#### CHAPTER I

#### **INTRODUCTION**

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

## 1.1 Background of the Study

The appraisal theory has been used to analyze gender stereotype which came from Igger Lassen on the book *Discourse*, of *Course* (2009) edited by Jan Renkema. She analyzes the opinion of male and female employee in Danish bank which discuss about female prospective in management position in the financial sector containing gender stereotypes. The dominant employees of Danish bank are men. The result found that female is portrayed as negative way through the appraisal theory. However, it is also found in India but in another way.

Some researchers mentioned that women have been left behind the men in India in the management job. Based on Center for social research (2009: 2), according to Chadha (2002), only ten percent of women get a position as senior management in Fortune 500 companies. For administrative positions in India (Kulkarni, 2000), the highest rates are among of 5.8 percent and the low range around 3 percent. As Koshal (2006) said that about 100 people who are economically active, only 5.2 percent of women take administrative and managerial positions in India. This result also supports the statement of World

Economic Forum that Gender Gap Index India is in the 113 out of 135 countries (Community Business in Anand 2013).

The high level of gender gap in India has motivated the researchers to take research in gender stereotypes (Murthi, 1995, Bhattacharya, 2006, Basu, 2008; Anand: 2013). The latest research by Anand (2013) in his research entitled Gender stereotyping in Indian recruitment advertisements found that recruitment advertisement contains gender stereotype in particular job such as secretary, call centre, sales, management job and teaching. The gender stereotypes in India do not only in recruitment advertisement but gender stereotypes also exits in the opinion of the people in their social interaction.

The ability of women for competition with men in managerial job field is interested to discussed. Sometimes, the assessment of people towards the ability women in work place is affected by the society's assumptions and each culture. The perceptions always exist and carry from generation to generation. It is related to the socio cultural perspective of stereotypes by Hamilton and Sherman (in Anand 2013) said that the public media, parents, teachers, and adult bring someone to the perspective of stereotypes of different groups in their formative years.

These assumptions or perceptions will be used by the people in social interaction without being conscious about their effect. It also occurred in indiabix.com that discusses about "do women make good manager?". The members of discussion present their view about women in managerial jobs. On some occasion, their opinions have assumptions or perceptions that may lead to

stereotype. Within their opinion, they also share their positive or negative feeling toward women in managerial job and their positive or negative normative assessment.

These assumptions can also be changed based on the change of the culture and society. It means a shift away from traditional views, stereotypes and societal attitudes, with increasing opportunities for Indian women in management. The writer also wonders that this opinion or assumption by the members of discussion in Indiabi.com can bring the opportunities to women in the management job or not.

The society influences how the respondent of website uses their language to share their opinion. How people use their language to be able to be analyzed by using appraisal theory. This theory is the developed Systemic Functional Linguistic Theory (SFL). The beginning of appraisal theory has emerged from a project which is called "Write It Right" by linguist James R. Martin, Rick Ledema and Joan Rothery in Sydney (Wei, Wherrity and Zhang, 2015: 235). The need to study the language of evaluation has formulated the 'appraisal theory' in Systemic Functional Linguistics (Achio, 2006: 764). The development of appraisal theory can be seen by many researchers that have conducted a research on appraisal theory. The use of appraisal theory showed in various areas of research: literary work (Guan and Wang in Wei, Wherrity and Zhang 2015; Zhao and Chen, 2011; Li and Gao, 2013), academic writing (Hood, 2004; Jalilifar, 2012).

This study do not takes appraisal in the whole types. This study focuses on the attitude types of appraisal theory. The writer uses deep analyze to take how the respondent feeling toward men and women in management job, the judgment of the character of men and women in the management job and how they appreciate men and women in management job. Other researchers have taken an attitude as theory of analysis (Li and Gao, 2013; Page, 2003; De Souza, 2006).

The first study is conducted by Anderson Alves De Souza (2006) from Universidad Federal de Santa Catharina. He analyzes 24 national anthems of English speaker country. He investigates the types of attitude and how the types realize in inscribing attitude (direct) or invoke attitude (indirect). The result is most of 24 national anthems use inscribing judgment. It shows that the purpose of national anthems is to align the character and share moral values to the listeners.

The second is the study by Page (2003) from Text-Interdisciplinary Journal for the Study of Discourse. This study uses attitude to real gender comparison between man and woman in expressing childbirth experience. The result found that man and woman have the difference style emotion through affect.

The third study is the study by Li and Gou (2013) from Beijing Forestry University. This study is to examine the attitudinal meanings in conflict discourse between mother and daughter-in-law in the Chinese novel *Double-Sides Adhesive*, to testify the explanatory power of Appraisal Theory. The result found that the attitudinal meanings are more frequently reflected by the use of Affect and

Judgment. This shows that the speakers concern more about the affective domain and the evaluation of human behavior in the material world.

