

CHAPTER II

LITERATURE REVIEW

This chapter describes theoretical foundation of the study that consists of cohesion, types of cohesion, lexical cohesion, the subcategories of lexical cohesion: reiteration and collocation, and application letter. This chapter mainly discusses the theories related to the topic of the research.

2.1 Cohesion

The term of cohesion is occur in a discourse and text. Halliday and Hasan (1976) stated that cohesion occurs where the interpretation of some elements in the discourse is dependent on one another. According to Berzlánovich (2008), cohesion is one of the text properties that contributes to the organization of discourse which refers to the connectedness of the surface elements in the text. Tárnayková (2002) stated that cohesion presents a surface structure linkage between elements of a text. From those definition, it can be concluded that cohesion is a term where the words in a text is connected in one another sentences.

According to the Self directed learning resource, Learning Resource Centre, Learning Development, University of Wollongong (2001), to make a cohesive writing, which a writing that holds together well and it will be easy to follow because it uses language effectively to guide the reader, there are four ways to achieve it; firstly, to make the text easily understood, the logical relationships between clauses, between sentences, and between paragraphs should be expressed

by conjunctions, or prepositional phrases, or adverbs. Secondly, use references to present the nouns in a text and to investigate them. Thirdly, words used should be connected each other to create lexical cohesion. Finally, in a well written text there is logical progression to the development of the text.

The study of cohesion in written business discourse that has already been conducted is *Cohesion in Written Business Discourse: some contrast* conducted by Johns (1980). She used twenty complete letters and selected pages from annual report, and ten business and economics textbooks as the data. It is found that lexical cohesion is the most common category in three discourse types (letters 46%, report 79%, and textbooks 79%), that includes all types of lexical cohesion. Followed by references in letters, reports, and textbooks.

2.2 Types of Cohesion

Halliday and Hasan (1976) classify cohesive devices into five major types of cohesive ties: reference, substitution, ellipsis and conjunction and lexical ties. The first four types are grouped as grammatical cohesion and the later is lexical cohesion.

2.2.1 Grammatical cohesion

Figuratively, grammatical cohesion can be described as “a canvas into which more elaborate patterns of lexis are embroidered” (Tárnyiková, 2002). It includes devices from morphology and syntax. As Halliday and Hassan (1976) stated, certain types of cohesion are realized through grammar. Grammatical cohesion refers to the linguistic structure (Tsareva,

2010). From the explanations above, it can be concluded that grammatical cohesion is the structure of the sentence that connect each other.

Halliday and Hassan (1976) provide some categories of grammatical cohesion; they are reference, substitution, ellipsis, and conjunction. Halliday and Hasan (1976) define reference as the connection between the elements of the text and another which it is interpreted in the given instance. Substitution is replacement of one linguistic item by another (Halliday & Matthiessen, 2014). Ellipsis refers to the omission of an item that is already understood from the antecedent context (Halliday & Matthiessen, 2014). Conjunction is achieved to have grammatical cohesion in texts which show the relationship between sentences (Halliday & Matthiessen, 2014). However, Halliday and Hassan (1967) explain that conjunction is in the borderline of either grammatical and lexical cohesion, but it mainly deal with grammatical, so it referred as grammatical cohesion but with a lexical component in it. These categories have a theoretical basis and specific types of grammatical cohesion, which has also provided a practical means for describing and analyzing texts.

2.2.2 Lexical Cohesion

Lexical cohesion refers to the role played by the selection of vocabulary that are related in a text (Halliday, 1994). It is created for the choice of a given vocabulary and the role played by certain basic semantic relations between words in creating textuality. As Berzlánovich (2008)

stated, lexical cohesion refers to the semantic relations between the words in a text which provides information about the way lexemes are organized. This is the cohesive effect that caused by the selection of words (Halliday & Hassan, 1976). It can be concluded that lexical cohesion is the use of words in the sentences that are connect each other.

Halliday and Hassan (1976) divided lexical cohesion into two main categories: reiteration and collocation. Reiteration is divided into four terms; (a) the same word (repetition), (b) synonym or near-synonym, (c) superordinate (hyponymy), (d) general word (meronymy). The explanation will be explained as follows.

2.2.2.1 Reiteration

Reiteration is a form of lexical cohesion which involves the repetition of a lexical item and use the general word to refer back to a word at one end of the scale(Halliday & Hassan, 1976). In simple, it is a repetition of lexical items.Tárnyiková (2002) divided repetition into two terms of lexical cohesion that is repetition of lexical (repetition) and lexical replacement (synonymy, hyponymy, meronymy).

1) Repetitions

Repetition is restating the same lexical item in a later part of the discourse(Halliday & Hassan, 1976). Repetition is not about the creativeness of text-shaping, but it can be

followed by the value of a communication (Tárnyiková, 2002), either it is fully repeated or partially repeated. For instance, it gives the highlight on the words. It means that reiteration is a term of repeating a words or lexical items in either simple or complex way, for example:

“There’s a flower in the vase. The flower was bought from a market.”

(The word “flower” is repeated in the second sentence).

2) Synonymy

Synonymy is a term of reiteration of the idea represented by lexical item rather than its form (MacMillan, 2007). It is a lexical cohesion resulted from the choice of words which have sense of synonymous meanings (Halliday & Matthiessen, 2014). In simple, synonymy is used to express a similar meaning of an item. For example:

“At 6 p.m. I rang a taxi, but because of the traffic, the cab arrived later and I missed my flight.”

(“cab” has a same meaning with taxi).

