

CHAPTER II

LITERATURE REVIEW

This chapter is aimed at finding out what expert 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, instagram, models, and theoretical framework. The explanation of each part is presented as bellow.

2.1 Paralinguistic

Paralinguistic is known as the study of paralanguage. According to Crystal (1971, p.162), paralanguage is a bridge between non-linguistic forms of communicative behavior and the central areas of verbal linguistic study such as grammar, vocabulary and pronunciation. The term paralanguage is used to refer non-verbal elements which accompany verbal behavior in the conversation (Poyatos, 1998 p.2).

Crystal (1995, p.249) stated that paralanguage commonly appeared in face to face communication or in spoken form which represented by intonation, speech

rhythm (the combination of pitch, loudness, speed, and silence), tone of voice, gesture, and facial expression. (Houston 1984, p.185) added that paralanguage is a kind of speech communication that do not pertain to linguistic structure or content, for example, vocal qualifiers, intonation, and body language.

H. James Birx (2006, p 1.826) stated that the choice of medium used for communication-speaking, writing, photography, motion pictures-enables, and constraints the capacity of message to carry paralinguistic cues. It is showed that paralanguage is not only appeared in face to face communication, but also in written form. As for written form, H. James Birx (2006, p 1.826) carries emoticons as one of paralinguistic cues which is widely used in e-mail to indicate emotional states. Meanwhile, Robert A. Hinde (1972, p. 64) said that paralinguistic in written is represented by punctuations and the use of italics. (Crystal 1995, p.163) added by saying that paralanguage in written form is represented by layout and spacing. Furthermore, typographic marks and other textual features such as exclamation marks, ellipsis, and capital letters are also indicate paralanguage (Virgina H. Milhouse, 2001 p. 1021).

Crystal (1971, p. 164) claimed that paralanguage is seen as an important role in communication. It is because paralanguage can convey emotions which lead in modifying meaning of conversation (wikipedia.org/wiki/paralanguage). Crystal (1971, p. 165) supported by stating that verbal language communicates cognitive

meaning, whereas the non-verbal codes which covers paralanguage communicates affective meaning such as anger, sarcasm, emphasis, surprise, excitement and so on.

2.2 Computer Mediated Communication

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

Computer Mediated Communication is often used than face to face communication because it is convenient, easy, fast, and highly effective in many situations (Hardney, 2004, p. 207-222). CMC can provide greater flexibility and convenience for some team than direct meeting (Walther & Bunz, 2005, p. 828-846). It is also particularly useful in increasing productivity and sales of business purposes. Despite many advantages, CMC also has limitations. Member of some teams who use CMC may have trouble in communicating complex or abstract ideas without face to face communication (Walther & Bunz, 2005, p. 828-846). Misinterpretation in CMC is common due tue 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 type of Computer Mediated Communication. The first one is 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 is 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.

2.3 Paralinguistic in Computer Mediated Communication

Computer Mediated Communication (CMC) has distinctive way of communication which reflects the statement “write the way people talk” (Hale & Scanlon, 1999 p. 101). It shows that CMC is actually text-based communication.

Although it is text-based communication, paralinguistic features still could be employed like it is directly spoken (Ryan Hardiant, 2014 p. 12). Lea & Spears (1992, p.102) supported by saying that CMC emphasizes paralinguistic, which includes alternative usage of characters in the written message.

As paralinguistic mainly appeared in face to face communication such as intonation, speech rhythm (the combination of pitch, loudness, speed, and silence), tone of voice, gesture, and facial expression (Crystal, 1995 p.249), Lea & Spears (1992, p.102) mentioned alternative usage of characters in the written message that employed paralinguistic features is represented by capitalization, spelling, and punctuation marks. Herring (2001, p. 134) added by stating that paralanguage in written form is represented by non-standard punctuation, homophones, acronyms, capitalization, emoticons, and abstract characters. Those paralinguistic features are indeed written in text-based communication, but read as it is being spoken in face to face communication. It is quite clear that is why paralinguistic in written form performs as it is being spoken.