After reviewing the previous studies, the writer noticed these studies above used attitude analysis but each of the study has the different focuses and purposes. The first study focuses in examining how attitude negotiates in the listener. The second focuses on revealing the different between men and men by using their language and the third is in revealing the explanatory of appraisal theory. However, my study is to investigate how gender stereotypes can influence the opinion of indiabix.com respondent of group discussion. It can be positive or negative attitude toward men or women. Besides, attitude subtype is proper because in attitude there are three types such as affect, judgment and appreciation. Affect and judgment discuss about feeling and normative assessment towards their opinions, appreciation focuses on appreciation toward women in managerial job by their opinions.

This study is also to continue Lassen's study but my focus is not only management in bank, but more complex in workplace. The writer takes group discussion with the topics do women make good management in indiabix.com group discussion that is India website. Most visitors are Indian. This website provides some categorizes such as general aptitude, verbal and reasoning, programming, online tests, interview, puzzles, general knowledge, engineering, and medical/science.

In interview category provides with items that can help the employees to do interviews in company. One of them is group discussion. In this website, the participant is considered as a real group discussion, so the participant will share their individual opinion and judgment about women in management. Indiabix.com is educational website that is used by people from different occupation such as student, teacher, and employees. The variation of occupations in this website provides the diversity opinion in focus group discussion.

#### 1.2 Statement of the Problems

Based on background of study, the writer investigates two problems as follows:

- 1. What attitude types are applied in idiabix.com group discussion "do women make good managers"?
- 2. How is the attitude expressed in idiabix.com group discussion "do women make good managers"?

### 1.3 Objectives of the Study

Based on those research problem above, the writer writes some research purpose for using appraisal theory especially attitude to investigate group discussion about do women make good manager?:

- 1. to describe the various types of attitude: affect, judgment and appreciation that is used to reveal how the members of the group discussion share their feelings, including emotional reactions, judgments of behavior and evaluation of women in management.
- 2. to describe the way attitude is expressed in idiabix.com group discussion "do women make good managers" through negative or positive.

## 1.4 Significance of the Study

The significance of result of the research is divided in two points: theoretical significance and practical significance. As theoretical significance, the result of this research is expected to give contribution and additional references for Systemic Functional Linguistics (SFL), appraisal theory especially attitude. This study provided the realization of the types system.

As practical significance, the result of this research can guide the next researcher to conduct the research about the way people use their feeling, normative assessment and appreciation in their language as the language of evaluation through appraisal theory especially attitude. The next researcher can be guided to collect and to identify the data of attitude subsystems of appraisal theory by using qualitative method. This study also is expected to enrich of Systemic Functional Linguistic (SFL) among student of Sunan Ampel State Islamic University of Surabaya.

This study is expected to support women reach their career in the management job and to support many women to give contribution in global economic development.

## 1.5 Scope and Limitation

The scope comes from the theory of this study. In this study, the writer uses the developed theory of systemic functional linguistic (SFL) by J.R Martin, an appraisal theory of attitude. The focus is to investigate their utterance that express their feeling, normative assessment and appreciation toward women in the

managerial job through attitude subsystem of appraisal namely (1) affect, (2) judgement, and (3) appreciation.

The limitation comes from the data. There are many group discussion websites, the writer limited the study to use the group discussion from Indiabix.com that is Indian website so it directly present the opinions or assumptions Indian people. The writer also limits the topic discussion entitle *do women make good managers?*. The writer does not analyses the entire data, but only on the data that contain of gender stereotypes.

# **1.6 Definition of Key Terms**

Appraisal is a theory to describe and explain how the speaker/the writer uses language to show their feeling, and their relationship to the listener/the reader.

Attitude is one type of appraisal theory that focuses on the feeling. There are three types of attitude namely affect, judgement and appreciation. Affect focuses on feeling assessment, judgement deals with normative judgement and appreciation focuses the writer appreciate.

Indiabix.com is a educational website that is used by student, teacher, and employees. This website provides some categorize such as general aptitude, verbal and reasoning, programming, online tests, interview, puzzles, general knowledge, engineering, and medical/science.

Gender is a set of characteristics or traits that are associated with a certain biological sex (male/female). These characteristics are generally referred to as masculine or feminine (www.psychologyofmen.org)

Stereotypes is generalized view or preconception about attributes or characteristics that are or ought to be possessed by members of a particular social group or the roles that are should be performed by members of a particular social group (women's right and gender section, 2014).

Gender Stereotypes is a generalized view or preconception about attributes or characteristics that are ought to be possessed by women and men or the role that are or should be performed by men and woman (women's right and gender section, 2014).