

CHAPTER II

LITERATURE REVIEW

This chapter is aimed at finding out what experts say about the topic related matters and how far the topic area has been investigated by other experts. According to the title, this study is dealt with some areas, they are; paralinguistic, paralinguistic in computer mediated communication, computer mediated communication, semiotics, communicative function, facebook, musician, and theoretical framework. The explanation of each part is presented as bellow.

2.1 Paralinguistic

Paralinguistic is the study about paralanguage. Paralanguage is the nonverbal activity that supporting, or contradicting the verbal, kinesics, chemical, dermal and thermal or proxemics messages in the interaction (Poyatos 1998, p.2). The term paralanguage used to refer to the non-verbal communication activities which accompany verbal behaviour in the conversation. Paralinguistic phenomena are the non-linguistic elements in conversation. It plays an important role in the communication.

Besides that, Crystal (1971, p.162) stated that paralanguage is not a language but it is rather a bridge between non-linguistic forms of communicative behavior and the central areas of verbal linguistic study such as grammar,

vocabulary and pronunciation. In the face to face communication, paralanguage is represented by intonation, speech rhythm (the combination of pitch, loudness, speed and silence), tone of the voice, body gesture, eye contact, posture, and facial expression (Crystal 1995, p. 249).

2.2 Paralinguistic in Computer Mediated Communication

Commonly, paralinguistic is related to the non-verbal elements such as tone of voice, pitch, facial expression, body gesture, loudness, eye contact, and posture. It is quite different in Computer Mediated Communication because everything can be seen in the written format. To some extent, they represented by non-standard punctuation, homophones, acronyms, capitalization, emoticons and abstract characters.

To observe the use of paralinguistic features in the Computer Mediated Communication, John Carey (1980) distinguished five types of paralinguistic features that used, they are; (1) vocal spelling (this type include the repetition or either vowel consonant, such as ‘weeeellll’ and ‘hurraaaaayyy’). (2) Lexical surrogate (that related to the use of words describing the tone of voice or onomatopoeia, such as ‘hmmmm’, ‘uhh’ and ‘yummy’). (3) Spartial arrays (this type is arrange the letter to make some picture). The emoticons are the examples of spartial arrays, such as ☺ and ☹. (4) Manipulation of grammatical markers (this type included the capitalization and punctuation). The repetition of commas, periods, question marks that manipulated by users to add stress, indicate pause,

modify the tone of a lexical item, and signal a change of voice by the composer. For example, '*ARE YOU KIDDING ME???*'. (5) The last is minus features. This term refers to an absence of certain elements that one would expect in a normal composition. For example lack of paragraphing, random use of capital letters, no correction of spelling errors. According to Carey (1980) this absence of features can convey a relaxed tone of familiarity with the receiver or quickness of pacing.

Thurlow et al. (2004, p. 125) stated that the best place to observe paralinguistic used on the internet is in the channel of synchronous Computer Mediated Communication such as; online chat, instant messaging and social networking. People want to type as fast as they can but also to be as informal and friendly as they can (Thurlow 2004, p.125). The language in the Computer Mediated Communication is often interactive, dynamic and spontaneous, especially when there are multiple participants in the conversation. Thurlow et al. (2004, p. 125) also stated that the paralinguistic is employed in the Computer Mediated Communication through the typographic strategies, such as the use of abbreviation, punctuation, capitalization, onomatopoeic, emoticon, direct request, interactional indicator, and symbol.

(1) The use of abbreviation, such as letter homophones (e.g. *RU* 'are you' and *OIC* 'oh, I see'), acronyms (e.g. *LOL* 'laugh out loud' and *WG* 'wicked grin') and the mixture of both (e.g. *CYL8R* 'see you all later'). (2) After that, the use of punctuation. In Computer Mediated Communication, the users usually use the creative form of punctuation, (e.g. the use of multiple periods ... and exclamation marks *!!!!*). (3) Capitalization, that include the use of capitalization or other

symbols for emphasizing and stressing (e.g. AH! THIS IS SO BAD). (4) Onomatopoeic and Stylized Spelling, it is the words that written like it being spelled (e.g. *coool*, *hahaha*, and *dis* ‘this’).