2.4 Types of Paralinguistic Features in Computer Mediated Communication

Crystal (1995, p.249) stated that paralinguistic commonly appeared in face to face communication or in spoken form with various types such as intonation, speech rhythm (the combination of pitch, loudness, speed, and silence), tone of voice,

gesture, and facial expression. Houston (1984, p.185) added that paralinguistic in spoken form is represented by vocal qualifiers, intonation, and body language.

Meanwhile, Crystal (1995, p.163) gave another perception of paralinguistic which is appeared in written form. He classified layout and spacing as the representations of the types of paralinguistic in written form. Robert A. Hinde (1972, p. 64) supported by classifying punctuations and the use of italics as the types of paralinguistic in written form.

As the appearance of CMC, paralinguistic in written form are more various. It is because language in CMC is often interactive, dynamic, and spontaneous, especially when there are multiple participants in the conversation (Thurlow et al., 2004 p. 125). He further explained that synchronous CMC as the representation of media that employed multiple participants such as online chat, instant messaging, and social networking is the best place to observe paralinguistic. Types of paralinguistic in CMC are classified into eight by him through typographic strategies such as abbreviation, punctuation, capitalization, onomatopoeic, emoticon, direct request, interactional indicator, and symbol.

First type of paralinguistic in CMC is represented by abbreviation. According to Thurlow et al. (2004, p.125), abbreviation is a shortened form of written word or phrase such as letter of homophones, acronyms, and the mixture of both. Thurlow et al. (2004, p.126) stated that abbreviation is used to reducing stiffness as in CMC

people want to be friendly as they can. They also used to save time as they want to type as fast as they can. Abbreviation is used for the sake of accurate and easily understandable communication, it is best to be as explicit as possible and make an effort to get your point across (netlingo.com/internetdictionary/internetslang). Thurlow et al. (2004, p.126) said that abbreviation modifies speech rate and misspelling.

The first form of abbreviation is homophone. According to Thurlow et al. (2004, p.127), homophone is an abbreviation formed from simple word, two or three words having the same pronunciation, but different meaning, origins, or spelling can be reduced rather than a string of words. Homophone is categorized as internet slang which is the most used by users. In the same notion, Crystal (2001, p. 86) states that individual word can be reduced too (e.g. PLS 'please' and RU 'are you'). Meanwhile, acronym is an abbreviation formed from the initial letters of other words and pronounced as word (Thurlow et al, 2004 p.127). Acronym is quite similar with homophone (Crystal, 2001, p.86). It might not only contains words but also phrase or sentence (e.g. LOL 'laugh out loud' and WG 'wicked grin'), and the mixture of both (e.g. CY8R 'see you later').

Aside from abbreviation, there is also punctuation. In CMC, the users usually use creative form of punctuation (e.g. the use of multiple periods or ellipsis '...', exclamation marks '!!!', and question marks '???'). These types of punctuation are commonly used in CMC that convey meaning. According to Thurlow et al. (2004,

p.128), multiple periods or ellipsis ‘...’ is the omission from a sentence or words that would complete the construction. The functions of multiple periods or ellipsis in CMC are used to indicate pause. Joshua Raclaw (2006, p. 300) stated that ellipsis has some functions such as to deleted material, to mark hesitation or silence, to suggest unfinished thoughts, or more innovatively employed by the user.

Meanwhile, multiple exclamation marks is one of punctuations which has more than one amount and appeared in the end of the word, phrase or sentence (Thurlow et al., 2004 p.128). Marcus Bieswanger (2013, p. 177) stated that multiple exclamation marks are more frequent than multiple question marks in CMC, but both types were less frequent than ellipsis. It is used to show expressiveness, friendliness, and playfulness. Carol Weseleski (2006, p. 112) differentiated the meaning of punctuation marks based on the amount. A single exclamation mark ‘!’ denotes basic human warmth, two exclamation marks ‘!!’ convey enthusiasm, three exclamation marks ‘!!!’ convey excitement, and more than three ‘!!!!’ indicate giddiness, overjoyed, or sarcasm based on the context.

