

**TYPES OF LANGUAGE STYLE USED BY MALE AND FEMALE NEWS
REPORTERS OF INTERNATIONAL TV'S PROGRAMS**

THESIS

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TYPES OF LANGUAGE STYLES USED BY MALE AND FEMALE NEWS
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



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ABSTRAK

Putra, Donal. 2014. "Types of Language Style Used by Male and Female News Reporters of International TV's Programs". *Skripsi*. Padang: Universitas Negeri Padang.

Bahasa memiliki peran yang penting bagi manusia. Dengan bahasa, manusia dapat berkomunikasi dengan sesamanya. Dalam berkomunikasi, mereka memiliki gaya bahasa yang berbeda-beda sesuai dengan situasi dan kondisi saat mereka berbicara. Contohnya, seorang reporter berita akan menggunakan gaya bahasa yang berbeda dalam menyampaikan berita kepada masyarakat. Tujuan dari penelitian ini adalah untuk menemukan gaya bahasa yang dipakai oleh reporter laki-laki dan wanita dari program berita CNN dan BBC sebagai saluran berita internasional. Selain itu, penelitian ini juga untuk menemukan apakah ada perbedaan gaya bahasa yang dipakai reporter laki-laki dan wanita dari kedua saluran berita tersebut. Penelitian ini adalah penelitian deskriptif kualitatif. Data yang digunakan berjumlah 16 berita yang terdiri dari 8 berita dari masing-masing stasiun TV. Dari 8 berita tersebut, 4 berita dilaporkan oleh laki-laki dan 4 berita disampaikan oleh wanita. Dari ke-16 berita itu akan diteliti tentang gaya bahasa yang digunakan, yaitu formal, casual, dan slang. Dari hasil analisis ditemukan bahwa reporter berita dari kedua TV tersebut lebih banyak menggunakan gaya bahasa formal. Selanjutnya diikuti oleh gaya bahasa casual yang sering dipakai reporter dalam melaporkan berita. Gaya bahasa slang hanya sesekali ditemukan dalam penyampaian berita oleh reporter. Selain itu juga ditemukan perbedaan antara reporter laki-laki dan wanita dalam menyampaikan berita. Reporter laki-laki menggunakan gaya bahasa formal lebih banyak daripada reporter wanita. Sementara itu, reporter wanita lebih banyak menggunakan gaya bahasa slang dibanding reporter laki-laki.

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The writer

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CHAPTER I

INTRODUCTION

1.1 Background of the Problems

Language style is the way of someone makes a speech based on the situations. It can be expressions, intonation, and even the choice of word. From the different choices of words, the language will have a style. Language style belongs to language variation and stylistics. Style also means people speak differently in some different contexts of situation, for example, people use a formal language to speak to managers and teachers. People will use casual language when they speak with close friends or to the people who are younger than them. People often use a slang language when they speak to people who are well recognized. Slang is usually used by teenagers.

Those types above are belonging to language styles. Language style often occurs in the pronunciation, vocabulary, and grammar of sentences that people say in greeting. Here are some definitions of language style stated by linguists. According to Wardhaugh (1986:48), style is the way people speak either very formally or informally that is based on your choice and the situation of your place. Style is divided into several kinds such as: formal style, informal style, slang style, casual style. Those are used by the speakers that are not homogenous. Ducrot and Todorov (1993:44) say that language style is the choice among the other alternatives in using language. It refers to conveying the same information using different expressions and

also related to different variations of language used in different situations and needs. Holmes (2001) proposes the definitions of style, namely (1) Style is language variation which reflects changes in situational factors, such as: addressee, setting, task or topic and (2) Style is often analyzed along scale of formality.

All linguists above define that style is a kind of languages done by many people as the choice for some situations. Those different situations which support the speakers to use language style are like formal, informal, casual, and even slang. For example, the language of novel and comic are informal language and slang for some phrases. In spoken, slang is used by many teenagers to communicate in daily conversation.

