing only on the morphology and syntax aspects.

In his book, Haas (1979) investigates that men's speech in term of form is ruder and more direct than women's speech. He finds that men usually use slang expressions, often use taboo words, and employ profanity and obscenity. On the other hand, women do not talk such expressions like men do. Women prefer to be innocent, us euphemistic words, avoid improper words and sometimes they replace it with more decent words.

# 2. Topic

According to Haas (1979, p.619), "topic refers to the subject matter of spoken utterance, to what conversation is about". As we know that

conversation cannot be done if there is no topic to be discussed. However, we can find topic not only in conversation, but there is also topic in written text.

Haas (1979) in his book mentions that when men talking to other men, they usually talk about business, politics, legal matters, taxes, age, household expenses, electronic bugging, church collections, kissing, sports, human relations, health and women's speech. While women usually talk about social life, books, food and drink, life's trouble family social work, age, and lifestyle.

### 3. Content

Based on Haas (1979, p.620) cited in Bloom and Lahey (1978, p.11),

"Content refers to the 'categorization of the topics that are encoded in messages,' such as 'object in general'. 'Action in general' and 'the possession relation in general'.

In other words, content is the general idea of the topic Haas (1979) has investigated that the women's language content is more emotional and evaluative than men's. Women usually like using excessive words or hyperbole and the use of intensity adverbs rather than men. According to Haas (1979, p.621) cited in Baron (1971):

"Specifically, women talked more about how people felt and why they behaved in certain ways while men's speech focused more on objects and actions related to these object".

That indicates women are likely associated with feeling, emotion, or motivation while men are not. Haas (1979, p.622) in his book proved that

women speech includes more words implying feeling, auxiliary words, negations, evaluative adjectives, interpretation, physiological state verbs, and purposive cases while men use more terms referring to time, space, quantity, destructive action, and perceptual attributes and more objective cases. In short, men are associated to negative value judgment while are associated to positive value judgment.

### 4. Use

Haas (1979, p.622) cited in Bloom and Lahey (1978, p20) says,

"Language use consist of the socially and cognitively determined selection of behaviors according to the goals of the speakers and the context of the situation".

It means the people use language to achieve some goals. Men's language is associated to lecture, argue, debate, assertive, and command while women's language is stereotyped as nonassertive, tentative, and supportive.

Wardhaugh (2006, p.329) in his book mentions, men and women use language to achieve different purposes. It means men and women are also different in communication purposes. As suggested by Mullac (1990) that the people have purposes in producing language, communication for solving problems, report facts, debate issue, express feeling, express opinions and develop and maintain rapport. It means that in that, the purposes of communication can be divided into six aspects. The writer

used those aspects in order to find out the answer of research problem number 2.

In short, there are four aspects to differences men and women language form, topic, content, and use. There are also differences in communication purposes; communication for solving problems, report fact, debate issue, express feeling, express opinions, and develop and maintain rapport. Four measurements given by Haas were used by the writer to identify the language style differences between men and women language styles in writing Instagram update and six aspects given by Mullac were also used to analyze their goals to be achieves behind their Instagram updates.

# 2.4 Internet Language

In social networking site, there are certain language forms that have been used by people when they have communication. According to Huffakerand Calvert (2005, para 8), "the language of the internet entails both of the traditional linguistic forms and adapts slang and non-standard forms". It means that internet language is still the same with people's daily language. It is still based on the traditional linguistics form that is used in daily conversation. Internet language also use slang language or non standard language. It can be called the adaptation of language that makes internet users easier to communicate to each other.

Internet users often use acronyms to communicate among their friends or relatives in the internet such as 'LOL' (laugh of loud), 'FYI' (for your information), 'K' (okey), and 'GWS' (Get well soon). It makes them easier to

communicate with their friends on the internet. The use of slang language is also a common thing in the internet language, such as 'CYA' (see you), 'BRO' (brother). Not only slang language, but emoticons are also famous among internet users. The sign such as  $\textcircled{\otimes}$  (sad),  $\textcircled{\odot}$  (happy), :-D (Big smile), :-@ (angry) are usually found in the internet language. Al of those things makes them easier to communicate to each other even make them easier to express their personal feeling.