Based on Thurlow et al (2004 p.128), question mark is used to indicate queries. It is placed in the end of words or sentence usually following with capital letter. As exclamation marks, Carol Weseleski (2006, p. 112) also differentiated the meaning of question marks based on the amount. A single question mark ‘?’ denotes uncertainty, two question marks ‘!!’ indicate confusion that leads the user in seeking

more information, three question marks ‘???’ convey impatience, and more than three ‘????’ indicate anger.

Another type of paralinguistic features in CMC is capitalization. Based on Thurlow et al. (2004, p.129), capitalization means that placing a capital letter in the beginning of the sentence and a lower letter for the rest for emphasizing and stressing (e.g. AH! THIS IS SO BAD). Onomatopoeia is categorized as the fourth type of paralinguistic features in CMC. Thurlow et al. (2004, p.129) defines onomatopoeia as words which is written like it is being spelled (e.g. *coool*, *hahaha*, and *dis* ‘this’). Onomatopoeia also means the formation of words in imitation of the sounds associated with things concerned (Oxford English Dictionary, 1989). Thurlow et al (2004 p.129) stated that onomatopoeia modify excitement or playfulness.

Further type of paralinguistic features in CMC is emoticon. According to Thurlow et al. (2004, p. 129), emoticon is a stylized picture which represents facial expression, gesture, and other things formed by various combinations of keyboard characters (e.g. 😊 ‘smiling face’, 😜 ‘winking face’, and 🍂 ‘hand lifting gesture’). Then, there is symbol which is used to emphasizing or clarifying which indicates stressing (Thurlow et al., 2004, p. 129). They are hashtag ‘#’ and at sign ‘@’, and other graphic figure which mainly used by the users of CMC (eg. **eyes you up and down**, *#internationawomesday*, *@mirandakerr*, and gifts). According to Thurlow et al. (2004, p. 129) ‘@’ at sign is a symbol appeared in front of the word or

the phrase for defining identity. Meanwhile, hashtag ‘#’ is a symbol appeared in front of the word or the phrase for clarifying something.

Moreover, direct request is categorized as another type of paralinguistic features in CMC. According to Thurlow et al. (2004, p. 130), direct request is a request about a person’s identity (e.g. A/S/L ‘age, sex, location?’ and GOS ‘gay or straight?’). The last one is interactional indicators which is a statement of the activity of the users while chatting (e.g. AFK ‘away from keyboard’, IGGP ‘I gonna go pee’, WDYT ‘what do you think?’) (Thurlow et al., 2004 p. 129). Both direct request and interactional are similar with abbreviation which is meant to simplify word or phrase to save time and avoid excessive seriousness between users.

2.5 Semiotic

Semiotic is the study of sign. In semiotic, signs take the form of words, images, sounds, gestures, and objects (Chandler 2007, p.2). Umberto Eco (1967, p.7) stated that semiotic is concerned with everything that can be taken as a sign. Roland Barthes (1957, p. 123) stated that there are two order signification of semiotics. They are denotation and connotation. According to Barthes (1957, p. 124), 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 the socio-cultural and social

associations (ideological, emotional, and personal) of the sign. The interpretation of connotation is more open than the denotation.

2.6 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, p. 65-66). Personal category is a communicative function which represents person's own feeling. This category includes clarifying or arranging ideas, expressing thought or feeling, and expressing moral, intellectual, and social concerns.

Then, interpersonal category is a communicative function which related to one's relationship with others. This category includes greeting, introducing themselves or people to others, expressing concern for other people's welfare, refusing and accepting invitations, apologizing, receiving visitors and paying visits to others, arguing or debating, sharing (wishes, hopes, desires, problems, beliefs, thoughts, opinions, etc), making promises and committing oneself to some action, complimenting, and making excuses.

