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Preface

This volume of *Jurnal Bahasa, Sastra, dan Studi Amerika* consists of nine research articles composed by the students of English Department. The articles featured in this volume cover selected contemporary issues. The articles are under the fields of Translation Studies, Linguistics and American Studies. The two articles under the field of Translation Studies discuss English –Indonesian translation of elliptical questions and jokes, focusing their attention on translation techniques and quality. Three articles in this volume study different types of text applying Systemic Functional Linguistics approach. Application letters, editorials and news are examined with different focuses. The other article under Linguistics, studying a phenomenon using Pragmatics approach, investigates the use of command expressions in relation to gender in a television series. In addition to the six articles, three articles investigate phenomena related to American Studies, namely identity construction of female to male (FTM) transgenders, Representation of native people in three short stories and the 21st Century U.S. Gay Pride Parade in online news articles.

I would like to state my genuine appreciation to the board of editors and the reviewers of the journal for all the time and thought they have provided during the course of compiling, selecting, reviewing, editing and the publishing of this volume. It is expected that this volume of *Jurnal Bahasa, Sastra dan Studi Amerika* will be a valuable contribution to the development of understanding and insight regarding knowledge in the field of Linguistics, Translation Studies and American Studies.

Table of Contents

An Analysis on Techniques and Quality of Elliptical Question Translation in the Novel Entitled Harry Potter and the Goblet of Fire <i>Astrini Wijayanti, Bayu Budiharjo</i>	1
Identity Construction of the Female to Male (FTM) Transgenders Observed from the Aggressives (LGBT Film Documentary – 2005) <i>Debora Tambunan</i>	7
An Analysis of Joke Translation in Date Night Movie <i>Nadia Rimadhani Giusti, Bayu Budiharjo</i>	11
A Comparative Study of Interpersonal Meaning on Solicited and Unsolicited English Application Letters (Systemic Functional Linguistics Approach) <i>Purhayati Purhayati</i>	18
Representation of Native People in Rudyard Kipling’s “The Man Who Would Be King”, Mary Beaumont’s “The Revenge of Her Race”, and Joseph Conrad’s “An Outpost of Progress” <i>Tyas Nuriska</i>	23
The 21st Century U.S. Gay Pride Parade as Constructed in the Online News Article of The Seattle Times Newspaper Published between 2009 – 2011 <i>Vista Sandy Miftakhul Ujianawati</i>	28
The Analysis of Command Expressions Employed By Male and Female in the Workplace Based On TV-Series the Newsroom: Season 1, Episodes 1-10 (A Pragmatics Approach) <i>Nurrahma Fatkhiyati</i>	35
A Comparative Analysis of Interpersonal Meaning on Editorial Texts Concerning Phone Tapping to Indonesian Leader Published by The Jakarta Globe and The Australian (Systemic Functional Linguistics Approach) <i>Zein Akbar Syah</i>	43
Comparative Analysis of Genre and Ideology of News Texts Related To the First Debate of Presidential Candidate in Election 2014 Published by The Jakarta Post and The Jakarta Globe Websites <i>Devi Nirmala Muthia Sayekti</i>	49

An Analysis on Techniques and Quality of Elliptical Question Translation in the Novel Entitled *Harry Potter and the Goblet of Fire*

AstriniWijayanti and Bayu Budiharjo

Abstract - This research is conducted by analyzing the elliptical questions and their translation in the novel entitled *Harry Potter and the Goblet of Fire*. The aims of this research are to find out the types of elliptical question in the novel, translation techniques which are applied by the translator to translate the elliptical questions and the impact of those techniques on the quality of elliptical question translation in terms of accuracy, acceptability and readability. The data were analyzed by using the theory of translation techniques proposed by Molina and Albir (2002). This research belongs to descriptive-qualitative research which employed purposive sampling technique in selecting the source of data. The researcher uses two types of data. The first type of data is in the form of elliptical questions taken from the novel *Harry Potter and the Goblet of Fire*. The second type of data takes form of informants' statement regarding the translation quality.

The finding of the research in terms of the types of the elliptical questions reveals that there are 3 types of elliptical question. The categories are: repetition (17 data / 27.86%), expansion (7 data / 11.5%), replacement (28 data / 45.9%) and there are 2 types of combination, which are repetition and replacement (4 data / 6.6%) and repetition and expansion (5 data / 8.2%). The finding of the research in terms of translation techniques reveals that there are 3 single techniques and 6 combinations of techniques applied by the translator. The single techniques are: established equivalent (41 data / 68.9%), generalization (2 data / 6.6%), naturalized borrowing (1 datum / 1.6%), and the combinations of techniques are established equivalent + pure borrowing (7 data / 11.5%), variation + amplification (2 data / 3.3%), reduction + established equivalent (5 data / 8.2%), reduction + established equivalent + pure borrowing (1 datum / 1.6%), linguistic compression + pure borrowing (1 datum / 1.6%) and modulation + established equivalent (1 datum / 1.6%).

The result of data analysis shows that most of the translation techniques which are identified have positive effect on the translation quality since most translations produced by the translator are accurate, acceptable, and readable.

Keywords: elliptical question translation, novel, translation technique, translation quality

The globalization makes many products from one country spread to other countries. The products include literary works, cosmetics, furniture, electronics, etc. Indonesia is one of the countries importing various products from other countries. One of the examples of the foreign products that spreads in Indonesia is literary work, such as novels, poems, short stories, plays, etc. Many literary works which spread in Indonesia are written in English because English is international language that is commonly used by people to communicate with others from different countries. Novel is one of the foreign literary works which most Indonesians like. However, not all people in Indonesia understand English well. They prefer reading translated novels than reading the original versions because translated novels are easier to understand since they read the novels in their mother tongue.

A novel entitled *Harry Potter and the Goblet of Fire* is one of the literary works well known in Indonesia which is written by J.K. Rowling. The novel was published in the United Kingdom by Bloomsbury and in the United States by Scholastic on 8 July 2000. The novel is one of the bestseller novels in the world. In the novel, there are many elliptical questions that have to be translated. Translating elliptical question is not easy because sometimes it cannot be literally translated. Besides, many elliptical questions already have fixed-equivalents in the target language (TL). The translator must also pay attention to the contexts of situation in which the elliptical questions take place. All of them need to be done to understand the message of elliptical questions in the novel in order to avoid distortion and to produce translation which sounds natural in the TL.

Thus, the researcher is interested in analyzing the translation techniques that are used in translating elliptical questions as well as the impact of the techniques on accuracy, acceptability and readability of the elliptical question translation in the novel *Harry Potter and the Goblet of Fire*.

This research aims at finding out the types of elliptical question, examining translation techniques employed to translate elliptical questions in the novel *Harry Potter and the Goblet of Fire* and the translation quality in terms of accuracy, acceptability and readability. The followings are the supporting theories which are related to the topic.

B. Literature Review

1. Definition of Translation

Newmark (1988: 7) states that “translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language.” From Newmark’s statement, translation is about replacing message with the one in different language. Meanwhile Bassnett (2002: 12) states:

Translation involves the rendering of a source language (SL) text into the target language (TL) to ensure that the surface meaning of the two will be approximately similar and the structures of the SL will be preserved as closely as possible but not so closely that the TL structures will be seriously distorted.

This definition explains that to produce a good translation, a translator should confirm that the rendering of a text from source language into target language has to pay attention to similarity in terms of meaning. Moreover, the translator should consider the structure of the translation in order to make it as close as possible with source text without making the target text structures distorted.

From those definitions above, it can be concluded that translation is an activity of delivering meaning and message of the source language text into target language by paying attention to the structure of the original text, for example from English into Indonesian. The preservice of the structure or form, however, should not make the target text structures distorted.

2. Translation Techniques

According to Molina and Albir (2002: 509), “translation technique is defined as procedures to analyze and classify how translation equivalence works”. In their article, Molina and Albir propose 18 translation techniques. The 18 techniques of translation proposed by Molina and Albir (2002: 509-511) are:

a. Adaptation

Adaptation replaces a cultural element from a source text with the one from the target culture text to make the cultural element more familiar and appropriate in the target text.

SL: as white as **snow**.

TL: *seputih kapas*

b. Amplification

Amplification adds or introduces detail information that is not formulated in the source text. This technique is the opposite of reduction.

SL: *Lebaran*

TL: *Lebaran, an Islamic celebration to mark the end of the fasting month of Ramadhan.*

c. Borrowing

Borrowing is used when the translator finds difficulty in finding the equivalence of certain words. Thus, the translator takes the words or expressions directly from the ST in the TT. There are two types of borrowing:

1. **Pure borrowing** is a translation technique that completely takes terms or words directly from the source language without any changes.

SL: Dini bought apple **pie** for her sister.

TL: *Dini membeli pie apel untuk adiknya.*

2. **Naturalized borrowing** is a translation technique that takes terms or words from the source language by naturalizing the spelling to fit the target language standard.

SL: Andi got a new **camera** from his mother.

TL: *Andi mendapat kamera baru dari ibunya.*

d. Calque

Calque is the literal translation of a foreign word or phrase, structurally or lexically.

SL: Prime Minister

TL: *Perdana Menteri*

e. Compensation

The translator uses compensation if there is an element from the source text that cannot be reproduced and reflected in the same place in the target text. The information or stylistic element is reproduced somewhere else in the target text.

f. Description

Description is not quite different from amplification. While amplification is adding account to give more information to a word or term, description leaves out the original term or expression and replaces the entire words or phrases with a descriptive explanation.

SL: *Lebaran.*

TL: *Holiday for Muslim after fasting a whole month.*

g. Discursive creation

The technique is used to establish a temporary equivalence that is totally unpredictable out of context. It is usually used in the translation of a title of literary product.

h. Established equivalent

It uses a term or expression recognized by dictionaries or language in use, as an equivalent in the TT.

SL: Best regards,

TL: *Hormat kami,*

i. Generalization

It replaces a word or term from the source language with a more general or neutral term, for example: ‘*bemo*’ is translated into “vehicle”.

j. Linguistic amplification

It adds some linguistic elements in the target text.

SL: Yes, I can.

TL: *Ya saya bisa melakukannya.*

k. Linguistic compression

Linguistic compression is the opposite of linguistic amplification. It simplifies some linguistic elements of the SL.

SL: Do you want a cup of coffee?

TL: *Mau kopi?*

l. Literal Translation

It is known as word for word translation. This translation is done by translating words literally, but a word is not always translated into one word, for example:

SL: Part of speech.
 TT: *Bagian ujaran*

m. Modulation

It shifts a point of view of the source language text either structurally or lexically.

SL: I broke my legs.
 TL: *Kakiku patah.*

n. Particularization

It is the opposite of generalization. This technique uses more accurate or specific term in the TL.

SL: She gives me **clothes**.
 TL: *Dia memberikanku baju, celana dan sepatu.*

o. Reduction

Reduction is the opposite of amplification. While amplification adds some information or details, reduction suppresses SL information items in the TL text.

SL: Klewer, **the most famous market in the city**, is located in Solo.
 TL: *Pasar Klewer terletak di Solo.*

p. Substitution

Substitution is translation technique that changes paralinguistic elements (gesture and body language) into verbal ones. It is usually used in interpreting process, for example a speaker from India is pressing palm together with a smile, and the interpreter translates it into greeting act, like “hello” or “goodbye”.

q. Transposition

It changes grammatical category, for example from verb to noun. Grammatical structures and language systems are often different in different languages.

r. Variation

Variation is a translation technique that changes linguistic or paralinguistic elements, which influence linguistic variation (textual tone, style, geographical dialect, and social dialect).

SL: What’s on your mind?
 TL: *Mikirin apa lo?*

3. Translation Quality

a. Accuracy

According to Nababan (2003: 61), an evaluation of accuracy of the translation is intended to find out whether the content of the source language is accurately translated into TL. It means that accuracy emerges when there is equivalence in content between ST and TT. Thus, a translator should transfer message from ST into TT as accurate as possible.

b. Acceptability

Acceptability is associated with naturalness of a translated text, which means that a translated text should feel natural for the target readers and acceptable based on the culture in TL. “The acceptability of the translation is

determined by the faithfulness to the linguistic and the literary norm of target system” (Toury, 1995:33).

c. Readability

Richard et al (as cited in Nababan, 1999) “readability...how easily written materials can be read and understood” (p:62). In translation, readability can be understood as how easily a translation is understood by target readers. Readability is considered to be one of the aspects determining the quality of a translation since works of translation are intended to be read by target readers.

4. Definition of Elliptical Structure

According to Phillip and Parker (2012: 1), elliptical construction is linguistic phenomena where a sentence lacks material that would normally be obligatory, and the missing material is nevertheless semantically recoverable from the local syntactic or semantic context.

According to Quirk et al in Haryanti (2010: 62-63), elliptical sentence in dialogue occurs in three conditions which can occur in various combinations. The three conditions are as follows:

1. Repetition:

The second speaker repeats some parts of the first speaker dialogue.

Example: A : Have you spoken to the doctor?
 B : (Yes). I have (spoken to the doctor)

2. Expansion

The speaker adds some expression from the part of previous dialogue.

Example: A : Will they lose the game?
 B : Probably (they will (lose (the game))).

3. Replacement

The second speaker replaces with the new material to what has been said by the first speaker.

Example: A : They want the key now.
 B : No, (they want the key) tonight.

C. Methodology

The data of this research are in the form of elliptical questions in English in the novel entitled *Harry Potter and the Goblet of Fire* and their translation in *Harry Potter dan Piala Api* and also the statements from the informants about the quality of the translation. The researcher found 61 elliptical questions from the novel. The informants are three raters who evaluated the accuracy and acceptability and three respondents who evaluated the readability. The source of data was chosen by applying purposive sampling technique. The researcher applied three methods of data collection, which are: content analysis, distributing questionnaire, and interview in collecting the data of the research.

D. Findings

1. Types of Elliptical Question

Table 1. Types of Elliptical Question

Elliptical in Dialogue Categories	Data	Total Numbe
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		r
a. Repetition	01,02,06,09,10,12,15,16,19,22,23,24,25,35,39,40,57	17 (27,86%)
b. Expansion	03,05,07,08,26,31,32	7(11,47%)
c. Replacement	04,11,13,14,17,20,21,27,30,34,37,38,41,42,43,46,47,48,49,50,51,52,55,58,59,60,61	28 (45,9%)
d. Combination (Repetition and Replacement)	18,28,29,53	4(6,56%)
e. Combination (Repetition and Expansion)	33,36,44,54,56	5 (8,2%)

As seen in the table, there are 3 types of elliptical question and two types of combinations. The elliptical questions are: repetition (17 data / 27.86%), expansion (7 data / 11.5%), replacement (28 data / 45.9%) and the types of combination are repetition and replacement (4 data / 6.6%) and repetition and expansion (5 data / 8.2%).

2. Translation Technique

Table 2. Translation Technique

No.	Technique	Datum Number	Frequency
1	Established Equivalent	02, 03, 04, 05, 07, 08, 09, 12, 13, 14, 17, 18, 19, 20, 23, 24, 25, 27, 29, 30, 31, 34, 35, 36, 38, 39, 40, 41,42, 43, 46, 48, 50, 51, 53, 54, 55, 56, 58,59, 60, 61	42
2	Generalization	58, 33	2
3	Naturalized Borrowing	21	1
4	Established Equivalent + Pure Borrowing	01, 10, 16, 26, 44, 49, 52	7
5	Variation + Amplification	11	1
6	Reduction + Established Equivalent	06,15, 22, 45, 47	5
7	Reduction+ Established Equivalent + Pure Borrowing	37	1
8	Linguistic Compression + Pure Borrowing	32	1

9	Modulation + Established Equivalent	28	1
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There are three single techniques and six combinations of techniques applied by the translator in translating elliptical questions in the novel entitled *Harry Potter and The Goblet of Fire*. As can be viewed in the table above, the dominant technique used by the translator is established equivalent, either taking form of single technique or applied together with other techniques. One of the uses of established equivalent can be identified from the translation of “Why?” into “*Kenapa?*”. The question is used for asking reasons and the translation is the expression normally used for expressing the same intention in the target language. The other use of the technique is apparent in the translation of “Really grumpy?” into “*Galak?*”. In the translation, established equivalent is used concurrently with reduction. Established equivalent is applied to translate “grumpy” into “*galak*” and reduction is used to eliminate “really” from the sentence.

