

CHAPTER II

REVIEW OF LITERATURE

This chapter deals with the theories that are related and used to analyze and review related research. In a way specific, the researcher discusses similar research that was done by some researcher. The second part contains a theoretical framework. It explains the contribution of theories that would solve the problems of the research.

B. 1 Review of Related Research

The research about gender language in YouTube videos have been done by some researchers. There are some supportive writings that have similar subjects, concepts, theories or at least the same topic and issue.

Bayu Anggara Putra, Prayudha (2018) entitled *The Analysis of Women and Men Language Features on America's Got Talent*. This research focused 1) To find out the female language features of female judges in America's Got Talent 2018: and 2) To find out the male language features of the male judges in America's Got Talent 2018. This research is a qualitative descriptive study. The methods and data collection techniques used in this study are the simak method that uses the sadap technique with the advanced techniques of simak bebas libat cakap and the catat technique. Data is taken from America's Got Talent video. The data analysis method and technique used is the padan method with the *pilah unsur penentu* technique with *daya pilah sebagai pembeda* referent. The results of data analysis are then presented descriptively. As the result, there are

six female language features used by female judges in America's Got Talent, namely lexical hedges, rising intonation on declarative, empty adjectives, intensifiers, superpolite forms, and emphatic stress. There are three male language features used by male judges in America's Got Talent, namely direct forms, interrupt, and swear words.

Kryvoruchko, Diachuk and Biliuk (2022) entitled *The Study of Male and Female Speech in Spoken Language*. This scientific work is devoted to the study of male and female speech in vernacular English. Gender is the reason why men and women use a language differently. The question arises – what types of language resources people use or can use and what types of language practices express and support certain gender ideologies and norms. The linguistic construction of gender is not limited to the usual use of the lexeme "gender". Gender in a language acts as a parameter of variable intensity, which manifests itself in different ways, even to the point of complete disappearance in a number of communicative situations. Linguistic representation of gender is considered as the implementation of gender representation in language through its mirror (gender) reflection using linguistic resources and the existence of such phenomena as male and female language. Language reflects not only the gender differentiation that exists in society, but also constructs gender differences. Analyzing the linguistic representation of gender, the main task is to understand gender as a continuous process of society that produces differences in male and female roles, in particular, mental and emotional characteristics of linguistic

behavior. Male communication style is formed in early childhood. Its main distinguishing features are: coldness, emotional restraint, desire to dominate, clarity and precision in statements, perspective orientation when formulating desires and needs. Women are focused on interpersonal communication, they adapt more easily to new social conditions, are more open and responsible, active, attentive, friendly, sensitive, socially competent, have the ability to analyze and holistically see the situation, and seek to avoid conflicts. This specificity of the female figure is also projected onto her language portrait.

Siahpoosh, Ghobadi, Khodadoust and Shahbazi (2021) entitled *Gender Differences in the Use of Adverbs in the Context of Iranian Language in Movies*. This study was an attempt to compare gender differences in terms of using adverbs in daily interaction between males and females the adverbs of (place, time, frequency and degree) in Persian society in the movies to find out if there is any difference between men and women in the use of adverbs. The five Persian movies with a social theme were used as sources for data collection (Foroushandeh, Darbare Eli, Jodaei Nader az Simin, Emtahan Nahaei and Zard). For data analysis t-test as statistical procedure was used to explore whether or not there was any difference between men and women's speech. The results indicated that there were not any significant differences between males and females in use of the adverbs of place, time, frequency and degree.

Pertiwi, Visa Indah (2021) entitled *A Sociolinguistic Analysis of Gender and Language Stereotype in Mulan Movie*. This study aims to find and explain the

gender and language stereotypes which are found in Mulan movies. It is revealing the styles of talk and the characteristics of gendered interaction in the movie. The analysis is conducted by using the theory of language and gender representation by Holmes and Stubbe (2003) which explained the features of stereotypical feminine and masculine speech styles. The second theory is by Talbot (2003) of the stereotype of characterization of women's and men's interaction styles. The data of this research was the statement and conversation which can build a stereotype of gender and language especially the speech style and the interaction. There were 21 dialogues in this analysis which were uttered by Mulan and Shang. The result of this research shows that the types which are used in this analysis are indirect, conciliatory, facilitative, collaborative, and affectively oriented for feminine speech style. The masculine speech styles which are found in the analysis are direct, confrontational, task/outcome-oriented, and referentially oriented. The types which are frequently found in this analysis are sympathy, rapport, listening, private, connection, and intimacy for feminine ones. For the stereotype, gendered styles of masculine interaction are included in all of the types namely problem-solving, report, lecturing, public, status, oppositional, and independence.