The third one is directive. It is a category of communicative function which attempts to influence others' actions. These includes making suggestions, persuading someone to change his/her point of view, requesting and granting permission, asking

for help and responding to a plea for help, forbidding someone to do something, warning someone, establishing guidelines and deadlines for the completion of actions, and discouraging someone from pursuing a course of action.

Moreover, there is referential category. It enables a person to talk about objects or events in the immediate setting, environment or in the culture. These includes talking or reporting about things, actions, events, or people in the environment, identifying items or people in the classroom, school, home, or community, describing someone or something, understanding messages or descriptions, interpreting information, comparing or contrasting things, discussing possibilities, probabilities, or capabilities of doing something, requesting or reporting facts about events or actions or about a text, hypothesizing, formulating and supporting opinions, and evaluating the results of an action or an event.

The last is imaginative category. It enables a person to use language creatively in discussing a poem, a story, music, a painting, or a film, story-telling or narrating events, creating rhymes, poetry, stories, plays, or scripts, suggesting original beginning and endings of discussion or stories, and solving problems or mysteries.

2.7 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, a person who wants to find 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. Grundy (2000, p.7) stated that context is something that didn't 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 set of schemes, describing beliefs, knowledge, and commitments of the participants in some discourse. There are four sub areas involved to explain the context's meaning. First, physical context refers to the place where the conversation happens, the object represented in communication, and the action of language users in communication. Second, epistemic context refers to speaker's knowledge about the world. Third, linguistic context refers to previous utterance which was consisted and next in communication. Fourth, social context refers to social relationship and setting of the speakers and listeners.

In short, context is important in interpreting a text. It makes either writer or reader understand the meaning of a text. In this study, context has its function to interpret the data (post updated) by models in their instagram account in order to find paralinguistic features meaning and function inside of it.

2.8 Instagram

Instagram is a social media to share pictures and videos either publicly or privately. Instagram became one of the most popular sites which achieved 400 million daily active users on February 2nd 2017 (expandeddrabbling.com, February 2nd 2017). Instagram was created by Kevin Systrom and Mike Krieger which was launched on October 2010.

According to (theverge.com, April 3rd 2012), since first released, Instagram was exclusively available for iOS mobile platform via App Store but was later available for Android mobile platform via Google Play and was downloaded more than one million times in less than one day. Because of its popularity, nowadays Instagram is available in Windows 10 which can be downloaded via Windows Store.

Instagram provides access to other media social like Facebook, Twitter, Flickr, and Tumblr. It enables users to share uploaded posts to those sites. Besides that, Instagram also eases users with various services like hash tagging features, location details, explore page, etc. That availability is acquired by downloading Instagram app, signing up using valid e-mail address or phone number, fulfilling personal information, photo of profile and password. Then, instagram will send confirmation to user's e-mail or phone number before ready to be used.

2.8.1 Instagram Features

One of the examples from Computer Mediated Communication is Instagram. In Instagram, the users can make a communication towards computer media. They can make a conversation without meet each other. Instagram includes almost of the types of Computer Mediated Communication that have mentioned above.

Instagram has many features to be used by their users. First feature is filter which is provided for users in uploading photo to their instagram account. In this feature, users are allowed to upload their photo either directly by using camera symbol in instagram or by choosing photo in their gallery's devices such as phone or computer.

Second feature is caption. Before uploading photo or video, instagram users usually write a caption. It can be a sentence, symbol, or emoticon representing users' mind or experience which is related with the photo or video they are uploaded. Users also can mentioning other users by adding symbol "@" and hashtag by adding symbol "#" which is useful in specifying as well as summarizing things or situation in line with the posts. Caption is categorized as the second factor other than photo or video that attracts other instagram users to see one's post which is played an important role to determine paralinguistic features.

After writing a caption, users can add location detail which provides longitude or latitude coordinates as well as name of location in the upper side of their photo or

video. It gives opportunity to others in knowing information details of one's location either by seeing one's post or clicking name of locations for further information with world map appearance.