3. Translation Quality

a. Accuracy

Table 3. The Level of Accuracy of Elliptical Question Translation in the Novel *Harry Potter and The Goblet of Fire*

No.	Accuracy	Number of Datum	Total
1	Accurate	01, 02, 03, 04, 06, 07, 09, 10, 11, 14, 16, 17, 18, 19, 20, 23, 24, 25, 27, 28, 29, 31, 32, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 58, 59, 60, 61	50 (82%)
2	Less Accurate	05, 12, 13, 15, 22, 26, 30, 33	8 (13, 11%)
3	Inaccurate	08, 21, 57	3 (4,92%)

From the total of 61 data, the result of raters’ assessments shows that 50 data (82%) are accurate, eight data (13.11%) are less accurate, and three data (4.92%) are inaccurate. From the assessment above, it is observable that most of the techniques employed by the translator to translate the elliptical questions in the novel entitled *Harry Potter and the Goblet of Fire* give positive impact on the accuracy of the translation.

Most of the translations convey equivalent message completely in the target text, for example the translation of “Without Harry Potter?” into “*Tanpa Harry Potter?*”. Both ask the same message. Meanwhile, some

translations contain different message from that in the source language question. The examples are the translation of “Foreign?” into “*Asing?*” and “Sorry?” into “*Sori?*”. The expression “foreign” in the question refers to “foreign person” while the translation points to “foreign” in general sense, which may indicate other than person (situation, nation, etc.). The expression “Sorry?” in the source language is used to ask for repetition while the translation “*Sori?*” is usually used in the target language to show displeasure although they have similar form.

b. Acceptability

Table 4. The Level of Acceptability of Elliptical Question Translation in the Novel *Harry Potter and The Goblet of Fire*

No.	Acceptability	Number of Datum	Total
1.	Acceptable	01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61,	58 (96,7%)
2.	Less Acceptable	16, 21	2 (3, 3%)
3.	Unacceptable	32	1 (1, 6%)

In terms of acceptability, the researcher found that 58 data (95.1%) are acceptable, two data (3.3%) are less acceptable, and one datum (1.6%) is not acceptable. Thus, it can be concluded that most of the translations of the elliptical questions in the novel entitled *Harry Potter and the Goblet of Fire* sound natural in the target language and thus, the use of the technique gives positive impact on the translation’s acceptability.

One of the translations which sounds natural is “*Permen jeruk?*”. The question is the translation of the question “Lemon drop?”. The translator chooses to use term “*permen*” (candy) because most target readers are more familiar to “*permen*” than to “drop”. Some of the translations do not completely sound natural because of the use of terminologies used only in the novel, like “galleon” and “portkey”. The term “galleon” in the translated question “*Satu Galleon?*” is preserved, making the translation less acceptable. Similar case also happens to the translation of “A portkey?” into “*Portkey?*”. The term “portkey” is not recognized in the target language and thus, the translation is unacceptable.

c. Readability

Table 5. The Level of Acceptability of Elliptical Question Translation in the Novel *Harry Potter and The Goblet of Fire*

No.	Readability	Number of Datum	Total
1.	Readable	01, 02, 03, 04, 05, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16,	57 (93,4%)

	17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 58, 59, 60, 61		
2.	Less Readable	06, 21,	2 (3,3%)
3.	Not readable	32, 57	2 (3,3%)

In terms of readability, from the total of 61 data, the researcher found 57 data (93.4%) are readable, two data (3.3%) are less readable and two data (3.3%) are not readable. Most of the translations of the elliptical questions in the novel entitled *Harry Potter and The Goblet of Fire* are easily understood by the readers. This proves that the techniques chosen by the translator gives positive impact on the readability of the translation.

Most translation is easy to be understood by the readers, for example the translation of “Feeling up to a long journey?” into “*Mau terbang jauh?*”. Readers do not have any problem in understanding the expression. However, according to the readers, some of the translations are difficult to understand. This happens because of the use of expressions borrowed from the source language, such as “*Sori?*” and “*Portkey?*” which cause the readers to be difficult to understand the terms.

E. Discussion

From the result presented above, the most dominant translation technique used is established equivalent which is used to translate as many as 42 data (68.8%). The second most dominant technique is the combination of established equivalent + pure borrowing that is applied on 7 data (11.5%). The use of the techniques by the translator gives positive impact on quality of the translation. Most of the techniques applied are able to deliver the message contained in the English elliptical questions in the target language. In other words, using those techniques, the translator equivalently transfers the message in the target language. Furthermore, the translation of the elliptical questions resulting from the application of the techniques are also found to sound natural in the target language. The elliptical questions in the target language are commonly used by speakers of target language. In relation to readers’ understanding, the translator successfully made the right decisions. This is because the translator’s decisions produce translation of elliptical questions, most of which is easily understood by the target readers.

The findings of the research imply that established equivalent is the proper choice to be used in translating the elliptical questions in the novel entitled *Harry Potter and The Goblet of Fire*. The use of established equivalent, either as a single technique or combined with the other technique, is proven to be able to produce translation with high level of accuracy, acceptability and readability. The findings of the research also imply that the use of borrowing can negatively affects the quality of translation,

especially acceptability and readability. The use of unfamiliar expressions and terms can make translation sound unnatural for target readers and this can cause the readers to be difficult to understand the translation.

F. Conclusion

The researcher found that in terms of the types of the elliptical questions this research reveals that there are 3 types of elliptical question. They are: repetition (17 data / 27.86%), expansion (7 data / 11.5%), replacement (28 data / 45.9%) and there are 2 types of combination, which are repetition and replacement (4 data / 6.6%) and repetition and expansion (5 data / 8.2%). Meanwhile, there are three single techniques and six combinations of techniques applied by the translator in translating elliptical questions in the novel entitled *Harry Potter and The Goblet of Fire*. The most dominant technique used is Established Equivalence. The use of the various techniques influences the translation quality. The techniques used give positive impact on the quality of the translation. Most of the translations of elliptical questions in the novel entitled *Harry Potter and The Goblet of Fire* tend to be accurate, acceptable and readable.

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Identity Construction of the Female to Male (FTM) Transgenders Observed from the *Aggressives* (LGBT Film Documentary – 2005)

Debora Tambunan

Abstract - This article aims at describing how *The Aggressives* (LGBT Film Documentary - 2005) directed by Daniel Peddle constructs identity of female to male transgender and what messages are delivered by the director throughout the film. This article is derived from a descriptive qualitative research. The data are taken from words, images, and dialogues of the film which then analyzed by using postmodern theory, queer theory, and film documentary theory.

The results show that being transgender is not merely a way of having sex but a way to find real self-identity which constructs sexual and gender identity. Being a transgender is purely driven by masculine domination within soul and has no correlation with mental health problem. Representation of each character in this film documentary displays representation of masculinity and can be seen from their roles in their relationships in which they play dominant figures who take over all control. All of the subjects of this film show their relationship with their closest people, they are fully accepted and welcomed. Indeed, they can live peacefully as the one they desire without being harassed and insulted.

Keywords: construction, identity, female to male transgender

I. INTRODUCTION

Identity is the main aspect for anybody to declare his/her self as a whole person to get acknowledgement and recognition from people around him/her. Construction of Identity takes time, place, and a very long process. It is shaped due to the social interaction and involves one's sociological and psychological aspects (Sarup, 1996). Establishment and recognition of identity have become a universal issue. In this article, I intend to raise an issue of identity of several people who live and experience as female to male transgender. It is conducted by observing a film documentary entitled *The Aggressives* (LGBT Film Documentary) directed by Daniel Peddle and was produced in 2005. Peddle intimately interviews six women and reveals their personal life, but I only focus on four of them, the Blacks.

Visibility of feminine to masculine transgenderism actually has been increased in the 1990s and this phenomenon has been analyzed as form of transgenderism and cultural representation of masculinity (Wickman, 2003). Transgender people will experience an identity resolution and they typically go through a process of dissonance, exploration, and disclosure, and then,

their identity development is considered successful and complete when the individual achieves a stable and healthy sense of self (Pardo, 2008).

This article examines how subjects of *The Aggressives* (LGBT Film Documentary) construct their identity which refers to two components of identity formation, sexual identity and gender identity. As people who consciously change their gender, transgender people definitely conduct some ways to eliminate and delete their previous traits and behaviors to complete the look of their new identity. Another objective of this article is to explain what messages are actually delivered by the director throughout the film, as this film is a documentary one, it is important to observe purpose or idea created by the film maker.

This article sees documentary as part of film studies which views documentary as genre presenting reality into the scene. Documentary represents observable world which takes the world life on past and present actuality; socially and historically the world life is constructed with an account of lives and events (Beattie, 2004).

II. DISCUSSION

When talking about someone's identity, it is also talking about his/her life story because construction of identity is in line with construction of life story (Sarup, 1996). To get a complete understanding why the four subjects of this film documentary, Rjai, Marquise, Octavia, and Tiffany, decide to be transgender, Peddle traces their background and habit since they were young that influence themselves to change their identity of being men from women. Formations of self-identification of transgender people begin during teenage years or early twenties.

Most of subjects of female to male transgender in the film documentary admit when they were growing up, inside their heart, they felt such different feelings from many other common girls. Marquise acknowledged domination of masculinity within her soul since she was young. Starting from this phase, sense of "being man" began to develop within her psyche and desire to change her gender identity was increasingly growing until finally she decided to change her psychical appearance. Marquise started to be a transgender in the age of twenty. She wore athletic bra every day and spoke in lower voice. Marquise is focusing herself in shaping her body into the male body "in which she has to have athletic and

muscular body, short hair or almost bald, flat chest, and lower or heavy voice". When she already gets the "male body" her sexual attraction then changes which is continued by changing her physical appearance.

The same case also happens to Tiffany. She used to wearing baggy clothes; she used to acting and looking like a man. Her physical appearance was more likely to be male than female. Tiffany's feeling and desire to be a man apparently has appeared unconsciously within herself since a long time ago. Tiffany did not force herself to have male body as Marquise did. Maleness domination within Tiffany's soul already occurred naturally but it was still in her unconscious mind until finally her teacher questioned her sex which made her realize and then decide to change herself into a transgender.

Rjai realized and decided to be a transgender when she started to like her Sunday school teacher. She felt that male domination in herself made her start to like girls then continue to have a feeling that led her to decide changing her sexual and gender identity, to be a transgender. She then substituted herself into a man by wearing man's clothes, cutting her hair off, and dating a woman.

The last subject of transgender of the film documentary is Octavia. There was nothing wrong with her sexual identity. She got a boyfriend and got pregnant from her relationship with the boyfriend. After her son was born and she broke up with her boyfriend, Octavia then dated a woman. She substituted herself into a man by wearing baggy clothes and cut her hair off. Later, she became a drug-seller and used the money for dating a woman. After getting out of jail, Octavia continued to date a woman while taking care of her son together with her mother.

Changing the physical appearance of woman to man in the context of having fun is not a difficult thing to do. This thing becomes difficult when the changing is intended as construction of identities which comes from the deepest personal desire to achieve acknowledgment and cosiness as a whole person with particular gender and sexuality. Since construction of sexuality is closely related with construction of gender identity, Rjai, Tiffany, Marquise, and Octavia reveal their sexual identity by showing their gender role. Due to the fact that they are men now, sexually their identity is also referring to a male. However, each of them gets their own ways to declare their gender identity.

Peddle displays Tiffany's sexual attraction in which Tiffany chooses to date male to female transgender. She does not date either man or straight woman and it makes her define herself as faggot. For Marquise and Octavia, being transgender is a condition where they feel comfortable and enjoy being in it. Both of them in the film documentary firmly and clearly state themselves as transgender. It proves that being transgender is nothing to do with mental health problem or disorder. Subjects of the transgender do it because they want to find out who they are; their true self-identity. The condition when they feel comfortable and enjoy being transgender signifies that they already get the correct identification. Rjai dates straight woman and calls herself a stud. Rjai says that stud is not an

attitude trying to be a man. Common characteristic of a lesbian stud is they do not want their partner or another woman dominates them, including in term of sexuality.

As women who change into men, and as human being as well, these subjects of transgender need acknowledgement regarding to their sexual and gender identity. Acknowledgement and appreciation are important as the tangible things to prove that they are accepted and treated as a whole person. However, many people, especially straight people, seem to reject and refuse their existence in almost all aspects of social life. But then, transgender people build various communities in which they get brotherhood, solidarity, and comfort as a person they wish to be. The most well-known sub culture which always appears in their communities are drag ball and vogue. These subculture also changes as a media to declare their identity.

Drag ball becomes the most important thing for transgender because in this event they can totally show themselves to the public. They are able to survive and be recognized in public area through drag ball. A gay or a transgender person gets chances to display their elegance, beauty, and knowledge by appearing in a ball. They can become anything and anyone they want that they cannot get in real life, thereupon, no one will question or protest it. They are able to become somebody that in real life they cannot be. It is their real world. Gay and transgender people are able to get fame, popularities, and prizes as well.

When transgender people appear in a drag ball show, they are actors of an act; there are performers of what they present. They are performing their gender identity. Butler (1988) considers this idea by saying that gender is performativity. Butler (1988) says gender is a choice or gender is a role. When Rjai performs as a real male on stage she announces that gender is a choice. Anyone can choose who he/she wants to be, as a man or as a woman. Rjai makes her choice and decides to be a man, and then she undertakes transgender. After being a transgender she does some roles which reveal her maleness, her gender identity. Rjai performs her gender identity in a show.

Another form of transgender subculture presented by Peddle in the film documentary is vogue dance. The main basic of vogue dance is quite similar to drag king, it centralizes in their bodies. Vogue is a dance of hyper-stylized body mostly familiarized by the Black and Latino transvestite subculture in which the participant is given the weight and authority of 'reality' while the others are relegated to shadows and imitation. Vogue for transgender can be said to have the same function as drag culture; as Butler (1988) proposes, it is performativity of gender.

Baudrillard (1998) proposes a theory of simulacra and hyper-reality that seems quite acceptable to describe the reality of the transgender lives. By understanding Baudrillard's theory, illusion and imagination about masculinity of being a man for Rjai, Octavia, Marquise, and Tiffany no longer exist in their dream and fantasy, or in their unconsciousness. Their hallucinations have now become real,

but what they show in reality is only “a shadow” which seems to erase the difference of the real and imagination. They display “image” as a fact. Their hallucinations are turned on in the real world. They are no longer able to distinguish reality from fantasy.

Rjai, Marquise, Tiffany, and Octavia do “dissimulation”. The truth is they live in pretense. Rjai, Marquise, Tiffany, and Octavia pretend to have what straight men have which do not exist in themselves. They pretend to have the power of a man. They pretend to have penis. They feign to leave their authenticities, originalities, and realities. Then, they are wearing masks which is blurring the difference between “true” and “false,” between “real” and “imaginary”. Even so, they are still unable to leave their realities and authenticities. No matter how perfect they dissimulate as a man there is still such feminine things within themselves that they cannot be ignored and gone, or even discarded, such as having menstruation every month. Still, they will not be able to get some things possessed by common straight men, for example, they will never ever get workable penis and perfect jaw line as straight man has.

By accomplishing transgender, Rjai, Marquise, Tiffany, and Octavia intend to show reality through symbols and the process of signification. They are eager to show a reality to the world which is indicating that they are men through some symbols. These symbols can be seen from their physical appearance, habits, and sexual orientation. They own male domination inside their psyche and consciously they undergo substitution, changing their identities from female to male until their surrounding accepts the reality that they build. These symbols also refer to a signification that they are now men who own the phallus. They build a reality into the society that to own the phallus means to own the power. No matter how real the reality they create, Baudrillard’s theory still provides the main concept; they are dissimulating, feigning, and blurring the difference between the “real” and the “fake”.

Seen from the content of the movie, it can be said that Peddle intends to increase the audience’s understanding about how the lives of female to male transgender actually are. The form of *The Aggressives* film documentary itself can be classified as observational documentary or sometimes it is called as “fly-on-the-wall” type documentary. Besides the form, the purpose which is closely related to the theme and issue brought on the screen is also an important thing to observe in reading film documentary.

By paying attention to subjects of this film documentary, Peddle delivers what Ellis and McLane (2005) say in reading film documentary. This film can increase audience’s interest and engender sympathy of the audience toward female to male transgender in America. So, all kinds of stereotype, prejudice, and unpleasant treatments addressed to them can be avoided and minimized as well. Through giving attention to the subjects, Peddle intends to invite the audiences to be more selective in receiving any information about female to male transgender to avoid misperception and misunderstanding.

