CHAPTER II

REVIEW OF LITERATURE

This chapter presents the result of reviewing some theories that are related to the study. The study review consists of five parts: the function of language, types of language, types of language function, social media, and previous studies.

2.1 The Function of Language

Brown and Yule (1983) approved only two terms to describe and explain the primary functions of language. They assumed that a natural language utterance is used to fulfill only one function, to the total exclusion of the other. That function which language serves in the expression of content, they describe as transactional, and that function involved in expressing social relations and personal attitudes they describe as interactional. Linguists established general assumption that the most important function of language is the communication of information. In Brown and Yule (1983:2), Lyons observes that the assumption of communication is easily used feelings, moods and attitudes. Meanwhile, Bennett remarks 'it seems likely that communication is primarily a matter of a speaker's seeking either to inform a hearer of something or forbid some action upon him'. The language which is used to deliver factual or proportional information is called primarily transactional language. In

primarily transactional language, Brown and Yule (1983) assumed that the speaker or writer has the efficient transfer of information primarily in their mind.

Whereas linguists, philosophers of language and psycholinguists paid attention to the use of language for the transmission of factual or proportional information, sociologists and sociolinguists have been particularly concerned with the use of language to establish and maintain social relationships. Conversational analysts have been particularly concerned with the use of language to negotiate role-relationships, peer-solidarity, the exchange of turns in a conversation, the saving of face of both the speaker and hearer (Brown and Yule, 1983:3). It is clearly the case that a great deal of everyday human interaction is characterized by the primarily interactional rather than the primarily transactional use of language.

2.2 Types of Language

General definition of language is a system of verbal communication. In communication, language can be classified into two types which are verbal and non verbal language (Chand, 2015: 1).

2.2.1 Verbal Language

Verbal language is a form of communication which is delivered by the speaker to hearer in written and spoken to express ideas, feelings, emotions and desires as stated by Hanes (2015) that verbal communication refers to the use of sounds and language to relay a message for ex pressing desires, ideas and concepts and as vital to the processes of learning and teaching. It is one of the ways to communicate with others. Several of the key components of verbal communication are sound, words, speaking and language.

2.2.2 Non Verbal Language

Happiness, sadness, fear and anxiety are universal emotion which is similar to non verbal way of language. Non verbal language is expressing meaning or feeling without words such as gesture, body language, eye contact, facial expression, space, picture and painting. It can be said as the process of communication by sending and receiving message without saying a word at all or wordless. Such wordless message can be communicated through gestures, body language, facial expressions and postures (Mikoluk, 2015:5). Other forms of nonverbal communication include dance and music, as well as more directly representing and imitative arts such as miming, drawing, painting, sculpture and architecture (Rosengren, 2000).

2.3 Types of Language Function

Jakobson's model of the functions of language distinguishes six elements or factors of communication, that are necessary for communication; addresser (a sender, speaker, writer); addressee (a receiver, hearer); contact: a physical channel and psychological connection between an addresser and addressee; common code (language); and message (Jakobson, 1985:143). As cited in Waugh (1980), Jakobson said that the addresser send message to the addressee. The message requires a context in order to be operative and needs the code which has a related common to the addresser and addressee. Besides, a contact in which the addresser and addressee has a physical channel and psychological connection which is enabling to stay in communication. Each factor is the focal point of a relation or function that operates between the message and the factor (Hebert, 2011). The functions are the following:

2.3.1 Referential Function

Referential function, in a line with factor of context. It is an information carrier. It could be describes a situation, object or mental state, such as:

"The Earth is round" "The party is crowded"

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 dipthongs /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. 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. 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. 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 Previous Studies

Previous study is given to show the similarities and differences between this research and another research. The writer adopted seven previous studies from 2007, 2013, 2014 and 2015. Hasits (2007) in his research "An Analysis of Language Function Used by Marcus Burnett in Bad Boys II film" tries to find out language function interference in English language which is used by the main character. He only found emotive function in this film. Yunita (2013) has conducted a research about language function in utterances produced by Carl to Russel – the characters of movie Up. She used the Halliday theory of language function and the result of her analysis is she found seven language functions in the utterances produced by Carl to

Russell in movie *Up*. Those are instrumental, regulatory, representational, interactional, personal, heuristic and imaginative functions. While Andayani (2013) analyzed language function in english used by receptionist in Bali Brasco. She used the theory of Van ek and she found several functions of language: asking information, giving situation, denying something, offering something, certain or uncertain, permission, expressing hope, repeating, suggesting, offering assistance, greeting and thanking. After she found those, then she implemented it into language teaching.

Other previous studies also come from Syafitri (2014) and Arista (2014). Syafitri (2014) studied kinds of language function used by the main character in *Twilight* movie. Her study focused on spoken utterance. The result of her study is she found five language function: emotive, directive, phatic, referential and poetic function. A similar research conducted by Arista (2014). She analyzed kinds of language function and the most dominant type of language function used by the main character in *Sherlock Holmes II: A Game of Shadows* movie. The data were the dialogue of the main character in *Sherlock Holmes*. Those are expressive, directive, referential, metalinguistic, poetic and phatic. The most dominant type of language function in that movie is metalinguistic.

In 2015, Arum (2015) analyzed kind of language functions as well as the aspects of language in *Enchanted* movie script, and how can the language function help the reader in understanding the message. Machmudha (2015) also analyzed the

movie. She analyzed the kind of language function used by Alicia and dr. Rosen to John Nash as well as the language function mostly used by them.

So, the similarities of the previous studies and this present study are all the studies analyzed the kind of language functions, and the language function mostly used. Meanwhile the differences between the previous studies and this present study such as the subject, genre and theory.