In lexical cohesion there is another well-formed connection between words as the variants of synonymy which is antonymy. Antonymy is words which has some

sense opposite in meaning (Halliday & Matthiessen, 2014). Simple antonymy involves the repetition of the concept of a word by means of an antonymous term which is part of the same word class (MacMillan, 2007). It means that antonymy is the term in using words that has opposite meaning, for example:

“The old movies just don’t do it anymore. The new ones are more appealing.”

(“new” has an opposite meaning with old)

3) Hyponymy

Halliday and Matthiessen (2014) stated that hyponymy is a relation between words based on classification (specific to general). Hyponymic repetition involves a specific term which it could be a member of the class designated by the earlier item forming the link (MacMillan, 2007), for example:

“We were in town today shopping for furniture. We saw a lovely table.”

(“table” is the subordinate of furniture)

4) Meronymy

Halliday and Matthiessen (2014) explained that meronymy is a sense of ‘be a part of’. It means a relation between words based on the terms of the parts, for example:

“At six-month checkup, the brakes had to be repaired. In general, however the car was in a good condition.”

(“brakes” is a part of car)

2.2.2.2 Collocation

Hoey (2005) stated that collocation is property of language where two or more words seems to appear in the same company. It is an instances of lexical cohesion that do not depend on any general semantic relationship but more to a tendency to co-occur (Halliday & Matthiessen, 2014). It means that collocation can be words used in the same context or it can be words that contribute to the same area of meaning. It is a pair of words that stand to each other in some recognisable sphere, for example, “sheep” and “wool”, “congress” and “politician”, or “college” and “university”.

Lexical Cohesion					
Reiteration					Collocation
Repetition	Synonymy	Antonymy	Hyponymy	Meronymy	

Table 1. Lexical cohesion.

2.3 Business Discourse

Business Linguistics is a field that explores the specific functioning of language in a business context, investigates the use of language resources in business activities, and studies verbal and para-verbal aspects of business communication (Daniushina, 2010). As Chiappini and Nickerson (2013) stated, the interactants' status is the determiner elements that distinguish professional from business discourse would involve a lay person. It is about how people communicate using talk or writing in commercial organizations in order to get their work done.

Cosman (2013) stated that business discourse have referred to a number of fields which leads to a number of different ways of thinking about how people write and talk at work. All the talk and writing between individuals whose main work activities and interests are the domain of business and who come together for the purpose of doing business (Bargiela-Chiappini, Nickerson, & Brigitte, 2013). Furthermore, business discourse refers to spoken and written communication that usually takes place within a corporate setting, whether physical or virtual (Bargiela-Chiappini, Nickerson, & Brigitte, 2013). In transmitting business information there are two types of discourse which have different characteristic of each; (a) oral discourse, the understanding of the message occur almost synchronically, (b) written discourse, the processes occur consecutively (Daniushina, 2010).

2.3.1 Application Letter

Seglin and Coleman (2002) define kinds of business letter into eleven general types, one of them is the personal letter which application letter is one of its type. As stated before, application letter is a letter that purposed to attract

employer's attention and persuade the employer to grant the applicant an interview (Buckley, 1957). As Buckley (1957) said, it is like a resume, "a sample of your work", it is an opportunity for the applicant to demonstrate not only about skill and personality, but also if it is written with flair and understanding and prepared with professional care, it will hit its value.

Seglin and Coleman (2002) explain that application letter is not a certain business, but it will help someone get the best possibility to get the job that they want because in the letter they selling themselves to a prospective employer. In writing application letter, it is critical that the application letter be intriguing, forceful, and error-free, also it must be well-organized to make it turn into a coherent narrative at the ending (Seglin & Coleman, 2002).

Zerguone (2013) stated that to make a good application letter it should be clear, focused, and used short sentences to get the interview, since it is the first contact with a potential employer (Seglin & Coleman, 2002). So in order to make a clear application letter the writer should consider more to the cohesion of the text.

2.4 Conceptual Framework

From the theories above, this study uses lexical cohesion proposed by M.A.K Halliday. This study aims to find out what are the lexical cohesion used in application letter, what type of lexical cohesion mostly used in application letter,

how is the frequency of lexical cohesion used in application letter, and how is the appropriateness of lexical cohesion used in the application letter.

Cohesion is the way certain words or grammatical features of a sentence can connect that sentence to the previous words or grammatical features. Cohesion is distinguished by two general types of cohesion that is grammatical cohesion and lexical cohesion.

Lexical cohesion refers to the role played by the selection of vocabulary in organizing relations within a text. Lexical cohesion is divided into two main categories: reiteration and collocation. Reiteration is divided into five terms; they are repetition, synonymy, hyponymy, and meronymy. Reiteration is a form of lexical cohesion which involves the repetition of words. Repetition is the way how the words are restated in a later part of the discourse. Synonymy is how the words are expressed in a similar meaning. Synonymy has three terms; hyponymy, meronymy, and antonymy. Hyponymy is words, phrases, or sentences whose meaning contains the entire meaning of another hyponym word or subordinate word. Meronymy is a relationship of part the words versus whole words. Antonymy is words which has some sense opposite in meaning. Collocation is the relationship between words on the basis of the fact that these often occur in the same surroundings or closely related. Lexical cohesion devices will help the writer analyzing the lexical cohesion in the application letter.

Application letter is an opportunity for the applicant to demonstrate about skill and personality, it is an essay that give the writer chance to explain through

narrative, example, and analysis aspects of the writer's personal, educational, and professional history that may allow the writer to pursue an advanced degree at a particular institution. Application letter is one term of business discourse.

To analyze the lexical cohesion in the text, the theory of lexical cohesion from M.A.K Halliday is referred. Those theories above support the analysis of this study. These lexical cohesion devices are analyzed, classified and identified in the application letters thus the lexical cohesion in application letters can be discovered.