This inquiry discusses identity construction of four Black

women who identify themselves as female to male transgenders. All of subjects of transgender in this movie consciously and with no coercion change their gender. They decide to be a man after experiencing so many odd things with their previous sex and gender. Becoming a man perhaps is not a decision to regret later on because they are really happy and enjoy it. They do not suffer distress and disorder, accordingly, their experiences can not be categorized as form of mental health problem.

Besides personal lives, Peddle also displays their relationship with their closest people. Marquise is totally supported by her girlfriend and moreover, Marquise does not feel intimidated or subordinated to undergo a serious relationship and intimate love with girlfriend due to her condition as female to male transgender. Rjai is supported by her mother because she does not want to take the risk of losing Rjai by rejecting Rjai as a transgender. Support is also obtained from her ex-girlfriend. Peddles also displays how Octavia gets support from her mother and girlfriend. Her mother accepts her as a transgender and let Octavia and her girlfriend live in Octavia’s mother house. Tiffany lives with her friend. She also gets social and moral support from her friend.

A well-maintained relationship with families, lovers, and friends can lead into well social and moral supports for subject of transgender. Those supports are needed for them to avoid the undesired things and in order to be able to survive in the midst of society. Many subjects of transgender who do not obtain supports from their closest people suffer the loss of self-confidence which then continues to be distressed and experiences gender identity disorder. Not a few transgender people greatly suffer from various kinds of unpleasant treatment from surroundings and slowly or quickly it causes distress and trans-phobia. Many of them even become victims of crime and are trapped as drug dealers because they need a lot of money to finance their lives and complete the process of being transgender. The worst thing that might happen to them is suicide and this case has already occurred many times in their circle.

Peddle reveals how these subjects of female to male transgender build and maintain relationship with their families, lovers, and friends intend to prove that many female to male transgenders obviously can live peacefully without being harassed and insulted. It is also against the public thought that many common people think that transgenders are alien, peculiar, and freak. Afterward, this way of thinking changes into misperception and underestimating behavior. In fact, transgender people definitely also have normal lives and families.

III. CONCLUSION

Self-identification of subjects of transgender in this film documentary begins during teenage years or early twenties in which during this year they are no longer able to hide masculine domination within their soul that appear since they

were children. These forms of masculinity can be seen from their physical appearance like wearing baggy clothes and playing boy's toys, and role in their relationship that they take over all control and play male role on it.

However, each of them gets their own way to define their sexual and gender identity. Some of them call themselves lesbian. One of them calls herself faggot, and the others call themselves stud. It happens because actually transgender identity is very complex.

Subjects of transgender in this film documentary are actively participated in a very well-known transgender subculture, drag-ball and vogue, to reveal construction of their new identity of being male from female. Drag-ball and vogue become inseparable matters for transgender because these things provide space for them to express masculinity and their sexual desire and gender identity. Drag-ball and vogue are also useful as the gathering and socializing place for transgender and source of entertainment as well.

Portrayal of relationship of transgender and their closest people displayed by Peddle aims at revealing that a well relationship can lead to social and moral support for transgender. The supports are needed in order to gain self-confidence and prevent distress and gender identity disorder for subjects of transgender so that they can live peacefully and equally with other straight people. This way, Peddle proves that being transgender has no correlation with mental health problem. It is a personal decision which comes from the deepest desire of subjects of transgender and they consciously and happily do it.

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An Analysis of Joke Translation in Date Night Movie

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Keywords: joke translation, humor translation, types of joke, translation quality, translation technique

I. INTRODUCTION

Among other kinds of text, humorous text is considered to be a challenging text to be translated. Gáll (n.d.) says that “humor poses a real challenge for translators” (p. 1). It is culturally bound. Something considered funny in one language may not be funny in another language due to the different culture.

Joke as a humorous text also has its own linguistic structure which differentiates it from other types of text. It is categorized into some types so that in translating it, translators need deeper analysis. Zabalbeascoa (1996) classified joke in order to help translators translating joke. He states that “among other potentially useful classification of jokes, one could be made according to the way jokes lend themselves to translation and the sorts of translation solution-types associated with each of them” (p. 251). He proposed six types of joke, namely: a) international joke, b) national-culture-and-institutions joke, c) national-sense-of-humor joke, d) language-dependent joke, e) visual joke, and f) complex joke.

Joke can be found everywhere. It can appear in novel, movie, or in everyday conversation. Translating joke appearing in movie is different from translating joke appearing in novel. Movie translation is much more challenging than novel translation because it requires the translation to fit the rules concerning time, space, and presentation. Further, Díaz Cintas and Anderman (2009) say that “the space and time constraints inherent in the subtitling process usually enhance traditional translation challenges, such as grammar and word order, as well as problems related to cross-cultural shifts” (p. 26). Therefore, translators in translating jokes in a movie are demanded to pay close attention to how to recreate the jokes in the target language (TL).

Previously, researches applying Zabalbeascoa’s type of joke have been done. The first one is done by Nielsen in 2010 entitled “NCIS – An Analysis of The Macro- and Microstrategies Applied to Translate Language-Dependent Humor” and the second one is by Rodríguez and Gómez in 2012 entitled “Some Cultural References in Audiovisual Translation of Shrek 2”. From the phenomenon, I decided to conduct a research on international joke and national-culture-and-institutions joke translation in a movie as they have different characteristics. International joke is a universally

Abstract - This is a descriptive qualitative research which focuses on analyzing translation techniques and quality of international joke and national-culture-and-institutions joke found in a movie entitled Date Night. It aims at (1) explicating international joke and national-culture-and-institutions joke, (2) finding out the translation techniques applied by the translator to translate international joke and national-culture-and-institutions joke, and (3) explaining how the techniques affect the translation quality of international joke and national-culture-and-institutions joke, in terms of accuracy and acceptability.

This research employs purposive sampling technique. Date Night is chosen as the source of data with international jokes and national-culture-and-institutions jokes taken as the data. The total data are 79 data which consist of 58 international jokes and 21 national-culture-and-institutions jokes. The other data are in the forms of information taken from the result of questionnaire given to the three raters and in-depth interview with them.

The analysis of translation techniques shows that there are eight techniques used by the translator to translate international jokes and national-culture-and-institutions jokes, namely transfer, paraphrase, imitation, transcription, expansion, deletion, condensation, and decimation. Those techniques are applied as single techniques or combination of two to six techniques. There are 13 (16.46%) data translated using single techniques and 66 (83.54%) data translated using multiple techniques.

The findings of the research in terms of translation quality show that 47 (59.49%) data of international joke are accurate, 11 (13.93%) data of international joke are less accurate, 14 (17.72%) data of national-culture-and-institutions joke are accurate, and seven (8.86%) data of national-culture-and-institutions joke are less accurate. The analysis on the acceptability reveals that 47 (59.49%) data of international joke are considered acceptable, 11 (13.93%) data of international joke are considered less acceptable, 16 (20.25%) data of national-culture-and-institutions joke are categorized into acceptable, and five (6.33%) data of national-culture-and-institutions joke are categorized into less acceptable.

The technique which produces the largest number of accurate translation is transfer, as many as 61 (77.22%) data. Meanwhile, decimation produces the largest number of less accurate translation, as many as 11 (13.93%) data. Transfer is also the most dominant technique which results in acceptable translation, as many as 62 (78.48%) data. Meanwhile, less acceptable translation results from the use of uncommon terminologies, inappropriate dictions, unnatural expressions, and incomplete punctuation mark used by the translator.

From the result, the translator has successfully translated most of the jokes. However, some jokes are less accurately or less acceptably translated because the translator uses wrong techniques or uses incomplete punctuation mark, inappropriate dictions, unnatural expressions, or uncommon terminologies.

known joke which does not need to be substituted when translated, while national-culture-and-institutions joke is a culture-bound joke which is challenging for translators to translate as it needs to be substituted in order to work in the TL. *Date Night* movie is chosen as it contains many interesting cases dealing with international and national-culture-and-institutions jokes translation.

Therefore, this research has three objectives, which are:

1. To describe international joke and national-culture-and-institutions joke found in *Date Night* movie.
2. To know the techniques used to translate international jokes and national-culture-and-institutions jokes found in *Date Night* movie.
3. To find out how the translation techniques affect the quality of international joke and national-culture-and-institutions joke translation found in *Date Night* movie, in terms of accuracy and acceptability.

II. LITERATURE REVIEW

1.1. Definition of Translation

Basically, translation means “the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)” (Catford, 1965, p. 20). It implies that translators should render all aspects of a text from the SL into the TL. However, there is a case when only parts of the elements of a text can be translated into the TL, such as humorous text where the content may not be funny in the TL so that translators should come up with a way to solve this problem. Nida and Taber (1982) explain that

As may be clearly noted from the definition of translating, one is constantly faced by a series of polar distinctions which force him to choose content as opposed to form, meaning as opposed to style, equivalence as opposed to identity, the closest equivalence as opposed to any equivalence, and naturalness as opposed to formal correspondence (p. 14).

It means that translators should choose which element that must be prioritized when facing such problem. Humorous text does not only carry its content but also its humorous effect. Thus, translators need to prioritize translating the humorous effect over content as it carries the purpose of the text to elicit laughter from its audience.

1.2. Equivalence in Translation

In the dictionary, equivalence means “having similar or identical effects” (<http://www.thefreedictionary.com/equivalent>). In terms of translation, equivalence is achieved when the message of a text is similar to its source text. Baker and Saldanha (1998) state that “proponents of equivalence-based theories of translation now define equivalence as a relationship between two texts: a source text (ST) and a target text (TT)” (p. 96). Following the explanation, equivalence in the context of joke translation can serve as the similarity between SL’s humorous effect to the TL’s humor, because the humorous effect carries

the function of the text to invite laughter from its audience. As humor can be different from one country to another, the dictions and the vocabularies of the joke can be different as long as the function of the text and its humor are transferred successfully in the TL.

1.3. Problems in Translation

Translation is not as simple and as easy as what common people usually think. There are differences on the level of culture, grammar, etc which make translating very challenging. In terms of joke, what someone perceives to be funny might be different to what others do. Culture, social phenomena, etc are factors that influence people to call something to be funny. These factors may cause problems in the process of translation.

1.4. Translation Technique

As the data taken are in the forms of jokes which can appear in single utterances or conversation, Gottlieb’s translation technique is used. There are 10 techniques proposed by Gottlieb (in Ghaemi and Benyamin, 2010). However, only eight techniques are used in the translation by the translator. Those ten techniques are:

1. Transfer
When an equivalent translation is successfully established, both form and content, the translator applies transfer in his/her translation.
2. Imitation
When translators borrow a terminology or a word from SL as the translation of TL, they use imitation. It happens because there is no equivalent for the word or term in TL, or because there is no word representing the same meaning as the word in SL.
3. Transcription
Based on Ghaemi and Benyamin (2010), “transcription is used in those cases where a term is unusual even in the ST, for example the use of a third language or nonsense language” (p. 42).
4. Expansion
When translators add additional information to explain a terminology or a word from SL to TL, s/he uses expansion in his/her translation.
5. Paraphrase
When translators change the form and/or the word to meet TL’s norms, culture, or grammatical features, they use paraphrase technique.
6. Dislocation
“Dislocation is adopted when the original employs some sort of special effect, e.g. a silly song in a cartoon movie, where the translation of the effect is more important than the content” (Ghaemi & Benyamin, 2010, p. 42).
7. Condensation
Condensation is used to make a shorter translation to express long conversation between two characters or more in a movie. It is done in order to make the translation meet the time and space restriction. The parts omitted do not change or affect the main message of the text.

8. Deletion

It is used when the translator deletes certain element of the ST. Usually, the one which is omitted does not affect the important message of ST. The elements which are deleted are repetition words, internationally known words, exclamation, and etc.

9. Decimation

It is used to delete some parts of the text. Even some of the important messages are also deleted.

10. Resignation

Resignation is used when translators cannot translate the ST words or sentences.

1.5. Translation Quality and Translation Quality Assessment (TQA)

In translating a text, translators do not merely change the language of the text, but they need to follow certain rules so that the translation can be called a qualified translation. According to Nababan (2012), a qualified translation covers three features, which are: 1) accurate in content, 2) acceptable, and 3) readable (p. 18). Accuracy deals with equivalence of the content or the message of the text. Acceptability deals with whether the translation corresponds to the TL's norms, grammatical rules, culture, etc. Readability is associated to whether the readers understand the translation or not.

To know whether or not a translation is qualified, translation quality assessment should be done. Translation quality assessment also helps translators improve their translating skill, and helps the development of Translation Studies. Nababan, Nuraeni, and Sumardiono (2012) propose a new model of translation quality assessment called holistic method. It assesses three features which are accuracy, acceptability, and readability.

1.6. Subtitling

Subtitling is a term to call a translation process done in a movie. Gottlieb (as cited in Orero, 2004) defines it as "the rendering in a different language of verbal messages in movieic media, in the shape of one or more lines of written text, presented on the screen in synch with the original verbal message" (p. 86). It works when the source text is in the form of spoken material and the target text takes form of written material.

As movie provides information in the form of verbal and visual contents, the product of movie translation should follow certain rules. It is done in order not to disturb the visual information of the movie. Díaz Cintas and Remael (as quoted in Díaz Cintas & Anderman, 2009, p. 22) say that

Two lines of text are usually the norm, and the number of characters per line depends on a number of factors, including the subtitling workstation used. Since readability of the text is of paramount importance, it has been suggested that an ideal subtitle is a sentence long, with the clauses of which it consists placed on separate lines (2007:172–80)."

Paes (2010) adds that "subtitles appear normally in one or more written lines that are most often presented in the bottom

on the screen with the duration of approximately 6 seconds per caption" (p. 4). She also cites Gottlieb's opinion that this rule is made due to that "humans are only capable of reading 12 characters per second". It means that the maximum characters in a subtitle per show should be no more than 72 characters.

1.7. Comedy, Humor, and Joke Theory

In brief, the relationship between comedy, humor, and joke is that they stand in a different level. As comedy is known as "a play, movie, television program, novel, etc., that is meant to make people laugh" (www.merriam-webster.com), humor is known as "the quality of being amusing or comic, especially as expressed in literature or speech" (www.oxforddictionaries.com) or "the faculty of perceiving what is amusing or comical" (www.dictionary.com), and joke is known as "something said or done to cause laughter" (www.merriam-webster.com); I conclude that comedy is a collection of jokes and humors, while humor is the essence of the joke, and joke is a piece of humorous scene in a comedy. In other words, comedy is like a paragraph or a text, while joke is like a sentence of a text or a paragraph, and humor is the essence of the sentence.

Further, Dean (2000) explains that "a joke contains two parts: (1) the setup and (2) the punch" (p. 1). He also explains that

The setup and the punch are directly related to expectation and surprise. In order to work, a joke has to surprise you. The trick is that you cannot be surprised unless you're expecting something else first. It causes you to expect one thing, then surprises you with another (p. 2).

It is clear that joke has its own linguistic structure which should be paid attention to by translators in order to maintain its humorous effect.

1.8. Types of Joke

Theory of type of joke used in this research is proposed by Zabalbeascoa (1996). Those six types of joke are:

1. **International joke** is joke where the humor is not built or influenced by cultural elements or specific features of the source language. Even if the joke uses a specific feature of the source language, it is already known by the target audience so that a substitution for the joke is not necessary. In summary, the humor is already known worldwide so that is easily understood by the target audience. Zabalbeascoa (1996) explains that:

The **international joke** is a funny story or one-liner where the restrictive force of the language and cultural differences is greatly reduced insofar as the comic effect does not depend on either language-specific wordplay or familiarity with unknown specific aspects the source culture (p. 251)

2. **National-culture-and-institutions joke** is joke which needs substitutions when translated because the cultural elements and/or the specific features that build the humor do not present in the target language which make it

difficult for the audience to understand. Zabalbeascoa (1996) describes that “there is a need to adapt national, cultural or institutional references of the original to retain the humorous effect for a foreign audience” (p. 252) for the jokes that belong to national-culture-and-institutions joke.

3. **National-sense-of-humor joke** is “certain joke-types and joke themes that are apparently more popular in some countries or communities than in others and constitute a kind of tradition or intertextual frame of understanding” (Zabalbeascoa, 1996, p. 252). He also explains that national-sense-of-humor joke includes the joke about a country making fun of another country or about some communities in a country making fun of themselves. It is a kind of stereotype humor.
4. **Language-dependent joke** is joke which is built through the source language’s linguistic features. Zabalbeascoa (1996, p. 253) includes polysemy, homophony, and zeugma as the linguistic features that are usually used to create jokes.
5. **Visual joke** is joke in which the funny point is built through visual elements.
6. **Complex joke** combines any two or more of the above mentioned types of joke” (Zabalbeascoa, 1996, p. 254). If the funny point is built through more than one types of joke, then it belongs to this type of joke, which is called complex joke.