Language styles often done by many people are perhaps depending on the listeners' background and caused by the situations where the people that want to make their speech to be polite (formal) and modern (slang). To do that, the speaker must recognize his/her audiences that she/he talks to first. As an example found in the field, someone who gives a religion speech in a celebration of *Idul Fitri* or Christmas will have the same points to say but s/he will use many ways to deliver the speech to the listeners. The varying ways used is called language style.

The variety of language or style also gives people some motivations to make a language have variation in their speech. They may speak differently to different people like to parents, teachers, friends, and relatives or may be to people that they just know in that time. Meyerhoff (2006:23) says that there are some factors that

motivate people to make language variation in speaking. They are: (1) a desire to show how you fit it with some people and are different from others, (2) a desire to do things that have value in the community (and associate yourself with that value), (3) a desire not to do things that are looked down on by the community (and have others look down on you), (4) a desire to work out how others are orienting themselves to concern in (1)-(2). All of those factors aim to increase the way of speaking vary in the case of community or new people that we know.

These factors can be elaborated as follows. The first factor means a motivation that gives speaker's desire to identify with some social groups, and differentiate themselves from others, such as in a seminar of Indonesian culture in Bali and the members are coming from different country. So, it is possible for a speaker to differentiate his/her language in the seminar. The second factor means a motivation that motivates speaker in many cases of using a specific linguistic variant that can be interpreted as having a value within a community of speakers.

The third factor means there is a similarly strong desire for speakers to avoid using forms that will bring them scorn and censure in their speech community. In other words, avoidance is sometimes just an important factor as identification. The final motivation is a little bit different from the other three. Instead of being centered on the speaker's need and desire, the final motivation stems from our intuition that others are motivated by the same things as we are.

Talking about variation, none of language in the world has no variation. Each language, of course, has variety in spoken way by the native speaker of that language and even each profession has speech variety. As it happens in the field, there are small examples of occupation that people can do language variety for a research.

First, most of clerks of a shopping center use language variation in persuading or serving people to buy their product (clothes, shoes, and many other accessories). Here is the example:

(1) Boleh Mas, nyari kemejanya, masuk aja dulu, banyak ni model kemeja buat kerja, ada yang model salur dan kemeja divisi juga ada. Kaos lengan panjang, pendek juga ada Mas.

*Come in sir, are you looking for shirt, come in, there are some types of shirt for working, salur and division shirts are available. Long and short T-shirts are also available here.
(Translated by the writer)*

S/he changes her/his language to persuade the visitors to come to their shop every time, hour, and even every day to different visitors. And s/he will also change her/his language when s/he has been in other situations, such as in the house, mosque, and so on.

Second, a reporter of TV program is an occupation which needs education and skill in public speaking. A public speaker must be able to make the audience to be interested in the news that will be reported, so the reporter must create the news as vary as possible in order the audience does not feel bored to watch.

Both occupations above are small examples of occupation that can be used in language variation research. The writer chose the second occupation, news reporter, because this is a good topic to be a research and this topic is not too difficult to get the data. The writer had not to go to the field to collect data by interviewing and find informants for the research. Another reason is the writer wanted to prove the news report's language is variety. The writer also thought that the news reporters' language in the field is pure language. The language is not edited yet. It is really contradictory with the news in studio called news reader. The news language in studio has already patterned into formal language as the standard language. Here is the example of news report:

“this is absolutely remarkable of the end of second day of fifth bullet, we have white smoke and we see the Chambly insisting scuffle and the people have been steaming process in the thousands just behind this. (1)The election of new pope we are waiting the ringing of the belt at Santo Pietro you can hear the belt now(2). And we've seen probably about 20 minutes away from seeing the new pope emerge on that balcony just behind me and who is he? We say no idea, come on, come on(3). Oh hallo, do you?(4)

This is a real fan(5). Nobody is walking but many people are running as you can see they all want to get as close as they can(6). They know the count is about 20 minutes before, I just suggest we see at the new pope emerge on to that balcony just behind me(7). I don't want to describe it, I stand to be an excitement, stand to be a drama and people are very much excitement(8). A row just turn up and that is because of signing(9). Let's see what happen, the curtain is beginning to move, who is going to be train, the camera segment on that with some distances away you can hear the crowd now(10).(Becky Anderson, added on March 14, 2013, A female reporter).