The research capable with gender in ways analysis about the attitude which consists of vocabulary, the speaker's attitude towards language and non-verbal: manner. After those stage analysis, the researcher also took a conclusion

of the gender language. This research also took the data from the not usual topic `conservative teens` and `liberal parents`.

B. 2 Theoretical Framework

There is one main theory explained by the researcher in this chapter. The theory is needless to help the researcher conduct this research. This section explains the theories that would be used to analyze and respond to the research question. To answer the questions on research questions, the researcher employs the theories discussed in this chapter.

B. 2. 1 Sociolinguistics

As social beings that depend on others for everyday needs, humans employ communication as a means of doing so. To live, they must form relationships with one another using human talents known as communication. The communication grew more intricate and complicated since communication is everyday needed by humans. It is backed by Pearson's (1985) statement, which individuals may use to negotiate the specific meaning of every situation. It illustrates the significance of communication in human life.

Speaking, writing, and listening are all acceptable forms of communication in the real world. Communicating verbally or spokenly implies an exchange of ideas or thoughts verbally between communicators and communicants, either face to face or via media such as zoom or Skype.

A kind of communication that is also expressed through written work includes short stories, novels, periodicals, and other forms of presentation. The

final kind is communication via hearing, which can be accomplished by listening to the radio or television, for example. Above and beyond the forms of communication, there are various more aspects that must be researched and analyzed via sociolinguistics.

According to Wardhaugh and Fuller (2015), sociolinguistics is the study of our everyday lives-how language functions in our informal conversations and the media we are exposed to, as well as the existence of social norms, regulations, and laws that address language. That is, sociolinguistics is the study of thoughts about how a member of a certain society may change the terms through language usage rather than facts. Chaika provides a more detailed description, stating that sociolinguistics is a discipline of linguistics concerned with linguistic behavior, language, and society, in which language and linguistic behavior are understood as the results of social and cultural variables.

B. 2. 2 Gender Language

The researcher employs Xiufang Xia (2013) theory because it capable of covering gender in relation to the way language used by the people who participated in the YouTube video on Jubilee page entitled 'Conservative Teens vs. Liberal Parents'.

The Xia Xiufang idea has been used because it clarifies the most current distinctions in language use between men and women. Investigating the distinctions between men and women is the first step in researching gender. It is obvious that there are significant inequalities between men and women in many

professions. In general, women are lighter than males, have more fat and less muscle, mature more slowly, and often live longer than men. When performing their vocations, men and women frequently display various talents and abilities.

The degree of education is one of the most important social factors she discussed in her research when describing the social reasons for gender variations in speaking patterns. In her study, she claims that societal factors and all studies have demonstrated that there is a correlation between the educational possibilities for boys and girls and the differences in their speech patterns.

Xiufang Xia (2013) explains the reflections of language, recorded and transmitted social differences in various marked ways. It examines the differences form, following aspects.

1. Vocabulary

People tend to choose different words to show their feelings. In this stage of analysis the researcher examines that gender tend to choose different words to show what really they are or just how they feel. Xia Xiufang (2013) explains vocabulary in many terms, such as adjectives, and adverbs.

Xiaufang Xia (2013) said adjective in this analysis is to prove the difference of the language used of people. People are more use adjective to describe things and feelings show that people are sensitive to the environment and more likely to express their emotions with words that make the language used more interesting.

According to Xiaufang Xia (2013), the purpose of adverbs in this study is to demonstrate the differences in people's language usage. People are more inclined to use adverbs to describe objects and feelings, indicating that they are more expressive to their surroundings and more willing to communicate their emotions using words that make the language used more fascinating.

2. Speaker`s attitude towards the language

The method of speaking in communication is influenced by three factors: the occasion (formal and casual), the addressee (age, gender, occupation, degree of familiarity), and the subject of the discussion. Xiufang Xia (2013) explains that the speaker's attitude towards language can be seen in the form of language used by the speaker. Xiufang Xia (2013) also said people tend to use the standard form or the informal form.

3. Non-Verbal: Manners

Xia Xiufang mentions the manners shown by the politeness in the conversation, such as "*would you, please*". Besides that people also show that they do interrupt when they talk. According to Tannen (1994), interruption does not only show dominance, but it can be used to establish solidarity as well. Interruption can be used to construct a cooperative conversation in which the participants try to establish solidarity and create connection. According to the A. Lestary et al (2017), dialogues where the speakers know each other and have equal power, the interruption may represent the speakers' membership.