1.9. Humor Translation

Some experts say that humor translation is a difficult task to do. It happens because there are some factors that may cause problems in the process of translating humor. Brussee (n.d., p. 4) presents Vandaele theory of why humor translation is seen to be “qualitatively different” from other types of translation:

1. Humor as a meaning effect has an exteriorized manifestation, laughter and such, whereas other texts have less noticeable meanings;
2. Research has shown that humor comprehension and production are two different skills. Being 'funny' cannot be taught (which is why one can be 'funny' for a living);
3. Appreciation of humor varies as well. Humor can be recognized as such without it being found 'funny';
4. The rhetorical effect of humor may be so overwhelming it blurs out the specifics of its creation.

Although there are some gaps which make humor translation very challenging, this task is still possible to be done. Yus (n.d.) explains that “faithfulness to reproducing humorous effects is more important than faithfulness to reproducing coded content” (p. 6). He implies that translators need to prioritize translating the humorous effect rather than the content.

III. METHODS

This research focuses on defining international joke and national-culture-and-institutions joke found in *Date Night* movie, identifying the techniques used by the translator to translate those two types of joke, and finding out how the techniques affect the translation quality in terms of accuracy and acceptability. As the data are in the forms of joke and information taken from the result of the questionnaire, this research is called qualitative research. Hancock (1998) says that “qualitative research is concerned with developing explanations of social phenomena. It relates with the questions begin with: why? how? and in what way?” (p. 2). From Hancock’s explanation, qualitative research needs to explain its findings so that this research also belongs to descriptive research. “Descriptive studies primarily concerned with finding out “what is,” involving gathering data that describes events and then organizes, tabulates, depicts, and describes the data collection” (Glass & Hopkins, as cited in AECT, 2001).

IV. RESULTS

1.10. Types of Joke

Based on Zabalbeascoa’s (1996) theory, joke is classified into six types, namely international joke, national-culture-and-institutions joke, national-sense-of-humor joke, language-dependent joke, visual joke, and complex joke. This research only analyzes two types of joke which are international joke and national-culture-and-institutions joke. From the analysis, there are 58 (73.42%) international joke and 21 (26.58%) national-culture-and-institutions joke found in *Date Night* movie.

1.11. Translation techniques used by the translator to translate international joke and national-culture-and-institutions joke found in a movie entitled *Date Night*

In determining what techniques used by the translator to translate international and national-culture-and-institutions joke found in *Date Night* movie, I use Gottlieb’s translation technique. He proposed 10 translation techniques, namely transfer, imitation, transcription, paraphrase, expansion, dislocation, deletion, condensation, decimation, and resignation. From these 10 techniques, the translator only uses eight techniques to translate those two types of joke found in the movie. Those eight techniques are: 1) transfer, 2) imitation, 3) transcription, 4) expansion, 5) paraphrase, 6) deletion, 7) condensation, and 8) decimation.

As the jokes can be in the forms of long conversation, short conversation, or single utterance, the application of technique in each datum varies. Some data are translated using only one technique while the others need multiple techniques in order to be successfully translated. The table below presents the findings about the translation techniques applied to translate international jokes and national-culture-and-institutions jokes in *Date Night* movie, the datum, total, and percentage.

Table 1. Translation Techniques in International and National-culture-and-institutions Joke

No	Translation Technique	Total Data	Percentage
1	Single technique	13	16.46%
2	Multiple techniques	66	83.54%

1.12. The impact of techniques used on the translation to the quality, in terms of accuracy and acceptability

The model of translation quality assessment proposed by Nababan, Nuraeni, and Sumardiono (2012) is used to know how qualified the translation is from three aspects, which are accuracy, acceptability, and readability. In this research, the aspects which are assessed are the accuracy and acceptability of the international and national-culture-and-institutions joke translation found in *Date Night* movie. The analysis of accuracy shows that 47 (59.49%) international jokes are classified into accurate, 11 (13.93%) international jokes are classified into less accurate, 14 (17.72%) national-culture-and-institutions jokes are categorized into accurate, and seven (8.86%) national-culture-and-institutions jokes are categorized into less accurate. The table below shows the findings about translation quality in terms of accuracy.

Table 2. Translation Quality in Accuracy Point

No	Categories	Total Data	Percentage
1	Accurate	61	77.22%
2	Less Accurate	18	22.78%

On the analysis of acceptability, 47 (59.49%) international jokes are categorized into acceptable, 11 (13.93%) international jokes fall under less acceptable category, 16 (20.25%) national-culture-and-institutions jokes are considered acceptable, and five (6.33%) national-culture-and-institutions jokes are categorized into less acceptable translations. The table below presents the findings about translation quality in terms of acceptability

Table 3. Translation Quality in Acceptability Point

No	Categorization	Total Data	Percentage
1	Acceptable	63	79.75%
2	Less acceptable	16	20.25%

V. DISCUSSION

Based on the findings previously presented, it can be seen that the translator of *Date Night* movie uses eight techniques proposed by Gottlieb (1992) to translate international joke and national-culture-and-institutions joke. They are: a) transfer, b) imitation, c) transcription, d) paraphrase, e) expansion, f) deletion, g) condensation, and h) decimation. From the analysis of the translation techniques, I found that from the total of 79 data, 78 data are translated using transfer, employed either as single technique or in combination with other techniques. Gottlieb (in Ghaemi and Benyamin, 2010) explains that transfer is used when the form and content of a text can be translated equivalently from the SL to the TL.

Translating international joke using transfer is feasible since this type of joke does not carry cultural reference and/or linguistic feature from the SL (Zabalbeascoa, 1996). International joke is also universally known worldwide so that applying this technique is still feasible.

The second technique mostly used in the translation is deletion. From the total 79 data, 52 data are translated using deletion, in combination with other techniques. It is used to omit part of the sentence or utterance which does not carry the important message of the sentence or utterance (Gottlieb in Ghaemi and Benyamin, 2010). In subtitling, the use of deletion is common as the subtitle should fit the limited time, space, and presentation. In this research, deletion is mostly used to omit repeated words; address forms; internationally known words, such as “yes”, “ok”, “no”; exclamations such as oh, ah, wow; and instances phatic communion such as “you know”, “well”.

The next technique mostly applied in the translation is paraphrase. There are 34 data out of 79 translated using paraphrase. Paraphrase changes the way the utterance or the sentence is expressed in the TL, and/or changes the form to fit TL's grammatical structure, norm, etc. It happens because there is a difference between SL grammatical structure, expression, etc and the TL's.

Compared to the two previous researches conducted by Nielsen (2010) and Rodríguez and Gómez (2012), the technique used by the translators to translate cultural referent joke is different. The findings of the two researches analyzing language-dependent joke and cultural referent joke show that the translators of *Navy CIS* and *Shrek 2* substitute or adapt the jokes. The findings of those two previous researches is in accordance with Zabalbeascoa theory that cultural referent joke should be translated using adaptation or substitution. However, the translator of *Date Night* movie translates national-culture-and-institutions joke mostly using transfer as can be seen that transfer is used to translate 78 data out of 79 data.

Different from international joke, national-culture-and-institutions joke needs to be treated carefully when translated. Zabalbeascoa (1996) describes that translators need to substitute or adapt this type of joke to the TL in order to successfully amuse the target audience. It is important to be done since this type of joke carries specific information from

the SL, and this information is not familiar in the TL.

Nevertheless, a unique phenomenon is discovered in this type of joke translation found in *Date Night* movie. Most of the national-culture-and-institutions jokes are translated using transfer, but the humors are still maintained. After being analyzed deeper, there is a difference between the element that builds the joke and the element that builds the humor which attaches to the joke. There is a case where the joke uses cultural element which is not familiar in the TL but the flow of the idea that creates the humor is universal. That is why without adapting the joke in the TL, the humor can still be delivered in the target language. Moreover, the visual element and/or the context of situation also help the target audience to get the message of the joke.

VI. CONCLUSSION

After analyzing the data, the findings show that:

1. There are 79 data taken in this research. Those 79 data consist of 58 (73.42%) international joke and 21 (26.58%) national-culture-and-institutions joke. Those 79 jokes are in the forms of single utterances, short conversation, or long conversation.
2. From these 79 data, the translator uses eight techniques proposed by Gottlieb (1992). Those eight techniques are transfer, imitation, transcription, paraphrase, expansion, deletion, condensation, and decimation. These eight techniques are applied as single techniques and multiple techniques. The details are as follow:
 - a. Single technique: 13 data (16.46%)
 - b. Multiple techniques: 66 data (83.54%)
3. By applying single technique or multiple techniques to translate those 79 data, the result of translation quality is as follow:
 - a. Accuracy:
 - 47 (59.49%) international jokes are categorized into accurate translation
 - 11 (13.93%) international jokes are categorized into less accurate translation
 - 14 (17.72%) national-culture-and-institutions jokes are considered accurate
 - 7 (8.86%) national-culture-and-institutions joke are considered less accurate
 - b. Acceptability:
 - 47 (59.49%) international jokes are considered acceptable
 - 11 (13.93%) international jokes are considered less acceptable
 - 16 (20.25%) national-culture-and-institutions jokes are categorized acceptable translation
 - 5 (6.33%) national-culture-and-institutions jokes are categorized less acceptable translation

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A Comparative Study of Interpersonal Meaning on Solicited and Unsolicited English Application Letters (Systemic Functional Linguistics Approach)

Purhayati

Abstract - This research is a qualitative study applying descriptive comparative method based on systemic functional approach. It compares interpersonal meaning of solicited and unsolicited English application letters taken from four websites representing American, European, and Asian letters. Moreover, this research examines the realization of interpersonal meaning in terms of their lexicogrammar, text structure and genre to find out the status, affect, and contact and obtain the similarities and differences of solicited and unsolicited English application letters. From the analysis of lexicogrammar, text structure and genre, it is found that the status between the applicants and the employers of both types of application letters is unequal. In case of affect, solicited and unsolicited application letters have positive judgment towards the company and themselves. The contact between the applicants and the participants in the texts has low degree of involvement but uses familiar and readable language. Finally, the differences between solicited and unsolicited application letters of America and Europe can be seen in the way the applicants employ proposal demanding and giving goods and services, and arrange types of process. Meanwhile, Asian solicited and unsolicited application letters tends to be similar in organizing the letters.

Keywords: interpersonal meaning, application letters, solicited, unsolicited

I. INTRODUCTION

This research compares two types of application letters: solicited and unsolicited application letters. Solicited application letter is a response letter to a job advertisement while unsolicited is application letter written according to the applicant's own initiative without any job opening announcement (Debasish & Das, 2009). This research aims to figure out the realization of interpersonal meaning covering status, affect, and contact. Furthermore, it is to find out the similarities and differences of American, European, and Asian solicited and unsolicited application letters.

This study comparing American, European, and Asian solicited and unsolicited application letters is expected to give a complete description about the realization of interpersonal meaning in application letter which has not been examined yet by other researchers. The interpersonal meaning on application letters is rarely investigated. Most studies analyze

English business letters using Pragmatic approach related to politeness strategies (Arvani, 2006; Zhang, 2011; Hou & Li, 2011). Some of them examine the interpersonal meaning of English business letters in general way (Wei & Yunlin, 2008; Bo Xu, 2012). Many researchers explore interpersonal meaning in conversation, speech, brochures, advertisement text, opinion, and news article (Nirmala, 2002; Fahmy, 2005; Tjahyani, 2006; Wan, 2008; Feng & Liu, 2010; Araghi & Shayegh, 2011). This research is also expected to explain how the way of those types of English cover letters can deliver the applicants' skills and abilities, attract the attention of the employers to have positive judgment to the applicants, and convince the employers to give an opportunity of interview for the applicants. This research can also be used to find out the relation between the culture and the way of the applicants are engaged in written communication to get an opportunity of job interview.

II. LITERATURE REVIEW

Halliday (2004) asserts that interpersonal meaning is the metafunction which explains the interaction among participants in a text. In grammar, it is realized in clause as exchange dealing with proposition (giving or demanding information) and proposal (giving or demanding goods and services). Halliday and Matthiessen (2004) state that interpersonal meaning relates with the attitude and viewpoint of the speaker and the way he/she maintains social relationships with the addressee in order to achieve his/her communicative purposes. Martin (1992) and Santosa (2003) adds that interpersonal meaning is projected by tenor which includes status, affect, and contact. Status deals with the inter-relationship level among participants, whether it is equal or unequal. It can be analyzed through its mood structure, modality, text structure and genre. Affect refers to the emotional charge as well as the positive or negative judgment among participants. Affect can be observed through the lexis: descriptive or attitudinal lexis, transitivity system, modality and polarity. Meanwhile, contact discusses the familiarity and readability of language used in the texts and the degree of involvement among participants. It can be identified by clause system, nominal group system, lexis: congruent or

incongruent, text structure and genre, and theme system.

III. RESEARCH METHODOLOGY

A. Materials

The source of data of this research used six letters representing solicited and unsolicited English application letters of America, Europe, and Asia. They were taken from four websites: www.mybusinessprocess.net representing application letters in America, www.open.ac.uk representing application letters in Europe, and www.polyu.edu.hk and hk.jobsdb.com which represents application letters in Asia. This research applied primary data covering the realization of interpersonal meaning in terms of Mood structure, MOOD system, lexis, transitivity, theme, clause, nominal group system, polarity, modality, text structure and genre, and secondary data including the theories and studies which support this research.

B. Design

This study was a qualitative research applying descriptive comparative method based on systemic functional linguistics approach. It focused on interpersonal meaning and its lexicogrammar. In collecting the data, this research used purposive or criterion-based sampling and then the data were analyzed qualitatively and inductively through content-analysis.

C. Procedure

There are four stages of content analysis, namely domain analysis, taxonomic analysis, componential analysis, and finding cultural values (Spradley in Santosa, 2012). Hence, the procedure of data analysis of this research is as follows.

1. Applying Domain Analysis

This stage was conducted by examining all clauses, including minor and major clauses, and their environment in the application letters gained from four websites: www.mybusinessprocess.net, www.open.ac.uk, www.polyu.edu.hk and hk.jobsdb.com through Mood structure, MOOD system, lexis, transitivity, theme, clause, nominal group system, polarity, modality, text structure and genre.

2. Applying Taxonomic Analysis

In this stage, the data were classified based on each category including mood structure, transitivity system, lexis system, thematic structure, clause system, and nominal group.

3. Applying Componential Analysis

This stage is used to find the relationship between the categories which have been classified in taxonomic analysis. The analysis of mood structure, modality, vocation, lexis system (descriptive/attitudinal lexis), text structure and genre was used to interpret the status. The analysis of lexis system (descriptive/attitudinal lexis), transitivity system, modality and polarity contributed in the interpretation of affect while the analysis of clause system, nominal group system, lexis system (congruent/incongruent lexis), thematic structure, text structure and genre had a role in the interpretation of contact.

4. Finding Cultural Values

Finding cultural values is applied to find out why the applicants use a certain interpersonal interaction in their application letters referring to status, affect, and contact. It also figures out any similarities and differences of solicited and unsolicited application letter by considering the context since those texts taken from four websites which represent America, Europe, and Asia.

IV. RESULTS

A. The Realization of Interpersonal Meaning

1. Status

The status in solicited and unsolicited application letters can be described by the table below.

Table 1: Status of solicited and unsolicited application letters in mood structure and modality (modalization and modulation)

App.letter		Mood		Modality					
				Modalization			Modulation		
		GI	DI	GG S	D G S	Prb.	Usl .	Ob l.	Icl.
S	I	13	0	0	2	0	0	1	2
	II	14	0	0	3	0	0	2	1
	III	22	0	3	1	2	0	0	1
U	I	6	0	2	0	2	1	0	1
	II	14	0	2	2	0	2	1	2
	III	13	0	4	3	0	0	1	0
Total		82	0	11	11	4	3	5	7

Notes:

- S : Solicited
- U : Unsolicited
- I : American letters
- II : European letters
- III : Asian letters
- GI : Giving information
- DI : Demanding information
- GGS : Giving goods and services
- DGS : Demanding goods and services
- Prb. : Probability
- Usl. : Usuality
- Obl. : Obligation
- Icl. : Inclination

The table above indicates that either solicited or unsolicited application letters mainly give information to the employers. The applicants have lower status than the employers even though they are the information giver. Santosa (2006) explains that the use of proposition is to let the readers decide by themselves. The employers have higher status since the employers are the ones who have the authority to decide whether the applicants are suitable for the job. It can be seen in the application of proposal of demanding goods and services employed by the applicants. For example:

- a) But you **can** leave a message for me at (718) 330-0911, or at the above address. (Sol I/cl.17b)
- b) If you **would** like to meet me for an interview. (Unsol III/cl.22b)

The applicants employ low degree of modulation ‘can’ and medium degree of modulation which is indicated by modal ‘would’. Jin (2007) and Ling (2010) emphasize that lower degree of modal verbs is applied to show the applicants’ intention and courtesy, and persuade the readers. Thus, the employment of modality by the applicants does not refer to an order but a persuasion or suggestion.