Another one is web profile which gives users an opportunity to share their biographical information and other personal details. In this feature, users can share their profession, email or web address, and other information which is related with their identity. Users can add emoticon to make their instagram web profile attracted to others.

Moreover, there is instagram direct which is provided for users to send photos or videos to specific people directly. Unlike comment box in each post, instagram direct allows users to privately communicate with other users as desired without worrying their conversation is published in public area. This feature is quite similar with 'inbox' in SMS (short message service).

Sixth feature of instagram is explore tab which is found when users click microscope symbol or second bar from left on the bottom bar of instagram app. In this feature, there are many random photos which come from a public user whose profile is not set to private. It is commonly based on user's favorite photo which is linked to another related photo, popular posts or popular users who have many followers.

Instagram story is the seventh feature of Instagram. It allows users to share photos and videos which disappear after 24 hours and don't appear on the user's profile grid. Instagram users use this feature to share their daily activities by showing a collection of photos or video in one minute as the longest duration as well as other videos outside of Instagram stories, for example a video based post which is uploaded in one's Instagram profile. Besides photos and videos, users also can add emoticons or messages.

The last feature is Instagram Insights which gives an opportunity for users to do business like selling products or services. This feature provides tools for business such as business profiles, analytics and ability to turn Instagram posts into ads directly from the Instagram app itself. It can be photo or video which is desired by the sellers to attract buyers.

Those features are commonly used by Instagram users. Actually Instagram has many more features to be explored by users more often than those essential features. In short, Instagram is an interesting object to observe since the new media has raised people's attention either because of its function or its unique feature.

2.9 Model

As a public figure, models do have huge power in influencing people. They also usually become role model in people's life. In terms of fashion, models usually

have a great sense on it, people not only love it but also tend to imitate it. Even they can't as great as the model but at least they are motivated to used to taking care their appearance well to be the best version of themselves. Furthermore, models have a good body because of their diet or exercise habit which inspired people to life as healthy as them. Popularity of models also motivates people to be successful in each profession they do.

Because of that, models have many followers and more often as well as more expressive in posting photo or video in their instagram account. In this case, their expression in each caption of their photo or video reflects the use of paralinguistics in Computer Mediated Communication. In short, models especially famous models who have blue-checked or verified sign are meant to be observed in this research. There are six models to be observed dividing into two categories, three male models and three female models.

2.10 Theoretical Framework

By conducting this research, the researcher used the theory from Thurlow et al. (2004, p.125) about typographic strategies to defining types of paralinguistic features used by models in their instagram account. After that, the writer examined the meaning of paralinguistic features by using semiotic theory by Roland Barthes. Then, the researcher used communicative function theory by Mary Finocchiaro to

find out the function of paralinguistic features. Those theories will be used in answering the research question of this study.

2.11 Previous Related Study

There are two *skripsi* as the reference for this research. These two *skripsi* also conducted to prove the use of paralinguistic in the social media but the focus of each research is different. The first one is a research by Ryant Hardiant Prawinata from English Department of State University of Jakarta entitled Paralinguistic Features in Musician Facebook Fanpages. This research was conducted to analyze the use of paralinguistic by six musicians. The data took by the researcher from Facebook, including status, photo caption, and video caption of the musicians. This research uses six typographic categories by Thurlow to analyze the data. He researched on types, meaning, and function of paralinguistic features.

The second one is Sabila Rosdiana from English Department of Universitas Sebelas Maret (2012) entitled The Analysis of Paralinguistic Features in Twitter Text. This research was also conducted to analyze the use of paralinguistic, but by celebrity in Twitter. The data took by the researcher from the Twitter, including the tweet, retweet, and their conversation in Twitter. This research is quite different with Ryant. This research uses eight categories by Thurlow to analyze the data. She didn't give the explanation about how she found the meaning. She also didn't identify the

function of paralinguistic features used in her research. Based on the two previous researches, the researcher is interested to analyze the use of paralinguistic in social networking but in the different corpus like what have been done before.