# 2.5 Instagram

According to Huffington post (2013, para1), "Instagram is an online social networking website and micro blogging service that allows users to post and read text based messages of up to 500 characters, known as 'IG Updates'". Instagram is one of popular social networking sites among internet users. It has all communication features which help the users get connected to one another. Those features are; (1) Instragam update or IG update which is a feature that allow Instagram users to share information, feeling, or anything and will appear publicly on Instagram timeline, (2) mention feature which allow the users to comment other Instagram updates, (3) Instagram picture allow Instagram users to upload pictures on Instagram and it will appear publicly on Instagram timeline, (4) user profile allow Instagram user to show their personal character, (5) profile picture which provide the users, photo to be shown on their profile, (6) comment feature allow Instagram users to give comment other users Instagram update and (7) following someone means you will see their IG updates in your personal timeline and (8) followers are people who receive other people's in Instagram updates.

IG Updates as the most popular Instagram features usually used by Instagram users as the media for them to convey their situation happening, their feeling, share information, and many more. It is feature which allows instagram users to write anything in 500 characters and it will appear on follower's timeline and it can be commented by the followers who read it using comment or mention feature.

### 2.6 Review of Related Studies

The writer mention two differences study about men and women language that have been conducted by researchers. The studies are closely related to this study are Nanda (2012) and Septyanto (2012) from Brawijaya University.

Nanda examines language futures used by men and women adolescents in their thesis. She focused differences language that use men and women use in advertisement. She was finding if women advertisements discuss about their personal life or activities to build feminist and other that Nanda also said if men advertisement build their masculinity by choosing sport and motorcycle as the discussion.

Second study is conducted Septyanto (2012), he investigate if the men and women tend to use there internet language features. They are capital letters, abbreviations, and ways of expressing emphasis. The result also explains that women are more expressive in their update rather than men and men always use different choice of the words.

The writer got some typical differences in men and women styles of communication like:

- Women are more likely to talk to other women when they have a problem or need to make a decision. Men keep their problems to themselves and don't see the point.
- 2. Women are more relationship oriented, and look for commonalities and ways to connect with other women. Men tend to relate to other men on one-up, one-down basis. Status and dominance is important.
- 3. If women have a disagreement with each other it affects all aspects of their relationship. Men can have a disagreement, move on to another subject and go get a drink together.

The study conducted by Nanda and Septyanto have some differences. The differences can be seen in the focus of the study. The writer also find differences in written language among men and women especially in social networking site as it is connecting people all around the world through internet service. In this study, the writer is interested in investigate the differences of language style and differences purposes in language use among men and women on Instagram update and also the purpose from the update.

The Instagram updates of men and women users were mostly talking about the same language context: a) Form,: directive, expressive, the use of emoticons, slag and obscene words and hyperbolic words, b) Topic: life-style, life's trouble, human relation, and social life, c) Content: positive and negative value judgment, d) Use: assertiveness, argument, command and request. However their types and their aspects are found different. Men and women have different words choice. In short, the writer finds the language style and communication purposes between men and women Instagram updates.

## 2.7 Previous Study

To support this study, the writer needs the previous studies to give the strength and also to identify how men and women are different in language use. The first, it is "Language and Gender Differences in Advertisements of Body Treatment Product" by Nanda (2012). This study has found the language and gender differences between men and women in advertisement. Women advertisements discuss their personal life or activities to build feminist. In the other hand, men advertisements built their masculinity by choosing sport and motorcycle as the discussion.

The second previous study entitled "A Sociolinguistic Study on the Differences between Males and Female Status Update in Facebook" by Septyanto (2011). This study examined the male and female topics in Facebook status update. The result of this study is male and female users were mostly talking about their personal feeling. However, males and females used different choice of words.

The previous study above talked about the same topic whereas it focuses on the study of gender differences between men and women. The study that was conducted by the present writer is also about gender, but it was in different field that is Instagram Update. Beside the differences in language styles, this study observed deeper about the different purposes behind men and women Instagram Update. These previous studies helped the present writer to identify the language differences between men and women based on the theory.

Thirdly, the writer finds the language style and communication purposes between men and women Instagram updates. The present writers to find men and women differences in Language style from literary works such as novel, short story, or next writer can examine other Instagram feature such as Instagram mention also analyze the differences between men and women in conversation like in the movie or debate show on television. It is also suggested for the future writers to use another other theories beside Haas theory to analyze the phenomenon in sociolinguistic area especially in language and gender. The writer belief if the title "The Differences between Men and Women Language Style in Instagram Update" suitable with my previous study from Nanda (2012) and Septyanto (2012) from Brawijaya University.