More number of descriptive lexis than attitudinal lexis indicate that the applicants try to make objective statements in their application letters. However, the attitudinal lexis such as *avaluable employee, particularly appropriate for the above post, and qualified for the position* strengthen the employers’ more powerful status since the employer is the one who has the authority to decide whether the applicants are suitable for the job they are applying for. The analysis of text structure and genre show that the applicants sell their skills and abilities to the employers and underline what they are able to do for the company. The unequal status between the participants and the employers of solicited and unsolicited application letters can also be examined through the respectful vocation “Mr.” employed in the texts. Martin (1992) asserts that the reader has higher status if the writer uses respectful vocation toward the reader.

2. Affect

The affect of solicited and unsolicited application letters can be interpreted through several categories displayed by Table 2 below.

Table 2: Affect of solicited and unsolicited application letters in lexis system, transitivity system, and modality (modalization and modulation)

App.letter	Lexis					Transitivity			
	D	A	Ma	Me	V	VB	MB	AR	
SI	59	8	4	2	0	3	1	4	
S II	120	31	3	8	0	1	3	2	
S III	121	24	2	0	0	2	10	7	
UI	108	11	0	2	0	2	1	2	
U II	96	18	2	4	0	1	3	7	
U III	79	15	2	5	0	1	6	4	
Total	583	107	13	21	0	10	24	26	

- Notes:
- S : Solicited
 - U : Unsolicited
 - I : American letters
 - II : European letters
 - III : Asian letters
 - D : Descriptive lexis
 - A : Attitudinal lexis
 - Ma: Material process
 - Me: Mental behavioral process
 - V : Verbal process
 - VB: Verbal behavioral process
 - MB :
 - AR : Attributive relational
 - IR: Identifying relational
 - Ex : Existential process
 - Mda : Modalization
 - Mdu: Modulation
 - P : Probability
 - U : Usuality
 - O :
 - I : Inclination

Based on Table 2, both types of application letters apply more descriptive lexis than attitudinal lexis. Nevertheless, solicited and unsolicited application letters give positive judgment to the company and themselves. It can be seen by the employment of attitudinal lexis in those application letters.

- a) From reading your Annual Report **I am assured** that your work with youngsters who have been identified as being atrisk of offending is highly regarded in the community. (Sol II/cl.22)
- b) I would be **very happy** to be considered for any short term contracts as a summer warden on any of your reserves. (Unsol II/cl.22c)
- c) I also have **fluent** spoken and written Mandarin. (Sol III/cl.20a)
- d) With a **solid** background in taxation, coupled with four academic degrees and current attendance in the Taxation Program at Stanford University’s Law Center, I know I can make a positive contribution to your firm. (Unsol I/cl.14)

The applicant in example (a) shows her feeling using mental process ‘am assured’ and puts her assessment as the phenomenon in her sentence. In contrast, the applicant in example (b) applies attributive relational process to give a positive judgment by showing his expectation to join in the company; ‘*very happy to be considered for any short term contracts as a summer warden on any of your reserves*’. Example (c) and (d) show positive judgment to the applicant themselves which is signified by the presence of attitudinal lexis; ‘*fluent spoken and written Mandarin*’ and ‘*a positive contribution*’.

In terms of modality, the applicants of both types of application letters use low and medium degree of modulation. The function is to avoid the impression of forcing or intimidating and to persuade the employer to choose the applicant for the job. In addition, the analysis of polarity indicates that the positive judgment is created by the use of positive polarity in almost 2 clauses describing the company. It is found one negative polarity in 1 unsolicited II; *but if there are no vacancies at present*. This 1 clause does not a negative judgment, but it shows 2 a possible condition since unsolicited letter sent without any job opening in that company. Jin (2007) clarifies that such 4 clause 5 gives freedom of choice to the employer and avoid any forcing impression.

3. Contact

The realization of contact can be investigated from the following table.

Table 3 Contact of solicited and unsolicited application letters in clause system, nominal group, and lexis system

App. Letter	Clause system	Nominal group				Lexis system		
		Minor	Simplex	Complex	Simpl ex	Congruent	Incongruent	Lexis
S	I	10	7	3	34	13	36	31
	II	14	8	4	44	29	79	72
	III	19	9	7	47	30	75	70
U	I	16	5	2	36	31	64	55
	II	17	5	5	47	26	54	60
	III	14	6	6	43	18	58	36
Total		90	39	27	251	147	366	324

Notes:

- S : Solicited
- U : Unsolicited
- I : American letters
- II : European letters
- III : Asian letters
- Con.: Congruent lexis
- Inc. : Incongruent lexis

Table 3 displays that minor clause is dominant in solicited and unsolicited application letters. Minor clauses in those letters are used for greetings; *Dear Mr. McDonald: (Sol I/cl.8)* and focusing the employers’ attention, such as in the subject line; *Application for an Administrative Position (Unsol III/cl.11)*. Meanwhile, simplex clause is applied to make the letters easy to understand. The complex clause functions to maintain the readability since the logic of each clause is clearly arranged.

In terms of nominal group, dominant simplex nominal group means that the applicants compose their letters in a simple way to increase the readability of the texts. Complex nominal group is used to give a detail description of something.

Furthermore, the contact of solicited and unsolicited application letters can also be examined through the analysis of congruency. Both types of application letters employ more congruent lexis rather than incongruent lexis in order to the letters more familiar to the readers.

Besides, the degree of involvement among participants in the texts is low. The text structure and genre shows a distance vocation. The formal addressees “Mr.” and “Mrs.” are found in inside address and salutation stage. In addition, the analysis of theme displays that the texts mostly use pronoun “I” and several pronoun “you”. The absence of pronoun “we” reflects that the contact is uninvolved.

V. DISCUSSION

The similarities between solicited and unsolicited application letters are in the way the applicants deliver their qualifications covering educational background, skills,

abilities, and experiences through the employment of proposition and types of processes. The role of proposal, first pronoun ‘I’, lexis, clause, and nominal group system is to deliver the applicants’ intention. The intention of the application letter is to convince and persuade the employers and to give the opportunity of interview. It is supported by the employment of positive polarity and modality to create good impression. These findings refer to the status, affect, and contact of both types of application letters: unequal status between the applicants and the employer; positive judgment towards the company and themselves; familiar and understandable language used in the texts; and low degree of involvement among participants.

In contrast, the differences between solicited and unsolicited application letters can be seen through the way of American and European solicited and unsolicited application letters employ proposal of giving or demanding goods and services and decide what type of processes applied in the letters. In obtaining opportunity of interview, American solicited letter employs only proposal of demanding goods and services and mostly using material and attributive relational process while unsolicited applies proposal of giving goods and services and does not employ certain dominant type of process. European solicited letter employs only proposal of demanding goods and services and dominant mental process. On the other hand, the applicant of European unsolicited does not only try to obtain the employer’s attention through proposal of demanding goods and services but also proposal of giving goods and services. It mostly uses attributive relational process. Finally, Asian solicited and unsolicited application letters tends to have similar arrangement of the letters.

VI. CONCLUSION

By comparing American, European, and Asian solicited and unsolicited application letters, the similarities and differences can be found. The similarities of solicited and unsolicited application letters can be seen from the status, affect, and contact. The status between the applicants and the employers is unequal while the status between the applicants and the issue tends to be equal. The applicants give positive judgment toward the company and themselves. Conversely, the differences of solicited and unsolicited application letters are in the employment of proposal and transitivity system.

In brief, this study examined only solicited and unsolicited English application letters taken from some websites representing America, Europe, and Asia without analyzing the aspect of gender and age. Therefore, further researches may conduct a study of solicited and unsolicited application letters from other sources such as books, companies, and the applicants considering gender and age aspects.

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Representation of Native People in Rudyard Kipling's "The Man Who Would Be King", Mary Beaumont's "The Revenge of Her Race", and Joseph Conrad's "An Outpost of Progress"

Tyas Nuriska

Abstract - This paper analyzes the representation of native people in three short stories: "The Man Who Would Be King" by Rudyard Kipling, "The Revenge of Her Race" by Mary Beaumont, and "An Outpost of Progress" by Joseph Conrad. This research belongs to qualitative research. Postcolonial study and Paul Ricoeur's hermeneutics are used as approach and methodology respectively. The data are analyzed using structuralism to construct the representation of native people for the sake of distancing. The findings from this objective analysis then are analyzed within postcolonial study to reveal the reflection of colonialism and to serve as appropriation.

This research finds that Kipling, Beaumont, and Conrad construct two contradictory worlds to place the native people and British people separately. The native people's places are described as static and mysterious while the people are described as savage. However, the authors' descriptions of native people are based on partial knowledge. The short stories display ambivalence and class division as the effect of colonialism. The natives are placed below the British people as the second class. The ambivalence in Kipling and Beaumont's stories tend to be negative. On the contrary, the ambivalence in Conrad's story gives positive feeling.

Keywords: British short story, Postcolonial, Hermeneutics

I. INTRODUCTION

Identity is the main aspect for anybody to declare his/her self as a whole person to get acknowledgement and recognition from people around him/her. Construction of Identity takes time, place, and a very long process. It is shaped due to the social interaction and involves one's sociological and psychological aspects (Sarup, 1996). Establishment and recognition of identity have become a universal issue. In this article, I intend to raise an issue of identity of several people who live and experience as female to male transgender. It is conducted by observing a film documentary entitled *The Aggressives* (LGBT Film Documentary) directed by Daniel Peddle and was produced in 2005. Peddle intimately interviews six women and reveals their personal life, but I only focus on four of them, the Blacks.

In 16th century, Britain rose to be one of the most successful Empires along with France, Spain, and Portuguese. At the time, British Empire controlled America (13 colonies),

Australia, New Zealand, China, Canada, Egypt, India, and several smaller islands (Luscombe, 2014). The British Empire mostly used military force to take over the territories. However, another method was also employed to control the native people such as by marriage and the infiltration of the native's authorities.

Since colonialism happened for a long time, there are some unavoidable impacts. These impacts on both the colonizer and the colonized can be seen from many aspects, political, social and psychological. In literary field, these effects can be trailed from many writings at the time such as journal and literary works. It is because many British people travelled to the Empire's colonies to observe the native's condition. In these writings, the authors (British people) depict the native people based on their observation. The most well-known example for this matter is Joseph Conrad's *Heart of Darkness* (1899) where he describes Africa as a dark place with gloomy atmosphere. In other words, *Heart of Darkness* contains the representation of native people from the British people's point of view.

Rudyard Kipling, Mary Beaumont, and Joseph Conrad are ones of many British authors who wrote about the native people and focused on different colonies. Their short stories, "The Man Who Would Be King", "The Revenge of Her Race", and "An Outpost of Progress" are set in India, New Zealand, and Africa respectively. The short stories contain the representation of the native people and its environment. For this reason, this research objective are finding and analyzing the representation of native people in the short stories and its reflection upon colonialism.

This research is categorized as qualitative research since the purpose of this research is "understanding some aspects of social life" and "answering the questions of 'what', 'why', and 'how' (Brikci & Green, 2007). The sources of data are three short stories written by three different British authors. They are "The Man Who Would Be King" (TMWWBK) by Rudyard Kipling, "The Revenge of Her Race" (TRHR) by Mary Beaumont, and "An Outpost of Progress" (AOP) by Joseph Conrad. The first two short stories are taken from an anthology, *Stories by English Authors: Orient* (1902). The book used in this study was published by Project Gutenberg which is retrieved from its official website. The third short

story is taken from anthology entitled *Tale of Unrest* (1888) published by Free Classic e-book and retrieved from its official website. The data are divided into the primary data and secondary data. The main data are obtained from the source of data in form of words, phrases, and sentences related to the subject matter. The secondary data are taken from books, articles in internet, and journals which consist of the short stories' criticisms, historical facts, and other references related to the topic.

The data are analyzed with hermeneutics phenomenology (developed by Paul Ricoeur) as the method of interpretation. This method has two principles. The principles are *Distanciation* and *Appropriation*. Distanciation is a condition where the reader detaches any emotion from the reading, to ensure the reader's objectivity. Appropriation allows the reader to interpret the text based on their understanding through reading and marks the subjectivity of the reader as part of "self-understanding" (Suazano, 2014). The aim of this method is to get a better understanding of the world after reading the texts (Simms, 2003). There are two steps of analyzing data in this study. The first step is analyzing the data using structuralism to construct the representation of native people by the authors. The second step is relating the findings (from the previous step) with historical facts and applying postcolonial study.

II. LITERATURE REVIEW

Postcolonial Studies

Postcolonial study is part of cultural studies along with Postmodern, Post Structuralism, Psychoanalysis, Deconstruction, and other disciplines. Prasad (2003) offers the definition of Postcolonial study as

Postcolonial theory and criticism (or postcolonialism, in short)³ represents an attempt to investigate the complex and deeply fraught dynamics of modern Western colonialism and anticolonial resistance, and the ongoing significance of the colonial encounter for people's lives both in the West and the non-West (2003, 5).

The "significance" mentioned in quotation above can be seen through many aspects such as political and social, therefore, other related studies are required. For this reason, postcolonial study is known as interdisciplinary field.

According to Ashcroft, Griffiths, and Tiffin (2001), the main focus of postcolonialism is the effects of colonization on cultures and societies (p.186). The effects can be seen in both the colonizer (in this case is Britain) and the colonized (third countries in Asia and Africa). However, these effects on the colonizer are not similar to those on the colonized. It is because the colonial relationship is not equal, as Mcleod writes:

To enter into colonial relations, willingly or by force, then, is to be changed irrevocably.... the unequal oppositional power relations required by colonialism unavoidably structured the lives of those who were

caught up in the fortunes of empire, regardless of their position or point of view. (2007, 3)

From the Mcleod's statements above, it is clear that the effects of colonialism are inevitable to both parties. The process and effects of colonialism can be seen through several things such as the oral stories, the buildings, and the published writings. The writings, especially literary works written and published in late 19th century, record the colonialism quite in detail from the British authors who had travelled to the colonies. As a result, their works can be used to reflect colonialism at the time.

Orientalism by Edward Said

Orientalism is originally published in 1978 and reprinted in 1995 (new afterword) and 2003 (updated preface). Until present time, *Orientalism* is one of the most influential books in postcolonial study. In this book, Said defines his *Orientalism* as "a Western style for dominating, restructuring, and having authority over the Orient." (p. 3). From this definition, he suspects that the Western people represent the Orient based on assumption and generalization. It is because the Occident feels superior to the Orient which allows them to construct the East based on their knowledge. He gives example of Arthur James Balfour and Lord Cromer's speeches about Egypt, Ernest Renan's Semitic as a language without the abilities to evolve. From these examples, Said finds that the Western people depiction of the native people as a contrast to them is to reinforce the Orient's flaw as the proof of their inferiority.

The consequence of the Western's scholar about the Orient's image is reflected through their relationship. According to Said, the Orientalists draw an imaginative geographical line between the Orient and the Occident which means polarizing the West and the East. Said gives his example in Aeschylus's *The Persians* and *The Bacchae* where the native's land is pictured as "defeated and distant" and the West as "powerful and articulate" (p. 57). Aeschylus' works also proves the influence of text in matter of the Orient's image, as he states "*Orientalism* overrode the Orient" (p. 96).

In the last part of *Orientalism*, Said states that the center of *Orientalism* shifts from Europe to the United States after World War II. *Orientalism* then becomes a part of cultural relation policy in the United States. Finally, Said concludes the book with the triumph of *Orientalism*, as the Orientalist cannot ignore and avoid the Orient's presence because "the answer to *Orientalism* is not Occidentalism." (p. 328).