(5) The use of emoticons and smileys that provided by the computer (e.g. :) ‘smiling face’, ;) ‘winking face’, and :@ ‘angry face’). It resembles the human expression in the face to face communication. (6) Direct Request, the request about their identity (e.g. *A/S/L* ‘age, sex, location?’ and *GOS* ‘gay or straight?’). (7) Interactional Indicators (e.g. *AFK* ‘away from keyboard’, *IGGP* ‘I gonna go pee’, *WDYT* ‘what do you think?’). (8) The colored text. The use of Paralinguistic Features can be seen by the use of some symbol, such as the *emotes* (e.g. **eyes you up and down**, *#nooffense*) and other graphic symbols (e.g. images of gifts and accessories in Virtual Worlds). This typographic strategies used by the writers to identify the types of paralinguistic features used in musician facebook fanpages.

2.3 Computer Mediated Communication

Herring (1996, p. 1-10) stated that Computer Mediated Communication is the communication that takes place between human being via the instrumentality of computers. It is a process of human communication via computers, involving people, situated in particular contexts for some purposes. Another expert, Monberg (2005, p. 181-186) noted that Computer Mediated Communication is a communication that occurs in the use of computer technology.

Computer Mediated Communication is text-based communication. Although it is the text-based communication, paralinguistic features still could be employed which make it look like it is directly spoken in face-to-face communication. The written form in Computer Mediated Communication reads as if it is being spoken by the sender. The form of paralinguistic features that are also expressed in written form. In short, Computer Mediated Communication is the combination of spoken and written language because it is in the form of written text but it reads as if it is spoken in the face-to-face communication.

Computer Mediated Communication is often used more than face-to-face communication because it is convenient, easy, fast and highly effective in many situations (Hardey, 2004, p. 207-222). CMC can provide greater flexibility and convenience for some teams than the direct meeting (Walther & Bunz, 2005, p. 828-846). It is also particularly useful in increasing productivity and sales for business purposes. Despite many advantages, CMC also has limitations. Some members of teams that use CMC may have trouble in communicating complex or abstract ideas without face-to-face communication (Walther & Bunz, 2005, p. 828-846). The misinterpretation of email was common due to restricted vocal cues.

According to Herring (2001, p. 612-634), Computer Mediated Communication can be classified into two criteria. The classification is based on the channel chosen or on the level of temporality. Based on the channel chosen, two types can be distinguished. They are visual and acoustic types of Computer Mediated Communication. The first one is the Visual type of CMC. Mainly this type

is text based, for example the use of email. The other one is Acoustic type of CMC. This is the non-text-based Computer Mediated Communication, for example streaming radio in the computer, video conferencing, and telephone calls on the internet with the help of software.

Based on the level of temporality into account, it defined into two types; they are synchronous CMC and asynchronous CMC. In synchronous CMC, the communication takes place in a real time, for example online chat, computer radio, video conferencing, and telephone calls on the internet with the help of software. Besides that, in asynchronous CMC, the participants do not have to be online simultaneously, for example the use of email, blog, and online forums

It can be conclude that this type of communication can be done with computer as the media of communication. One of the examples from this type of communication is Facebook. In Facebook, the users can make a communication towards computer media. They can make a conversation without meet each other. Facebook include almost all of the types of the Computer Mediated Communication that mentioned above.

2.4 Semiotic

Semiotic is the study of sign. In semiotic sense, signs take the form of words, images, sounds, gestures and objects (Chandler 2007, p.2). It is the study of sign processes, sign and symbols that grouped into sign system. Umberto Eco (1976, p.7) stated that semiotics is concerned with everything that can be taken as

a sign. Semiotic was founded by the Swiss linguist, Ferdinand de Saussure (1857 – 1913) and the American philosopher, Charles Sanders Peirce (1839 – 1914). In short, semiotic is the study of sign and symbol which the meaning is constructed and understood.

2.4.1 Roland Barthes's model of semiotics

Roland Barthes focuses in two order of signification, denotation and connotation. According to Barthes (in Chandler, 2002, p. 139-143), in semiotics, denotation and connotation are terms describing the relationship between the signifier and its signified. An analytic distinction is made between two types of signified (the denotative signified and the connotative signified). In the last, the meaning includes both denotation and connotation.

