CHAPTER I

INTRODUCTION

This chapter covers background of the study, statement of the problem, objective of the study, significance of the study, scope and limitation, and definition of key terms.

1.1   Background of Study

Gender is one feature that divides the human race into two categories which creates characteristics that are common with man and woman. The characteristics of man and woman use of language has been researched from a different perspective that two genders operate like two cultures that are made easily through two different conversational styles (Tannen, 1985 cited in Mayo, 2015:3). Understanding social norms is the foundation to competently socializing in any culture. Mayo (2015) states that the paramount to any culture, gender roles profoundly impact the social hierarchy of power, moreover the power of speech in speaking. Speaking is an important thing for every people in delivering the intentions. It means that this aspect must be concerned by each person on their speech performance.

Basically, men and women have the different way of speaking. It causes two types of language, men's language and women's language. Voegeli (2005:1)

argued that the representation of the genders in fiction also have influence to the category of how the genders are represented in language. It can be showed by how the women and men express their languages. Besides, Coates' research (1989, 1991, 1993, 1996 cited in Guendauzi, 2001: 29) has rightly shown that women's talk is stylistically cooperative, further, in opposition of this, men are seen as competitive. Those can be found in social life, women's talk shown to be cooperative in their social relationship and men, as competitive, can also be appeared from their social interactions. Yet, in this research the researcher only concerns on women's language as a part of linguistic behavior.

Women tend to use the special speech features in communicating to others. It is applied for achieving the special categorization as women's language which is different from neutral language. In 1975, Lakoff has published the first edition of her book entitled 'Language and Women's Place'. In her theory, she claimed that there are a number of linguistic features used more by women than men; that shows uncertainty and less confidence. In 2004, Lakoff published the revised edition of her book strengthened by 25 commentaries written by several feminist linguists. In her revised theory. In the nine points, she mentions ten features of women's language. These ten features are lexical hedges or fillers, tag questions, rising intonation on declaratives, empty adjectives, precise color terms, intensifiers, hypercorrect grammar, superpolite forms, avoidance of strong swear words, and emphatic stress. Those things are needed to know the impact of using those linguistics behaviors in a certain event towards the social value through the

women's language. Here, ten woman's features proposed by Lakoff as in her book, 'Language and Woman's Place'.

Let me summarize here for convenience the form that I see as comparising "women's language," most of which have already been discussed at length.
1. Women have a large stock of word" related to their specific interest generally relegated to them as "woman's work": magenta, shirr, dart (in sewing), and so on. If men use these words at all, it tends to be tongue-in-cheek.
2. "Empty" adjectives like *divine, charming. cute . ...*
3. Question intonation where we might expect declaratives: for instance tag questions ("It's so hot, isn't it?") and rising intonation in statement contexts ("What's your name, dear?" "Mary Smith?").
4. The use of hedges of various kinds. Women's speech seems in general to contain more instances of "well," "y'know," "kinda," and so forth …
5. Related to this is the use of the intensive "so." …
6. Hypercorrect grammar: women are not supposed to talk rough. It has been found that, from a very young age, little boys "drop" their g's much more than do little girls: boys say "singin'," ·'goin'," and so on, while girls are less apt to …
7. Superpolite forms. This is the point alluded to earlier: women are suposed to speak more politely than men …
8. Women don't tell jokes. As we shall see in a while, this point is just an elaboration of the two immediately preceding …
9. Women speak in italics, and the more ladylike and feminine you are, the more in italics you are supposed to speak.
(Robin Lakoff, 2004:78)

Furthermore, based on Lakoff (2004:43), with analysis women's language, it will find some differences such as in the choice and frequency of lexical item, in the situation of certain syntactic rule are performed, and in intonation and other supersegmental pattern. It makes this research overall about women's language as a topic.

In this opportunity, this research concerns in Michelle Obama, American first lady, the wife of Barack Obama, 44th president of United State. Here, the researcher takes her way of speech as the first African American first lady to prove the real practice of women's language in speech activity. Actually, the

focus is the words, phrases, utterances and clauses which contain the women's speech features.