Location of Culture by Homi Bhabha

Homi Bhabha is well-known for his interest about the way the native imitates the European people. He explores this idea in his essay collections *Location of Culture* (1994). In his essay entitled "Of Mimicry and Man: The Ambivalence of colonial discourse", he defines mimicry as "a subject of a difference that is almost the same, but not quite" (p.86). He elaborates that the cause of mimicry is repetition of partial presence (the white people) such as in Joseph Conrad's

Nostramo and V. S. Naipul's *The Mimic Men*. Bhabha states that the effect of mimicry is "profound and disturbing" (p. 86). It is because the native follows the European's custom to make them equal to the white people. Therefore, the native people subconsciously creates an illusion of their fellow native who did not follow the European custom is beneath them.

The white people's attempt to assert themselves as the native's authority is not fully succeeded. The reason is that the (partial and double) repetition is clashing with the native's custom and known as ambivalence. In "Sly Civility", Bhabha explains the partial and double repetition within the white people's text for the native. For the white people, ambivalence is a sign of resistance since the native people are trying to maintain their own culture. Furthermore, the partial and double presence creates what Bhabha says hybridity. According to him, hybridity can be defined as "...that ambivalent 'turn' of the discriminated subject into something terrifying, exorbitant, object of paranoid classification – a disturbing image and presence of authority." (p. 113). Then, it is clear that hybridity is a negative impact of colonialism from the colonizer's point of view. On the contrary, hybridity is seen as a resistance to the European's influence which means the native people are not passively accepting the white people.

III. DISCUSSION

It is important to point out the similarities of all short stories used in this research before describing the representation of native people in the short stories. The most visible similarity in the short stories is that all the authors are British people. Moreover, the short stories were written and published in 1880s. The short stories also focus on the relationship between the white men with the native although from different angles. The economic motive of white men to colonize the overseas territory is also shown in the short stories. The motive is revealed through Carnehan's words to the narrator in *TMWWBK*, Horace Denison's coming to New Zealand in *TRHR*, and the trading in *AOP*. This motive is relevant to British's desire to conquer the land in Asia, Africa and Australia.

As mentioned previously, "The Man Who Would Be King" (*TMWWBK*) has set in India. *TMWWBK* focuses on the journey of Daniel Dravot and Peachey Carnehan in Karifistan (territory of Afghanistan) to be the native's king and told by Kipling as the nameless narrator. Kipling creates two different places, India and Karifistan, as the main setting in *TMWWBK*. On the one hand, India is illustrated as a modern place indicated by the railway train (p. 5). On the other hand, Karifistan is pictured as "The country was mountaineous and the mules were most contradictory and the inhabitants were dispersed and solitary" (p. 14) to show Karifistan as a secluded place. Kipling's description of Karifistan reveals that Kipling is not a nature-oriented person. He sees Karifistan as an uncivilized place because the native people in Karifistan are close to nature. The Karifistan people itself are depicted as

primitive based on their belief about a King as an avatar of their idol. Moreover, Kipling shows the native people of Karifistan as savage through Carnehan's description.

...and learns that they was fighting one against the other... and when they wasn't doing that they was fighting with the Mohammedans.
(p. 18)

The image of Karifistan (the land and the people) is narrated by the narrator at the beginning. Carnehan also shared his part of describing Karifistan through his narration about his time there. It is clear that Kipling forces the native people's representation and ignores the native's right to represent themselves. Furthermore, it is clear that Kipling favors the white men's superiority over the native people which allows him to create the representation of the native based on his partial knowledge about the native in India as shown by the white people's domination in *TMWWBK*.

Similar to Kipling, Beaumont also creates two different places for the native and the white people in "The Revenge of Her Race" (*TRHR*). She pictures the British people's place as a modern place and uses the term "lawn" to represent the modernity. For the native people's land, she uses "meadow" to romanticize and shows the primitive side of the native's land. This term also makes the native's land appear as timeless place. From her description, the place between the white people and the Maori people is separated as described below.

The low hedge, where the creepers climbed, divided the lawn and its magnificent Wellingtonians from the meadow. There was little grass to be seen, for it was at this time one vast profusion of delicate ixias of every bright and tender shade.
(p. 45)

The reason of the separation is to expose the isolation between the white people and the native people. The Maori people in *TRHR* are described as savage and primitive based on their eating habit. It is shown through the phrases "bad stuff they eat" (p. 48), "Shark's flesh" (p. 49) and "Bad corn". Furthermore, Beaumont generalizes the Maori people through their appearance as a group of old people. The description of the Maori people in *TRHR* shows the European people's way to force the representation of the native. Moreover, this representation of Maori people shows the British people's superiority through the author's power to construct the representation in *TRHR*.

Another British author, Joseph Conrad, shows the image of African people based on British people's view in "An Outpost of Progress" (*AOP*). He creates a station post where the main characters, Kayerts and Carlier, resided for six months. This station post is surrounded by the native's place along with the nature. He also draws a natural geographical border which is a river. Therefore, the native people and the British men in *AOP* isolate each other both physically and mentally. Conrad depicts the nature as a mysterious place. He uses supernatural's presence to reveal the land's mystery with its ability to influence Kayerts such as "... as dull they were to

the subtle influences of surroundings,... a wilderness rendered more strange,...” (p. 62). His description about the land exposes his need to romanticize the land through its exoticism and the supernatural’s presence within the land. As for the native people, Conrad clearly shows the superiority of white people as a civilized race. In AOP, he depicts the native as uncivilized and primitive race as follows:

They were naked, glossy black, ornamented with snowy shells and glistening brass wire, perfect for limb. They made an uncouth babbling noise when they spoke, moved in a stately manner, and sent quick, wild glances out of their startled, never-resting eyes.

(p. 64)

Conrad shows another sign through the white men’s inability to understand the native’s language (p. 67). The other indication of the native people as an uncivilized race is the human sacrifice (done by Gobila as the native’s chief) along with the belief of Evil spirit.

Conrad gathers his information about the native in Africa during his mission in the said place. He then constructs the native using the partial knowledge of African people. Because of this, the depiction of the native people is not fully accurate. He ignores the native’s right to present themselves and suppress them under the white men’s image of the native. Conrad’s ability to construct the image of the native reflects the superiority of white men to the native people of Africa.

Aside from the representation of native people, the short stories also imply the impact of colonialism on the native’s side. One of the impacts of colonialism is ambivalent as the consequences of mimicry as theorized by Bhabha. Ambivalence is usually detected by the way the native try to follow the European’s customs voluntarily such as dressing and eating manner. Some even change their name to European names to feel more like the European than their native heritage. The three short stories have the native’s characters that have the ambivalence within themselves such as Billy Fish in TMWWBK, Mrs. Denison in TRHR and Makola in AOP. The ambivalence within the characters can be detected through the desire to change their identity and to follow the white people’s customs such as in Mrs. Denison and Makola:

Then she told me to help her to unpack her new dress from Paris... Master Horace always chose her dresses, and he was right proud of her in them. (p. 48)

...

The third man on the staff was a Sierra Leone nigger, who maintained that his name was Henry Price. However, for some reason or other, the natives down the river had given him the name of Makola, and it stuck to him through all his wanderings about the country. (p. 61)

For Billy Fish though, the change of identity is forced upon him to ensure his loyalty to the white men. The ambivalence in Billy Fish and Mrs. Denison leans to negative aspect where in Makola the ambivalence gives positive feeling. This means that the conflicted identity or ambivalence is a common effect

for the native.

The second impact of colonialism in the short stories is class division. The class division in Britain is divided into three classes. They are upper class (royals), middle class (white-collar workers), and the working class. The white people in the short stories are categorized into the second class. Therefore, the native people are placed under the second class which is the working class. The most prominent class division between the European people and the native people is the railway train usage in TMWWBK. The class division is also served as a proof of the white people’s superiority to the native people since they are placed higher in class division.

IV. CONCLUSION

Rudyard Kipling, Mary Beaumont, and Joseph Conrad are writers connected by their nationality and interest in British colonies across the sea at the time. These writers took different facets of the native people to expose in their short stories. Their focus in their short stories is respectively India, New Zealand, and Africa. In “The Man Who Would Be King”, Kipling places the native of Karifistan below the British men which means that the native people are inferior to the British people. He shows the native people in its primitive situation because these people are still holding on their tradition and belief. The land of Karifistan is also pictured as an empty spot in the map which supports the idea of the native people trapped in the past. On the contrary, Kipling creates India with its modernity to show the people in India as the opposite of the native people. Similar to Kipling, Beaumont creates two contradictory atmosphere in “The Revenge of Her Race”. However, she clearly separates and isolates the white people and the Maori through the metaphorical divider. She describes the British residence with more advanced development and the native people’s place as an exotic place. She romanticised the depiction of the Maori to make them appear weaker. However, she also illustrates the native people as an uncivilized race based on their tradition. In the same way, Conrad constructs two different places in “An Outpost of Progress”. In this short story, Conrad tends to exaggerate the description of the African nature and its people. Like the previous authors, he also creates two opposite places for each party. However, he makes the white people’s place surrounded by the native’s forest. Because of this, the atmosphere in “An Outpost of Progress” is very gloomy which affects the representation of the native people. He clearly describes the native people as savage and primitive, completely degrading these people.

The representations show that the authors create a generalization of the native people. This representation then becomes the general view of British people toward the native people. However, the representation itself is not accurate since the authors only have partial knowledge of the native people and ignore their right to represent themselves. As a result, the native people are forced to accept the British people’s

representation of them and ignore the native's need to represent themselves. To show their superiority, the white people (in this case the authors) create two contradictory places for the native and the white people. Then, the native people are depicted as savage and primitive while their lands are deemed as mysterious and secluded.

The authors display the flaw of the natives to manifest the British people's superiority. Thus, the native people are placed as the second class which reflects the class division in the colonial territory. The class division itself is practiced in British Empire. The consequence of this placement is the native's desire to mimic the British people. These people then experience mimicry which leads to ambivalence. All short stories portray the ambivalence in the native people in various aspects. The ambivalence in Kipling and Beaumont's stories lean to negative aspect where in Conrad's the ambivalence gives positive feeling. Therefore, the ambivalence can be seen as the reflection of colonialism especially in the part of the colonized people.

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The 21st Century U.S. Gay Pride Parade as Constructed in the Online News Article of The Seattle Times Newspaper Published between 2009 – 2011

Vista Sandy Miftakhul Ujjanawati

Abstract - This article is written based on a research about the media construction towards the 21st Century U.S. Gay Pride Parade. The research is conducted to find out whether or not the media maintains the hegemonic influence of heterosexual norm (heteronormativity) in framing the phenomenon of homosexuality in public space as represented by the 21st Century U.S. Gay Pride Parade. The research is a qualitative research of which the main data are words, phrases, clauses, sentences, and pictures taken from the online news article about the 21st Century U.S. Gay Pride Parade published by The Seattle Times newspaper throughout 2009 to 2011. The supporting data are books, journals, articles, newspapers, and other related readings. The research is conducted under the scope of American Studies which mainly focuses on media studies. It applies some theories and approach e.g. semiotic theory, queer theory, and socio-cultural approach. The research finds that there are two constructions of the 21st Century U.S. Gay Pride Parade presented in the online news articles published by The Seattle Times newspaper. First, the parade is constructed by the newspaper as a public carnival of gay pride and visibility. Second, it is constructed as a political celebration of gay rights movement victory. It is also found that the newspaper maintains heteronormativity in explaining those two constructions which are signified through the way the newspaper often used more explicit languages, words, phrases, and photograph to describe the sense of a carnival or a celebration by paying less serious attention to the political messages related to gay rights issues communicated by lesbians, gays, bisexuals, and transgender/transsexual (LGBT) Americans during the 21st Century U.S. Gay Pride Parade.

Keywords: media construction, U.S. Gay Pride Parade, homosexuality, LGBT heteronormativity, public space

I. INTRODUCTION

Gay Pride Parade is an annual public gay event that has been held in the United States since 1970 until today. On the one hand, it symbolizes the presence of homosexual (LGBT) people i.e. *lesbians, gays, bisexuals, and transgender/transsexuals* in public space i.e. the city street. On the other hand, public space i.e. the city street has been socially constructed as the *heterosexual space*. In the context of geographical literature, it is argued that public urban space can be understood as *heterosexual space* (Valentine, 1993, 1996; Duncan, 1996; Myslik, 1996; Namaste, 1996; Binnie,

1997; Johnston, 1997 as cited in Brickell, 2000, p. 163). In other words, public urban space i.e. the city street is geographically and socially constructed as the space where heterosexuality works as the dominant and hegemonic sexual norm.

In this case, the hegemonic and dominant practice of heterosexual norm in public also works as a social control that may influence the way the media constructs certain meaning and viewpoint about the phenomenon of homosexuality in public i.e. Gay Pride Parade. *The Seattle Times* newspaper, for instance, is one of U.S. media which has been annually publishing comprehensive online news coverage of Gay Pride Parade across the United States since 1970s until recent 21st century years. In this case, the way *The Seattle Times* newspaper constructs the phenomenon of U.S. Gay Pride Parade becomes the most important source of examination in my research to find out whether or not the hegemony of heterosexual norm is still influencing the media viewpoints in framing the homosexual phenomenon as represented by the 21st Century U.S. Gay Pride Parade.

As a form of qualitative research, the main data to analyze include words, phrases, clauses, sentences, and pictures which are written and attached in the online news article about the 21st Century U.S. Gay Pride Parade published by *The Seattle Times* newspaper throughout 2009 to 2011. The supporting data are mainly books, journals, articles, newspapers, and other related readings. Since the research is conducted under the scope of American Studies which mainly focuses on media studies, therefore it applies some other disciplines in a form of theory and approach e.g. semiotic theory, queer theory, and socio-cultural approach.

II. LITERATURE REVIEW

A. U.S. Gay Pride Parade: History and Development through Decades

U.S. Gay Pride Parade was born one year after the incident of the Stonewall Riots happened at the Stonewall Inn, a homosexual bar in New York. The incident was signified with street-protest and riots conducted by gay bar patrons along with nearby residents and passers against police repression during bar raids that lasted for five days, started from Saturday early morning of June 28, 1969 until the following Wednesday

night, July 2, 1969 (Eaklor, 2008). New York gay activists at that time viewed the Stonewall Riots incident as a defining moment of modern gay liberation or gay rights movement in the United States. Thus, the commemoration of the incident was organized in a form of street demonstration called Christopher Street Liberation Day before it is later and widely known as Gay Pride Parade.

The first U.S. Gay Pride Parade (Christopher Street Gay Liberation Day) in 1970 was successfully held in New York, Los Angeles, and Chicago. In those three cities, the U.S. Gay Pride Parade could drag hundreds to thousands participants as well as spectators (Armstrong & Crage, 2006, pp. 740-741). The parade was held in the mood of political protest or demonstration. In New York, for instance, the 1970 Gay Pride Parade was only colored with the public gathering of thousands of LGBT people marching along the streets of Midtown Manhattan while carrying signs and banners, chanting, and waving to surprise citizens who watched the parade (Sargeant, 2010, para. 2). There were no floats, no music, and no boys in brief (ibid). Until 1980s, the parade was still colored with political protest or demonstration and it was lack of carnival or celebration mood and displays.

Throughout 1990s to 21st century years, U.S. Gay Pride Parade was no longer dominated by political protest or demonstration. The parade was also colored with carnival displays. In the 2009 Seattle Pride Parade, for instance, there were parade float, dance beats, and participants in artistic and colorful designed costume, accessories, make-up, and hairstyle e.g. black leather clothe, rainbow-colored Mohawk, silver-studded face and ears, pierced eyebrows and tiny ruby horn stuck in forehead (Kelleher, 2009, para. 1, 16). Meanwhile, the political protest that also colored the parade mood and scene engaged with two major gay rights issues i.e. same-sex marriage and gay visibility in military.

B. News Media Attitudes toward Homosexuality through Decades

As one of U.S. news media, *The Seattle Times* newspaper is quite welcoming in dealing with homosexual phenomenon e.g. U.S. gay pride Parade. The welcoming attitude is manifested through the way the newspaper provides annual comprehensive news coverage about the parade. There are about 441 online news article about Gay Pride Parade published by *The Seattle Times* newspaper from 1990 to 2011 and about 41 news articles of historical archive published throughout 1970 to the late 1980s.