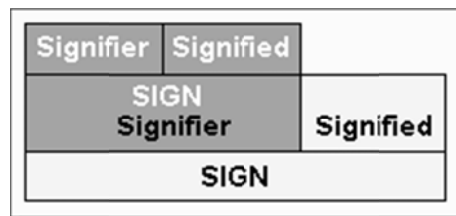


Figure 2.2 Roland Barthes's schema of signification

Barthes (1957, p. 124) stated that in the schema, the first order of signification consists of denotation. In this level there is a sign consisting of a signifier and a signified. Then, the second order of signification is connotation which uses the denotative sign (the signifier and signified) as its signifier and add an additional signified. In his framework, connotation is a sign which derives from the signifier of a denotative sign (which denotation leads the reader into the

connotation). The signified on one level can be the signifier on another level. This is the mechanism by which signs may seem to signify one thing but are loaded with multiple meanings.

The denotation tends to be described as the definitional, literal, obvious or common meaning of a sign. In the case of linguistic, the denotative meaning is what the dictionary attempts to provide. Then, the term connotation is used to refer to the socio-cultural and personal associations (ideological, emotional, and personal) of the sign. The signs are typically related to the interpreter's class, age, gender, and ethnicity. The interpretation of connotation is more open than the denotation. However, there is a danger here of stressing the individual subjectivity of connotation. Only a limited range of connotations would make any sense and widely known by people.

2.5 Communicative Function

According to Mary Finocchiaro, there are five major categories in communicative function. They are personal, interpersonal, directive, referential, and imaginative (Finocchiaro & Brumfit, 1983, pp. 65-66). The personal category is the communicative function that represents the person's own feeling. This category includes clarifying or arranging the ideas, expressing the thoughts or feelings, and expressing moral, intellectual, or social concerns.

Then, the interpersonal that related to the someone connection with the others. This category includes greetings, introducing themselves or people to the

others, expressing joy or disappointment at another attainment, extending, accepting, or refusing invitations, making an appointments, apologizing, excusing, arguing or debating, offering food or drinks, sharing thought, making promises and committing oneself to some action, complimenting someone, and making excuses.

Directive functions that have a purpose to influence the others to do some action, such as: making suggestions, persuading someone to change his/her point of view, requesting something, asking and responding for a help, warning someone, establishing guidelines and deadlines for some actions, and asking for directions or instructions

Referential function that include talking or reporting something, identifying something, asking for a description of something, creating questions, scanning or skimming for information, paraphrasing, summarizing, or translating, comparing or contrasting something, discussing possibilities, probabilities, or capabilities of doing something, requesting or reporting facts about something, hypothesizing, formulating and supporting opinions, and evaluating the results of an action or event.

The last, imaginative function include discussing a poem, a story, a text, an advertisement, a piece of music, a play, a painting, a film, or a TV program, story-telling, creating rhymes, poetry, stories, plays, or scripts, suggesting the beginnings or endings to some dialogues or stories, and solving problems or mysteries.

2.6 Context

According to Van Dijk (1992, p. 192) Context is a course of events. It must be identified by some theory. It has a limit, the person who wants to find the context must know what the text is talking about. He stated that context is changing from moment to moment. This changing must affect the successful invention of the context. Another thought, Grundy (2000, p. 107) said that context is something that did not treated as the common things, but rather as the set of more or less reachable memory or information that stored in someone short-term memories or noticeable in the physical environment.

In addition, Levinson (1983, p. 276) said that a context must be understood to be a set of schemes, describing the beliefs, knowledge, and commitments of the participants in some discourse. There are four sub-areas involved to explain what the context means. First, physical context refers to the place where the conversation happens, the object presented in communication and the action of language users in communication. Second, epistemic context refers to what is the speakers knowledge about the world. For example, what background knowledge of the speakers is important part of someone epistemic knowledge when they have a conversation with someone else. Third, linguistic context refers to what has been consisted of previous and next utterance in communication. Fourth, social context refers to the social relationship and setting of the speakers and the listeners.

In short, context is important in interpreting some text. It makes the writer and the reader understand what they are talking about. In this study, context has its function to interpret the data (post updated) by musicians in their facebook fanpages in order to find paralinguistic features meaning and function inside of it.

2.7 Facebook

Facebook is a social networking that helps people communicate more efficiently with their friends, family, co-workers and acquaintances (Ryun 2010 p.4). It became one of the most popular sites that achieved 1.28 billion for the globally member and totalled 665 million on average for the daily active users in April 24 (expandedramblings.com, April 26th 2014). It was founded in February 2004 by Mark Zuckerberg and his friends in Harvard University; Eduardo Saverin, Andrew Mc Collum, Dustin Moskovitz and Chris Hughes.

