CHAPTER I

INTRODUCTION

In this chapter, the researcher explains the background of the research, statement of problems, research objective, research significance, research scope, conceptual framework, and the result of previous studies which become references in working on this research.

1.1 Background

Marking names of people in specific occupation, such as waitress for female waiter and stewardess for female flight attendant, is common in society. This issue called sexist language. Sexist language involves of encoding sex categories, such as the example that has mentioned before; waitress and stewardess. The issue is not only involved in marking names of people in specific occupation but also involved the differences between men and women in speech. Holmes explains that sexist language study is concerned with the way women and men express language in both negative and positive stereotypes (Holmes, 2013, p. 325). Therefore, women and men do speak a particular language use in different ways.

Before moving to gender differences between men and women, the difference between sex and gender should be discussed first because lots of people still do not know the difference between sex and gender. The sex categories appear because of gender itself. Cameron talks the differences between sex and gender. She says, "*Sex* is a word used in connection with the biological characteristics that mark humans and other animals as either male or female, whereas *gender* refers to the cultural traits and behaviors deemed appropriate for men or women by a particular society" (Cameron, 2006, p. 724). The differences between sex and gender are sex has a connection with the biological characteristics; it can be the thing for determining what the person's sex is, female or male. On the other hand, gender has a connection with society. It can be the cultural traits in a particular

society. It is more appropriate for distinguishing people on the basis of their socio-cultural behavior, including speech.

Gender differences in language are not only regarded as a linguistic phenomenon but also as a social phenomenon. It also becomes the popular subject of linguistics and sociolinguistics. Gender in society could be distinguishing the women and men in speech. It proves that women and men do not speak in exactly the same way as each other in any community. Wardhaugh and Fuller argue:

> "In performance of gender, speakers draw on ideologies about what it means to be a man or a woman; for instance, women may give each other compliment on their appearance, while men exchange ritual insults, speech acts which draw on stereotypes of women seeking solidarity and men constructing hierarchy in conversation" (Wardhaugh & Fuller, 2015, p. 313).

That means women care more about their appearance and look for solidarity. On the other hand, men care less about their appearance and construct the hierarchy in a conversation.

Since women and men have lots of differences between their speeches, women's language has become issued because it is interesting topic to discuss in society. Women's language is one of the sociolinguistics' fields that must be discussed in sociolinguistics study. Lakoff states, "'Women's language' has as foundation the attitude that women are marginal to the serious concerns life, which are pre-empted by men" (Lakoff R. , 1973, p. 45). Therefore, there is a theory about women's language that especially made by Robin Lakoff. Robin Lakoff, in her writing "Language and Women's Place" also explains that women frequently express the uncertainty and avoid the strong expression of feeling. Those aspects can be found in Lakoff's theory of women's language features. There are ten features of women's language that has been found by Lakoff. These features are often used in every situation and several of them are lexical hedges or fillers, avoidance of strong swear words, and tag-questions (Lakoff R. , 1973, pp. 45-57).

The features of women's language can be found in Hillary Clinton's speeches. Hillary Clinton is one of the most inspirational women in the world. Her

speech could be inspiring for other women. She also gives lots of contributions to the development of the United States of America. In 2016, she officially became a candidate of the President of the United States of America. Since Hillary Clinton is one of the most influencer women in the world, the researcher is interested to know more about Hillary Clinton's speeches. In addition, lots of Hillary's speeches indicate the women's language features which is proposed by Lakoff, such as "***Well***, we believe we should lift each other up, not tear each other down" (HMH, 9:41). In this statement, ***well*** is a lexical hedge which is one of the women's language features. The researcher also sees the differences between Hillary's speech when she speaks in formal and informal situations. Therefore, the researcher decides to do research about women's language features that Hillary used in formal and informal situations.

The researcher does the research of women's language features which could be seen in Hillary Clinton's speech on Youtube's video. The researcher uses four objects to find women's language in Hillary Clinton's speech. The videos which used in this research are "Hillary Clinton's Full Concession Speech" and "Hillary Clinton makes history" for formal speech and "Hillary Clinton on the 'Perfect Storm' That Lost Her the Election" and "Hillary Clinton Discusses The Election" in informal speech. Based on those videos, the researcher will analyze the women language features that used by Hillary Clinton's speech in formal and informal situations.

1.2 Statement of Problems

Language and gender has become popular subject in linguistics and sociolinguistics study. The differences between men and women in speech become an index of language and gender. In addition, women's language has become issue in the society. There are some differences of women's language features used by Hillary Clinton in formal and informal situations, such as the different features used by Hillary in both situations. This research could prove that there are the differences when women speak in formal and informal situations.