As one form of mass media, *The Seattle Times* newspaper may have significant role and power in influencing society with certain viewpoint about homosexual phenomenon i.e. U.S. Gay Pride Parade. It may also have power to drag society's awareness, attention, and sympathy towards the political protest, message, or campaign that deals with the gay rights movement goals addressed by LGBT Americans during the parade. It can be seen from the way the newspaper associates several gay rights issue (i.e. same-sex marriage, gays in military, domestic partnership, etc.) in almost every

news coverage about the parade. Thus, there may be a construction made by *The Seattle Times* newspaper that views gay pride parade phenomenon as a form of political protest or campaign organized by LGBT Americans regarding gay rights equality issues.

C. Semiotics in Media Studies

Semiotics is known as the study of sign. It specifically studies the socially-constructed meaning of sign system (Branston & Stafford, 2003). In this case, semiotics theorist, Roland Barthes, developed the concept of sign interpretation and used it as a technique to reveal the socially-constructed meaning of signs. In his book entitled *Mythologies* (1957), Barthes explained the phenomenon of *myth* and used it to investigate the socially-produced meaning of signs. He defined *myth* as a *language* (Barthes, 1957 as cited in Hoed, 2011). He explained that *myth* is the meaning of a sign which has already been entrenched as a form of culture and it has specific meaning based on certain connotation given by certain community (ibid). By relying on Saussure's theory of sign, Barthes described *myth* as what is considered 'normal' in the socio-cultural life of a certain community resulted from historical process. In this sense, Barthes simply stated that history has made connotation developed into myth.

The word 'homosexual', for instance, has been literally defined as a person who is sexually attracted to same sex people (Cambridge Advanced Learner's Dictionary 3rd Edition). Yet, there are also other stereotypical definitions or meanings that have been used by major (heterosexual) society to define the word 'homosexual' i.e. *abnormal*, *closet/invisible*, *deviant*, *shameful*, and *morally unacceptable*. Such stereotypical meanings have been socially constructed as *myths* of homosexual people. Those *myths* have been adopted in the socio-cultural life of major (heterosexual) society to normalize heterosexuality as the *acceptable*, *hegemonic/visible*, *respectful*, and *natural* sexual behavior and culture.

In this research, the analysis of news texts by using Barthes' semiotic concept is intended to find out whether or not *The Seattle Times* newspaper is still being influenced by *myth* in framing the phenomenon of sexual pluralism (i.e. lesbian, gay, bisexual, and transgender) and its public *pride* and *visibility* which is represented by the 21st Century U.S. Gay Pride Parade. The finding is used to explain which stance (i.e. positive, negative, or neutral) is actually taken by *The Seattle Times* newspaper in constructing the phenomenon of the 21st century U.S. Gay Pride Parade which was particularly held in 2009 to 2011.

Another semiotics theory used in this research is the semiotics theory which is conceptualized by Charles Sanders Peirce. His semiotics concept investigates the *semiosis* process by using triadic formula called R-O-I (*representamen-object-interpretant*) (Peirce, 1931-1958 as cited in Hoed, 2011). Based on R-O-I concept, R is *representamen*. It refers to various physical forms of sign in the form of icon, index, and symbol. O in R-O-I stands for *object* and it refers to something

that is described in the human's mind. I in R-O-I is the *interpretant*. It is the correlation between *representamen* (R) and *object* (O). It is an interpretation towards the physical form of signs which has been described in sign users' mind.

In this research, Peirce's semiotics concept is used to identify the meaning of a sign signified in a form of physical object e.g. photograph. In the online news article about Gay Pride Parade published by *The Seattle Times* newspaper, there are photographs attached to the news article that describe the scene of the parade. The photographs analysis by using Peirce's semiotic concept is intended to find out how *The Seattle Times* newspaper constructs the 21st Century U.S. Gay Pride Parade through photographs attached to its online news articles about the parade published in 2009 to 2011.

C. Queer Theory

Queer theory deals with the study about the institutional practices (i.e. culture) and discourses (i.e. literature) that construct sexual knowledge or ideology functioning as a power in organizing social life and controlling individuals' differences based on sexuality (<http://sharedmeaning.com/cms/what-we-think/theoretical-underpinnings/queer-theory/>). Based on queer theory's concept, the idea of sexuality as a form of power is understood as *heteronormativity* (Valocchi, 2005, p. 752). It is defined as a set of norms that make heterosexuality always seems *natural, normal, or right* and that organize homosexuality as the binary opposite of heterosexuality by marking it as *unnatural, unusual, or wrong* (ibid). In this sense, *heteronormativity* works as a socio-cultural norm and belief that maintain the myth of heterosexuality as the only one single *normal* sexuality that is *morally acceptable, respectful, right, and visible* in public.

In this research, queer theory is applied to analyze kinds of language, terms, words, phrases and other expressions that reflect *heteronormativity* used in the online news article about U.S. Gay Pride Parade published by *The Seattle Times* newspaper throughout 2009 to 2011. The analysis is intended to find out whether or not *The Seattle Times* newspaper is still influenced by *heteronormativity* in constructing the public *pride and visibility* of LGBT Americans as represented by the 21st Century Gay Pride Parade. The finding is used to explain which stance (i.e. positive, negative, or neutral) is taken by *The Seattle Times* newspaper in constructing the 21st Century U.S. Gay Pride Parade held in 2009 to 2011.

III. DISCUSSION

Throughout 2009 to 2011, *The Seattle Times* newspaper published several online news articles about U.S. Gay Pride Parade. The news articles mostly discussed the carnival elements of *gay pride and visibility*, the celebration of gay rights movement victory and several political messages related to gay rights issues that are communicated during the parade. In this research, the analysis discusses how *The Seattle Times* newspaper constructs the 21st Century U.S. Gay Pride Parade

as a *carnival* event of *gay pride and visibility* and as a political celebration of gay rights movement victory. The result of the discussion is used to discover whether or not *The Seattle Times* newspaper is still influenced by *heteronormativity* in framing the homosexual phenomenon as represented by the 21st Century U.S. Gay Pride Parade held in 2009 to 2011.

A. The Media Construction of the 21st Century U.S. Gay Pride Parade as a *Carnival of Gay Pride and Visibility*

The photograph on the right side of this paragraph is



ELLEN M. BANNER / THE SEATTLE TIMES
 "Recycling Queers" march in dresses made from plastic bottles in Seattle's 37th annual Pride Parade Sunday, June 26, 2011 in downtown Seattle. The parade started at Union Street, went north on 4th Avenue, and ended at the Seattle Center. The sidewalks were packed as tens of thousands attended the parade. (http://seattletimes.nwsourc.com/html/localnews/2015431804_prideparade27m.html retrieved August 22, 2011 at 3.34 pm).

attached to the online news article entitled *Sunday Pride Parade Draws Diverse Crowds*. It captured the scene of parade participants who marched at the 37th *Seattle Pride Parade* which was held on Sunday, June 26, 2011. It can be clearly seen in the photograph that there are two men marching along public urban street as the parade participant while displaying their carnival-like appearance in the attractive and artistic costume design made of plastic bottles. In the caption, those two men are described as 'Recycling Queers' who 'marched in dresses made from plastic bottles'.

The word *queers* in the phrase 'Recycling Queers' is literally used to define homosexual people especially men

(Cambridge Advance Learner's Dictionary 3rd Edition). Meanwhile, the word *recycling* in the phrase 'Recycling Queers' is literally used to describe the condition when paper, glass, plastic, etc. are processed and made to be reusable (ibid). Thus, the phrase 'Recycling Queers' which is stated in the caption basically describes the two parade participants that are captured in the above photograph as gay men dressed-up in costume and bodily accessories made of reusable or second-hand plastic bottles.

Based on what are captured and captioned in the above photograph, the 37th Seattle Pride Parade is basically described by the online news article of *The Seattle Times* newspaper entitled *Sunday Pride Parade Draws Diverse Crowds* as a *carnival* event in which LGBT Americans marched along downtown city street, avenue, and venue i.e. Union Street, 4th Avenue, and the Seattle Center while displaying their physical appearance or *visibility* in the artistic, attractive, and unique costume design (e.g. plastic bottle dress) and bodily accessories or ornaments (e.g. corsage and hat made of colorful plastic bottle caps).

B. The Media Construction of the 21st Century U.S. Gay Pride Parade as a Political Celebration of Gay Rights Movement Victory

The following news paragraph is cited from an online news article entitled *Gay Pride Parade Marks 40 Years after NYC Uprising* written by Karen Mathew and published by *The Seattle Times* newspaper on June 28, 2009. The news article particularly discusses the 21st Century U.S. Gay Pride Parade that was held in New York in 2009 called as *Sunday's gay pride parade*.

Decades after a riot at a Greenwich Village bar sparked a movement for equal rights, gay New Yorkers celebrated their gains at Sunday's gay pride parade and lamented the state has not legalized same-sex marriage.

http://seattletimes.nwsourc.com/html/nationworld/2009395294_apusgayprideparade.html retrieved August 22, 2011 at 3.35 pm)

In the above news paragraph, the term *Sunday's gay pride parade* is described in the above news paragraph as an event where *gay New Yorkers celebrated their gains of a movement for equal rights* which was *sparked decades after a riot at a Greenwich Village bar* known as the Stonewall Riots. The use of the word *celebrated* in the above news paragraph signifies the way the *Sunday's gay pride parade* is described in the above news paragraph as an event used by gay New Yorkers to *celebrate the gains* of their movement for equal rights which is also known as a gay rights movement.

In this case, the word *gains* which is stated in the above news paragraph can refer to the victory of LGBT people in gaining the public acknowledgment of their *pride* and *visibility* as LGBT individuals, community, and members of mainstream institutions. The use of the word *gains* in the above news paragraph signifies the way the 2009 *Sunday's gay pride parade* is viewed by *The Seattle Times* newspaper's article entitled *Gay Pride Parade Marks 40 Years after NYC*

Uprising as a celebration of gay rights movement victory related to the acknowledgment and the inclusion of LGBT people's *pride* and *visibility* as individuals and community in public space (i.e. the city street) and mainstream institutions.

The word *lamented* which is also stated in the above news paragraph is derived from the verb *lament*. It literally defines the act of expressing sadness and feeling sorry about something (Cambridge Advanced Learner's 3rd Edition). In this case, the use of the word *lamented* in the above news paragraph shows the way the author of the above news article describes the expression of sadness and regret addressed by the gay New Yorkers during the 2009 *Sunday's gay pride parade* related to the same-sex marriage rights that had not been legalized in New York at that time.

Contextually, the *lament* of gay New Yorkers during the 2009 *Sunday's gay pride parade* can also be understood as a political protest or demonstration of those gay New Yorkers in addressing their disappointment concerning the same-sex marriage rights which had not yet been legalized by New York State government at that time. Thus, it can be said that the 2009 *Sunday's gay pride parade* is contextually described in the above news paragraph as an event that was colored with political demonstration of gay New Yorkers in lamenting their disappointment to the state government concerning the legalization of same-sex marriage rights which had not yet been legally approved at that time.

In this case, the use of the word *celebrated* and *lamented* as well as the highlight of same-sex marriage issue in the above news paragraph signifies the way the news article entitled *Gay Pride Parade Marks 40 Years after NYC Uprising* views the 2009 *Sunday's gay pride parade* as a *political celebration of the gay rights movement victory* where gay New Yorkers *came out* to public space (i.e. the city street) to not only *celebrate* the acknowledgment and the inclusion of their *pride* and *visibility* in public space and mainstream institutions but also to perform a *political demonstration* concerning the legalization of same-sex marriage rights as one of gay rights movement goals which has not yet met victory at that time.

The following news paragraphs are cited from the news article entitled *Seattle Pride Parade Show of Support to Gay Community*. The paragraphs discuss two participants of the 2010 *Seattle Pride Parade* named Grant Rehnberg (23) and Kayla Beckman. They are described as a gay and a lesbian who *came out* and expressed their *pride* and *visibility* in public space i.e. city street not only as the parade participants but also as an openly gay and lesbian who expressed enjoyment, community belonging and their physical *visibility* in the attractiveness of costume display.

Grant Rehnberg, 23, of Seattle, recalled attending last year's parade — one of the first times he came out as openly gay. The parade gives him a sense of security he didn't have in the past.

One of Rehnberg's friends, Kayla Beckman, attended the parade as well, wearing a Dorothy costume.

<http://seattletimes.nwsourc.com/html/localnews/2012>

[224555_prideparade28m.html](http://www.seattletimes.com/html/localnews/2012/224555_prideparade28m.html) retrieved August 22, 2011 at 3.33 pm)

The first news paragraph above discusses about Grant Rehnberg (23) who *came out as an openly gay man* for the first time in *the last year's parade* that was held in 2009. In the second sentence of the first news paragraph above, the *2010 Seattle Pride Parade* is discussed as an event that gives Rehnberg *a sense of security* he could never had in the past. In this case, the entire discussion about Grant Rehnberg as stated in the first news paragraph above basically signifies the way the *2010 Seattle Pride Parade* is contextually described in the first news paragraph above as an event where gay people could securely express their *pride* and *visibility* as gay individuals in public.

In the second news paragraph above, the discussion is about another parade participant of the *2010 Seattle Pride Parade* named Kayla Beckman who is identified as one of Grant Rehnberg's friends who wore *Dorothy* costume during the parade. In this case, the way Kayla Beckman wore *Dorothy* costume during the parade signifies the way she displayed her public *pride* and *visibility* in the attractiveness of costume play.

For many gay Americans, *Dorothy* is viewed as the symbol of *gay pride* and *visibility*. This view is constructed based on the way the *Dorothy* character was used to be played by a famous American actress and singer named Judy Garland. She was known among gay Americans as the *American gay icon*. Her image as the *American gay icon* is constructed based on her appearance and film role that often reflect the *androgynous* and *camp* character (Currid, 2001, p. 123). Her *androgynous* image was viewed from her role in the 1951 film, *Summer Stock* that represented *gender misfit* which described the gender life of her gay male audiences (ibid). Meanwhile, her *camp* image was viewed through the way she liked to talk using language signifying the *language of gay subculture* when she performed her concert and film role in the 1948 movie entitled *The Pirate* (ibid).

In this case, the attractive public appearance of Kayla Beckman in *Dorothy* costume can be understood as the way she *celebrated* her *public pride* and *visibility* as a gay individual (a lesbian) during the *2010 Seattle Pride Parade*. This understanding is based on how attractiveness is commonly and literally associated to the *enjoyment* of a *celebration*. Thus, the way Kayla Beckman is contextually described as the parade participant who wore *Dorothy costume* signifies the way *The Seattle Times'* news article entitled *Seattle Pride Parade Show of Support to Gay Community* (2010) views the *2010 Seattle Pride Parade* as a *celebration* in which LGBT people of Seattle came out to celebrate the *public acknowledgment* of their *pride* and *visibility* as LGBT individuals and community.

The following news paragraphs are also stated in the news article entitled *Seattle Pride Parade Show of Support to Gay Community* (2010). These three paragraphs mainly discuss a retired military officer named Eric Alva who also came out as

an openly gay man and marched as the participant in the *2010 Seattle Pride Parade*.

"But being openly gay continues to be a struggle, especially for those in the military, who must hide their sexual orientation", noted Eric Alva, one of the grand marshals in Seattle's parade.

Alva served in the Marine Corps, retiring as a staff sergeant after 13 years, and kept the fact he was gay a secret. While serving in Iraq in 2003, he stepped on a land mine, breaking his right arm and damaging his leg so badly that it needed to be amputated.

Four years later he came out and has been an advocate for gay rights. He supports repealing the "Don't Ask Don't Tell" law that bars people who are openly gay, lesbian or bisexual from military service. In May, the U.S. House of Representatives passed legislation to repeal the policy. The Senate is to vote on the issue this summer. (http://seattletimes.nwsources.com/html/localnews/2012/224555_prideparade28m.html retrieved August 22, 2011 at 3.33 pm)

In the first news paragraph above, Eric Alva is clearly identified as *one of the grand marshals* in the *Seattle's parade* or the *2010 Seattle Pride Parade*. Literally, *grand marshal* is a phrase used to define a person who is honored to be the leader of a parade (<http://www.merriam-webster.com/dictionary/grand%20marshal>). The use of the phrase *grand marshals* in the first news paragraph above signifies the way Eric Alva is indirectly described as one of LGBT participants in the *Seattle's parade* who was honored to be one of the parade leaders.

In the first news paragraph above, Eric Alva's saying is highlighted and it is written in a sentence that read, *"But being openly gay continues to be a struggle, especially for those in the military, who must hide their sexual orientation."* Alva's saying here can be understood as the way he considered military as an institution that had not yet acknowledged the rights of its gay members to be *open*, *pride*, and *visible* about their sexuality at that time, exactly when he marched as a grand marshal in the *2010 Seattle Pride Parade* and years before when he had his military service duty.