Previously, the website's membership was limited to Harvard students, but it expanded further to include the other university students later. In 2005, it was opened to high school students and finally, in 2006, Facebook became available to anyone aged 13 and over with a valid e-mail address. In the first two years, Facebook only available through a computer. Later on, in 2006, it became available to access through mobile phones, PDAs and iPods. Nowadays, Facebook provides new services that make the users easier when access the website, such as verified account, hash tagging features, URL shortened and mention like the others social networking like Twitter and Google+.

Before using Facebook, there are several things that people must do. They must sign up in the website with provide the name, valid e-mail address, personal information, photo of profile and the password. After that, facebook will send the confirmation e-mail to the user's e-mail and it is ready to be used.

2.7.1 Facebook Features

There are many features that Facebook provide to be used by their users, but the common features that used are Facebook status, walls, photos, videos, messages, groups and fanpages (Ryun 2010 p.9-24). The first is status, when the user access Facebook, first thing that they will see is the sentence “what’s on your mind?”. That is how Facebook attract their users to share anything in their mind. It can be anything, start from the experiences that the users get, the environment and the situation at that time. After write the status the user will publish it with click the Share button. That is the status update.

Next, the second features that users commonly used are the walls. The users can make a communication with the others by writing in the others wall. It is like *mentioning* in Twitter. The wall tab is where users and their friends can post content to be shared, such as photos, videos and web links or just a simple message to say “hello.”

Photos and videos, One of Facebook’s most used features is its ability to allow users to upload and share photos and videos. The photos and videos can be uploaded from the computer, phone, webcam and other devices. The users can

create and share individual photos or whole albums. The other users that have been accepted to be friends have the ability to comment on the photos once they are uploaded.

Messages, Facebook's message feature allows users to talk directly and privately with other Facebook users. To access this function, simply click the Message button in Facebook window. With message feature, users can maintain the private of their conversation.

Groups, A group in Facebook can be defined as an online club. It allows users to be a club member at some groups. Group pages are usually better suited for a more personal interaction, where only limited people can join and interact. Groups are less effective than Fan Pages for most organizations (Facebook Inc). The biggest disadvantage of a Group is that users must rely on the other members of the group to upload content. A group can either be private or public. If a group is private, users will need permission to join from the other user who created it on Facebook. This setting can be changed at any time by the group's creator. To join a group, simply click the grey button next to the group's name.

Fan Pages, a Fanpage is essentially a Facebook Profile for some group. Pages allow some organization to publish content and interact with individual much in the same way they do as an individual person. The implications of it should be very evident: users can create a culture, interact with members/customers, and build a brand image by engaging with fans one on one. Pages should be used by companies, organizations, products, celebrities,

politicians and other entities that need to represent their “brand” on Facebook. The biggest difference is that as an individual, users have friends. As a Page, friends accumulate as a fan. This facebook feature will be the source of the data in this study.

2.8 Musician

Music is something meaningful to many people (Cespedes, 2005, p.3). It is much more than an object for entertainment, it also become an important tool as the thoughts medium (De Nora, 2001, p. 161-180) and a fundamental reference for the construction and expression of a notion of ‘*who we are*’ (Mc Donal et al. 2002, p. 1-20). The person who creates and plays it named musician. Musician has the definition that a person who creates and skilled at music that usually perform their ability and very good at something. It is a person engaged in one or more of any of activities related to creating, practicing and demonstrating a music. For a musician, creativity is one of the important things that they must have because it affects their capability in creating some music. This creativity usually can be seen in their personal account of social media and that will be analysed in this study.

2.9 Theoretical framework

By conducting this research, the writer used the theory from Thurlow et al (2004, p. 125) about typographic strategies to defining the types of Paralinguistic Features used by musicians in their facebook fanpages. The theory by Thurlow et al. used because the explanation about Paralinguistic Features in the Computer Mediated Communication is more detail and comprehensive as stated in their book *Computer Mediated Communication*. They categorize the typographic strategies that represent the use of Paralinguistic Features in the Computer Mediated Communication.

After that, the researcher examined the meaning from Paralinguistic Features used by using Semiotic theory by Roland Barthes to find the meaning of paralinguistic features used. Then, the writer used communicative function theory by Mary Finocchiaro that categorizing the function into five categories to found the function of paralinguistic features used by musicians in their facebook fanpages. Those theories will be used in answering the research question of this study.