Based on the background of the research, some problems could be formulated as follow:

1. What are the women's language features used by Hillary Clinton in a formal situation?

2. What are the women's language features used by Hillary Clinton in an informal situation?

3. What are the similarities and differences between women's language features used by Hillary Clinton in formal and informal situations?

1.3 Research Objective

Based on the problems, researcher focuses the research on analyzing the differences when Hillary Clinton speaks in formal and informal situations. The research aims:

1. To analyze the women's language features used by Hillary Clinton in a formal situation.

2. To analyze the women's language features used by Hillary Clinton in an informal situation.

3. To find the similarities and differences between the women's language features used by Hillary Clinton in formal and informal situations.

1.4 Research Significance

The significance of this research is divided into two:

1. Theoretically

The researcher findings of the women's language features used by a woman in formal and in informal situations is expected to enrich the comprehension and understanding of language and gender topic in Sociolinguistics area.

2. Practically

In addition to theoretical significance, the researcher expects this research has practical significance.

a.   The Readers

The researcher hopes that this research can be beneficial for the reader to give knowledge about the women's language features used in formal and informal situations and become the reference for their study.

b.   Other Researchers

The researcher hopes the other researchers can make this research for reference in their research about language and gender, especially about the women's language. In addition, the researcher expects the other researchers could do better research about language and gender.

c.   English Lecturers

The researcher expects this research can give contributions to Sociolinguistics teaching, especially on language and gender. Moreover, this research could be an evaluation material for lecturers in teaching.

1.5 Research Scope

This research focuses on women's language features used by Hillary Clinton, especially when she speaks in formal and informal situations. The researcher gets the objects from Youtube, which uses four objects to do the research. Two objects are formal situations that present Hillary when she did the speeches, and the other two objects are informal situations when Hillary invited to a famous talk show, The Ellen Show. The phenomena of women's language features are achieved through Robin Tolmach Lakoff in her book. Lakoff presents ten women's language features, there are *precise color terms, avoidance of strong swear words, 'empty' adjectives, tag-question, rising intonations, superpolite forms, lexical hedges or fillers, intensifiers, 'hypercorrect' grammar, and emphatic stress*.

1.6 Conceptual Framework

This research will analyze women's language features used by Hillary Clinton. The object that will be analyzed is Hillary's utterances. This research will examine women's language features that Hillary used in several occasions. The occasions that the researcher chooses are when Hillary did her speeches and

attended a talk show. The researcher chooses those occasions because those occasions are categorized as formal and informal situations.

Furthermore, the researcher chooses the same topic in both situations as well to know the difference of using women's language features by Hillary in both situations. The objects will be analyzed using Lakoff's theory of women's language features itself, which consist of ten features; *precise color terms, avoidance of strong swear words, 'empty' adjectives, tag-questions, rising intonations, superpolite forms, lexical hedges or fillers, intensifiers, 'hypercorrect' grammar,* and *emphatic stress.* In addition to use Lakoff's theory of women's language features, the researcher also uses formality of language theory by Holmes and reference to Heylighen and Dewaele's research. The theory of formality of language is used to prove that there is different ways in different situations of delivering a message by a speaker even those situations have the same topic.

1.7 Previous Studies

The researcher has read some previous research that related to this undergraduate thesis as the reference of this research. First is *Women Language Features In Writing Journal Used By Female Students In English Department Of Universitas Islam Negeri Sunan Gunung Djati Bandung* by Ai Umi Istiqomah, 2014. The result of this undergraduate paper is the researcher finds only seven features of women's language used in writing journal of female student in UIN Sunan Gunung Djati Bandung. The second is the undergraduate paper made by Cornelia Selly Amanda, 2017 which the title is *An Analysis Of The Use Of Women's Language Features By Hillary Clinton In Presidential Debates*. The paper's result shows that there are several features of women's language used by Hillary Clinton in her Presidential debates.

The similarity between those papers is the result that only several features used by both female students in UIN Sunan Gunung Djati Bandung and Hillary Clinton in her Presidential debates. On the other hand, the difference between those papers is the research method. In *Women Language Features In Writing*

Journal Used By Female Students In English Department Of Universitas Islam Negeri Sunan Gunung Djati Bandung, the researcher uses qualitative approach to do the research. Meanwhile, in *An Analysis Of The Use Of Women's Language Features By Hillary Clinton In Presidential Debates* the researcher applies mixed method research (quantitative and qualitative approach).

After the researcher working on this research, there are differences between this research and the previous research. The differences are stated on the topic that has been discussed. The previous research only discuss women's language features used, meanwhile this research discusses women's language features used in formal and informal situations. In addition, the theory that used by the previous researcher only theory of women's language features, while this research used theory of women's language features and supported by theory of formality of language.