From the example above, it is obvious there is language style used by reporters when they are reporting one program to attract the audience attention. In sentence (1), (2), (5), (6), (7), and (9) belonged to formal style because they were uttered in standard form of sentence which had subject, verb, and object. In sentence(5) the subject is “this”, verb is “is”, and object is “a real fan”. Meanwhile the sentences (3), (4), (8), and (10) belonged to casual style because they had construction. For example, sentence (3) used “we’ve seen” which come from “we have seen”. The reporter used two types of language style and it is seen that she used casual when she changed her interlocutor or addressee.

Lucas (1991:186) states a speaker can quickly lose audiences if she or he does not use introduction to get their attention and quicken their interest. Audience will pay attention to the things that affect them directly. Furthermore, Lucas (1991:187) states that if you can relate your topic to the listeners, they are much more likely to be interested in it. This is very needed by a reporter in presenting the news. It will make the audience more interested in the topic. From the two statements above, it proves that a reporter of a news program must be creative in order can get audiences’ attention to the news program or topic.

The variety of reporting news can be seen when reporters report the news in the field, for example the program of CNN news report and BBC news report. Those TV programs are the object of writer’s observation because those programs are the TV channel of English spoken country as first language and the reporters have many

varieties in delivering the speech to audiences because they come from different cities and then by changing the way of delivering report will make those programs be more creative and change audiences' judgment to the program better. That is why; the writer chose to analyze the types of language style used by male and female reporter of international TV's programs.

1.2 Identification of the Problem

The problem identified in this research was about language style used by TV news reporter. Language variation is one of subtopic of sociolinguistics that can be observed by researcher in many different scopes. First, it can be observed from the pragmatics side. It means the writer seeks the meaning of language variety spoken by native speaker. Is there any change to the meaning of language by delivering the language in varieties? Second, it can be observed from the morphological side. Is there any change to the meaning if the choice of word chosen varieties? Third, it can be observed from social or sociolinguistics side. The writer looked for the language variety from the social class of people. Is there any change to the language if the audiences in different social classes?

In this research, the writer would like to see from sociolinguistics side. There are some examples of phenomena of language variation, (1) the phenomena of language style used by a clerk of shopping center, (2) the phenomena of language style used by a travel agents to invites passengers, (3) the phenomena of language style used by a contractor to ask the workers work well, and (4) the phenomena of the types of language

style used by male and female reporters of news program. The writer chose the types of language style used by male and female reporters of TV program to be analyzed.

1.3 Focus of the Research

The research was focused on the types of language style of reporting news in news program in television. They are formal, casual, and slang. The data of this research were the types of language style of news report of international TV program, such as CNN and BBC channel.

1.4 Formulation of the Problem

Related to identification of the problem of the research, the problem of this study was formulated as follow:

1. What are the types of language style used by news reporter of each international TV program?
2. Is there any difference of female and male language style of news reporter of each international TV program?

1.5 Purpose of the Study

This study is purposed to find out about:

1. The types of language style used by news reporters of each international TV program.
2. Whether there are some differences of female and male language style of news reporter of each international TV program.

1.6 Significance of the Research

The writer hoped that the result of the research could give contribution in linguistic field especially in sociolinguistic research. Thus, he also hoped it could pursue the better understanding to the variation or style in the reporting news that seem to be the routine aspects in presentation. In fact, the writer and the readers could increase their knowledge about the variety in reporting news and it would be used for reference for further research.

1.7 Definition of Key Term

The topic of this research was an analysis of types of language style used by male and female news reporters of international TV's programs. Here the writer would like to explain some key terms related to this topic.

1. **Types of Language Style** are the styles of news reporters speak formally or informally based on the situation, addressee, and etc.

2. **Male and Female News Reporters** are the people who work to report the news in a TV channel.
3. **International TV's programs** are two channels of TV that English is spoken, like CNN and BBC channel.