The researcher decides to choose Michelle Obama in this research because she holds the key position as a woman who brings the influence toward the American's life which white race dominant although she was the first African American first lady. She shows strong traits of the her action to the American society. It can be seen from the obvious fact on her activities and the speech to decrease the various cases, notably for children, such as ending childhood obesity, bullying, and others. Even though, based on BBC news, for the first speech on the campaign of her husband candidacy, on February 2008 in Wisconcin, became an issue with her comment that appeared bad image to her. Because of that the Obama's advisor insisted to ameliorative her image. By the time, she can make awe inspiring all of the people, especially American society. Moreover, it can be ace in the hole for second cycle of Barack Obama as a president in 2012. Therefore, this present research attest that African American first lady also perform the case of women's speech features in the way she is speaking.

This topic of research has been conducted by some previous researchers which had different results. Fadhila Nur Kartika (2015) investigated about woman linguistics feature used by Oprah Winfrey in same-sex and cross-sex communication using Lakoff theory. She found six woman's language features in the dialog and some features did not find such as precise color term, 'hypercorrect' grammar, and 'superpolite' form.

Isni Al Rafi' (2014) analyzed about women's speech features used by the main characters in "The Chronicles of Narnia: The Lion, The Witch and The Wardrobe" movie. She found only nine types of women's speech features used by the main characters of this movie. One feature which did not occur in the dialogues is precise color terms. Moreover, the most frequently by the main character's speech feature of this movie are lexical hedges or fillers and intensifier.

The next previous researcher is Didin Fitria Andhira (2014) conducted research under the title *A Study of Woman's Speech Features of A Main Character in Iron Lady Movie Used By Phyllida Lloyd.* Through the analysis, she found nine types of woman's speech features that used by the main character while vocabulary (precise colors terms) was not found.

Then, Wahyu Dwi Yuiniarti (2014) held An Analysis of Hillary Clinton's Speech Features on International Speeches In 2013. Using Lakoff theory, she only found seven features are classified as woman's speech feature used by Hillary Clinton. While precise color term and absence of humor are not found.

Meanwhile, this present research is different with some previous researchers about women's language. It can be proven from the different object of research. Some of the previous studies used woman daily speech to support their research and mostly used fiction as a data, such as the dialogues on the movie. Yet, the researcher focuses on real section to prove the woman's speech feature to support the data, especially the speech of African American first lady.

1.2   Statement of Problems

In relation to the background of the study, there are two problems as follows:

1. What are the types and the most frequently type of Michelle Obama's speech features as the first African American first lady on her speech section?
2. What are the purposes of using each of the features in Michelle Obama's speech?

1.3   Objective of Study

Concerning on the problem of the study, there are two research purposes made in this study as follows:

1. To describe the types and the most frequently type of Michelle Obama's speech features as the first African American first lady on her speech section.
2. To describe the purposes of using each of the features in Michelle Obama's speech.

1.4   Significance of Study

Basically this research is aimed to find out how the language used by the women that women have the special linguistic features in speaking. Theoretically, this research show the real proof that women have special linguistic features which must be known by everyone in order to reach the purpose of language in a good communication. Furthermore, through this study, the researcher hopes that the finding can be used to enrich our knowledge and the reader of this research have a better understanding in linguistic field especially woman's speech features.

1.5   Scope and Limitation

The scope in this research is about sociolinguistics research which will concern on women speech features used by Michelle Obama as the first African American first lady. This research just concerns on how the women's speech features which are proposed by Lakoff is truly applied or not. Then, it will prove how the linguistic features perform on those cases. This research is conducted based on the theory of women's speech features proposed by Lakoff. These ten features are lexical hedges or fillers, tag questions, rising intonation on declaratives, empty adjectives, precise color terms, intensifiers, hypercorrect grammar, superpolite forms, avoidance of strong swear words, and emphatic stress. Therefore, the researcher just focused on words, phrases, clauses which contain language features on Michelle Obama speeches are performed use ten woman's features which proposed by Lakoff.

1.6   Definition of Key Terms

Woman's speech feature, several aspects of speech which indicate the characteristic of woman's speech which include lexical hedges or fillers, tag questions, rising intonation on declaratives, empty adjectives, precise color terms, intensifiers, hypercorrect grammar, superpolite forms, avoidance of strong swear words, and emphatic stress.