In the second news paragraph above, Eric Alva is identified as a *retired staff sergeant who served in the Marine Corps* and kept his gay identity in secrecy for 13 years during his service duty. Yet, in the following third news paragraph above, Alva is identified as an openly gay man who came out his sexual identity four years later after he had his military duty as a member Marine Corps in Iraq in 2003. He is also further identified as *an advocate for gay rights* who supported for the repeal of the *Don't Ask Don't Tell* law which is explained in the third news paragraph above as *a law that bars people who are openly gay, lesbian or bisexual from military service.*

In this case, several discussions about Eric Alva as stated in the three news paragraphs above signifies the way *The Seattle Times'* news article entitled *Seattle Pride Parade Show of Support to Gay Community* (2010) views the *2010 Seattle*

Pride Parade as an event which was not only colored with the attractive displays and the enjoyment of a celebration of public *gay pride* and *visibility* as represented by the public presence and participation of Grant Rehnberg and Kayla Beckman which are discussed in previous news paragraphs. The phenomenon of the *2010 Seattle Pride Parade* is contextually and entirely described by *Seattle Times'* news article entitled *Seattle Pride Parade Show of Support to Gay Community* (2010) as a *political celebration* where LGBT people came out to not only *celebrate* their *public pride* and *visibility* but also to perform such political demonstration related to the legal acknowledgment of their rights to be *open, proud, and visible* in public space/institution other than city street i.e. military institution.

IV. CONCLUSION

The research theoretically proves that *The Seattle Times* newspaper constructs the 21st Century U.S. Gay Pride Parade in two senses. *First*, it is constructed as a *public carnival of gay pride and gay visibility*. *Second*, it is constructed as a *political celebration* of gay rights movement victory. As a *public carnival of gay pride and visibility*, the 21st Century U.S. Gay Pride Parade is depicted by *The Seattle Times* newspaper as an event where LGBT Americans came out to public space i.e. the city street to express their *sexual pride and visibility* in the attractiveness and colorfulness of their physical appearance in costume play (i.e. Dorothy costume), accessories, make-up including flamboyant and sissy gestures.

As a *political celebration* of gay rights movement victory, the 21st Century U.S. Gay Pride Parade is depicted by *The Seattle Times* newspaper as an event where LGBT Americans came out to public space i.e. the city street to celebrate their gay rights movement victory while performing a political protest or demonstration that communicated issues related to gay rights movement goals which had not yet met victory. The issue to celebrate was mainly related to the victory of LGBT Americans in gaining public acknowledgment towards their public *pride and visibility* as LGBT community, individuals, and subcultures. Meanwhile, the theme of the political protest or demonstration was mainly about the demand on the repeal of the *Don't Ask Don't Tell* law and the legalization of same sex marriage in some states which had not yet been approved at that time.

However, on the one hand, the way *The Seattle Times* newspaper views the 21st Century U.S. Gay Pride Parade as a form of *public carnival or celebration* of LGBT *pride and visibility* is more explicitly expressed through the use of languages, words, terms, phrases, and photographs that directly described the sense, scene, mood, displays, and other elements of a public carnival or a celebration e.g. attractive and colorful costumes, make-up, and bodily accessories or ornaments. On the other hand, the way *The Seattle Times* newspaper views the 21st Century U.S. Gay Pride Parade as a form of *political protest or demonstration* is less explicitly expressed. The newspaper often used soft languages, words,

terms, phrases, or dictions e.g. the word *lament* and *support* that do not explicitly and strongly describe the act of political protest or demonstration performed by LGBT participants during the parade.

In this case, it can be said that the phenomenon of the 21st Century U.S. Gay Pride Parade is still not fully equally treated by the American media (i.e. *The Seattle Times* newspaper) because the media does not give serious attention to the gay rights equality messages communicated by LGBT Americans during the parade. In this case, the American media basically still maintains the negative stance or *heteronormative* attitude in framing the phenomenon of homosexuality in public particularly when it deals with issues or messages related to gay rights equality.

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The Analysis of Command Expressions Employed By Male and Female in the Workplace Based On TV-Series the Newsroom: Season 1, Episodes 1-10 (A Pragmatics Approach)

Nurrahma Restia Fatkhiyati

Abstract - This research analyzes command expressions employed by male and female speakers in the workplace based on American TV-Series. The aims of the research are to know the kinds of politeness strategies employed by male and female speakers through command expression in the workplace, to describe how commands are delivered by the characters in The Newsroom: Season 1, Episodes 1-10 and to find out why male and female characters deliver command expressions differently. There are thirty-one dialogues that contain command expression which are employed by male and female characters in the workplace on TV-series The Newsroom: Season 1, Episodes 1-10. Based on the analysis, three findings were found. First, three of the four politeness strategies are employed in command expressions in the data. They are Bald on record, Positive Politeness and Off-record strategy. Second, the research shows that male and female characters are different in the way they deliver command expressions. Male characters tend to use more mitigating devices and politeness markers. On the other hand, female characters tend to use more non-verbal actions, such as falling intonation to make command expressions sound assertive. Third, the research finds out that gender influences the choice of politeness strategy. Male characters apply more polite strategies than female do. On the other hand, female characters tend to be more assertive because they employ less mitigating device and use more falling intonation.

Keywords: command expressions, speech acts, politeness, gender, workplace, TV-Series

I. INTRODUCTION

Speaking about gender differences in language use, male style is usually identified as more powerful than female style, because females tend to use powerless style (in Holmes & Meyerhoff, 2003, p.530). In the workplace situation, one of the stereotypes is created by societally subordinate positions and superior positions between men and women. Based on that explanation, stereotype has correlation with the relative power or status and the social distance. It affects language used among man and women in the institutional area which is clearly influenced by the form of directive (Holmes, 1992, p.294). According to Searle (1979, pp.20-27), a directive is an

expression which makes someone do something. It has several forms, such as commanding, ordering, suggesting, advising, requesting and so on. Moreover, one thing that should be understood by the reader is in institutional area, like the workplace situation, it usually does not allow non-compliant response (Alam in Vine, 2004: p.29), meaning no rejection/refusal upon the directive expression uttered by the speaker. Therefore, the speech act or expression which demands obligation from the interlocutors is definitely command expression. However, a command is a stereotypically blatantly directives that gives higher a threatened face towards the speaker (Brown & Levinson, 1987) rather than request or others. By knowing that, one thing that can be used to distinguish is the notion of politeness. Brown and Levinson (1987) state that politeness is a complex system of language used to soften the face threats of the speakers or minimize the face threats.

Beside politeness, according to Brown and Levinson (1987), most researchers also examined politeness strategy in film, commercial brand advertisement, TV show, women's speech, face-to-face communication and casual conversation. (Kitamura, 2000; Bayles, 2009; Anjarsari, 2011; Behnam & Niroomand, 2011; Hermosilla, 2012; Sung, 2012). Those researches explained politeness strategy in terms of the use of criticizing, politeness in advertisement, proving ideas of Lakoff's theory about Women's Language, and small talk.

In summary, it can be understood that the analysis of politeness strategy has been identified particularly in spoken source data. Although previous studies have always used politeness strategy in spoken language, the interpreting of politeness strategy factors that influence politeness itself has not been discussed yet. Then, in some research studies above, there are no studies that relate between speech acts (particularly commands), politeness and gender differences in the workplace. However, Holmes (2003) started to observe language use among women in the workplace, particularly in directives (commands) and humour.

Due to the research gap from the studies above, I am interested in analyzing how politeness strategy and commands are realized linguistically to differentiate between male and

female through their speech on dialogues. Furthermore, related theory that elaborates the analysis and relates to language (particularly politeness) and gender will be enhanced in this explanation. In completing the research, TV-series *The Newsroom: Season 1, Episodes 1-10* created and written by Aaron Sorkin in 2012 are taken to be the source of data. This TV-series are selected as the source of data because they contain context from the workplace and dialogues between men and women, particularly in politeness.

In this research, dialogues in the TV series *he Newsroom: Season 1, Episodes 1-10* will be analysed based on politeness strategy by Brown and Levinson (1987) including bald-on record, positive politeness strategy, negative politeness strategy, off –record strategy and the factors that influence choice of strategy. Finally, there is a conclusion in terms of realizing commands by male and female in the workplace based on TV series *The Newsroom: Season 1, Episodes 1-10*.

II. LITERATURE REVIEW

a. Speech Acts

Based on Yule's statement (1996), speech acts are the action executed by utterances, such as apologizing, commanding, offering and so on which is showing activity via utterance. According to Searle (1979, pp.20-27), speech act or illocutionary act is divided into five categories. They are Assertives, Directives, Commissives, Expressives, and Declaratives. The one which gets the hearer do something is a function from Directive. There are a lot of speech acts in Directive, but the one which cannot be refused is commanding (in Vine, 2004, p.29).

b. Social Dimensions of Communications

Based on Holmes (1992, p.13), there are four different dimensions which are related to the social factors of communication: The solidarity, the status scale, the formality scale, and the function scale. The solidarity has something to do with the participant's social distance. The status scale has something to do with the status of the participants. Then, formality scale counts how formal or informal the communication between the participants is. The function scale deals with the urgency of the communication and the theme between the participants.

c. The Ethnography of Communications

According to Fasold (1990, p.39), one of the approaches which is related to social and cultural context in terms of speaking activity is called *The Ethnography of Communication*. Fasold states that the founder of this approach is Dell Hymes (1990, p.39). Speaking of ethnography of communication based on Hymes, he obviously concerns with "the situation and the uses, the patterns and functions" of speaking activity (in Fasold 1990, p.39). Dell Hymes states that the unit of interaction which is used to study about communication behaviour within a speech community is mentioned as speech situation, speech event and speech acts

(in Fasold, 1990, p.42). Speech situation is the situation associated with speaking rules or it can be called context of speaking rules. Meanwhile, speech event based on Hymes, is the activity consisting of more than one speech acts. Speech acts is the interaction unit. According to Hymes (in Fasold, 1990, p.44), there are eight factors which affect the ethnography of communication. These factors have purpose to examine what is being talked and how the language is constructed in society (Hymes in Fasold, 1990, p.44). To make it short, Hymes used acronym of it as (S.P.E.A.K.I.N.G).

d. Gender, Language and Workplace Theories

Based on West and Zimmerman (in Eckert and Mcconnell-Ginet, 2003, p.10), gender is not something people are born with, not something people have, but something that people do and fight for. They want to show that gender is not as simply as sex where it is biologically existed right after we born. Sex is biological categorization based on reproductive potential while gender grows on biological sex (Eckert & Mcconnell-Ginet, 2003, p.10). It means that gender relates to behaviour, activity, how we act in everyday life as long as we are still alive and always changing. That is why gender always relates to specific environments and contexts (Crawford in Mills, 2003, p.5)

From the explanation above, it can be understood that gender and sex are different, but they have correlation towards people. Sex is a constant thing, but gender is dynamic. Therefore, gender can be studied further in terms of particular things based on specific context, such as gendered language in particular institution or workplace.

Workplace is a place where someone in a group or an individual works. According to Vine (2004), a large proportion of people's life tend to be spent in workplace. From those facts, Vine assumed that having studied on this context is important, because language and communication between people are always employed.

In the early research, the researcher tends to use doctor-patient interaction and legal language such as in a court room, but in the last thirty the scope of research have broaden in the wider area (Holmes, 2009). Holmes (2009) states that the scope is not only doctor-patient but also the institutional and non-institutional context of workplace. In the workplace, there is diversity in social and language practices by men and women that can be identified (Holmes, 2006, p.1). By now, every workplace can be a domain to find the stereotype between male and female on their language use.

III. METHODOLOGY

The source of data in this research is TV-Series entitled *The Newsroom: Season 1, Episodes 1-10* and its script. Meanwhile, data of the research were taken from the dialogues which contain command expression uttered by the female and male characters in the TV-Series entitled *The Newsroom: Season 1, Episodes 1-10*. Then, the data of command expressions from TV-Series entitled *The Newsroom: Season 1,*

Episodes 1-10 were classified into several strategies: Bald on Record, Positive Politeness and Off-Record. [Since there was no data which employ Negative Politeness strategy, this strategy is not included in the analysis]. The analysis was performed on male and female characters that employ command expressions in the workplace.

IV. RESULT

After analysing the data, there are 31 data containing command expressions employed by male and female characters in the workplace in such particular TV-series. The

details of the data are as follows:

a. General Findings

Based on the research questions about the kinds of politeness strategy which are used by the characters to employ command expressions in the workplace, the general findings show the followings:

1. Table of Bald on record strategy

Datum	Speaker	Hearer	Situation	Relationship	Factor*	Strategy	Ways of Expression
01	Charlie	Reese	Formal	S < H (Close)	D	Bald On- Record	1. The speaker uses the imperative form 2. There is a swearing word, "the fuck" 3. The speaker express command expression in high tone voice 4. No mitigating device
02	Jim	Maggie	Formal	S > H (Intimate)	P	Bald On- Record	1. Use mitigating device: "please" as reinforcer to emphasize the speaker wants 2. The speaker uses falling intonation
03	Jim	Maggie	Formal	S > H (Intimate)	P	Bald On- Record	1. Use mitigating device: "Please" to reinforce the speaker wants 2. The speaker uses falling intonation. 3. The speaker employs imperative form.
04	Maggie	Jim	Informal	S < H (Intimate)	D	Bald On- Record	1. The speaker uses imperative form 2. The command is used to take the turn on conversation 3. The speaker express command with falling intonation 4. No mitigating device
05	Maggie	Jim	Informal	S < H (Intimate)	D	Bald On- Record	1. The speaker uses falling intonation 2. No mitigating device 3. The speaker express it with repetition
06	Mackenzie	Maggie	Informal	S > H (Close)	P	Bald On- Record	1. No mitigating device 2. The speaker uses falling intonation with low tone
07	Don	Elliot	Informal	S > H (Close)	P	Bald On- Record	1. The speaker issues imperative form 2. The speaker avoids the use of "I" and "You". 3. No mitigating device 4. The speaker uses falling intonation
08	Don	Elliot	Informal	S > H (Close)	P	Bald On- Record	1. The speaker employs high rising terminal (HRT) 2. The speaker uses mitigating device, such as "please" and "would you" as a reinforcer to emphasize what speaker wants 3. The speaker expresses command using low tone.

09, 10, 11	Charlie	Will	Informal	S > H (Close)	P	Bald On-Record	<ol style="list-style-type: none"> 1. The speaker employs command using directive form to do turn-taking on conversation 2. The speaker uses repetition 3. The speaker express command with high tone voice and falling intonation 4. No mitigating device
12	Charlie	Will	Informal	S > H (Close)	P	Bald On-Record	<ol style="list-style-type: none"> 1. The speaker adds hedges strategy: “<i>Just</i>” as downgrader to reduce the imposition. 2. The speaker uses falling intonation
13	Brian	Will	Informal	S > H (Distant)	P	Bald On-Record	<ol style="list-style-type: none"> 1. No mitigating device 2. The speaker uses falling intonation 3. The speaker employs rhetorical device
14	Jim	Maggie	Formal	S > H (Intimate)	P	Bald On-Record	<ol style="list-style-type: none"> 1. The speaker uses falling intonation 2. No mitigating device
15, 16	Jim	Maggie	Formal	S > H (Intimate)	P	Bald On-Record	<ol style="list-style-type: none"> 1. The speaker uses repetition 2. No mitigating device. 3. Use falling intonation
17	Will	Maggie	Formal	S > H (Distant)	P	Bald On-Record	<ol style="list-style-type: none"> 1. Use mitigating device by asserting reciprocity or negating the debt aspect 2. The speaker employs directive form. 3. The speaker express command with falling intonation
18	Charlie	Mackenzie	Formal	S > H (Close)	P	Bald On-Record	<ol style="list-style-type: none"> 1. No mitigating device 2. Use directive form
19	Charlie	Mackenzie	Formal	S > H (Close)	P	Bald On-Record	<ol style="list-style-type: none"> 1. Use hedges strategy: “<i>anyway</i>” as downgrader to reduce the imposition 2. Use mitigating device: “<i>please</i>” as a reinforce to emphasize what speaker wants 3. The speaker express command with directive form 4. The speaker uses falling intonation
20	Charlie	Mackenzie	Formal	S > H (Close)	P	Bald On-Record	<ol style="list-style-type: none"> 1. Use mitigating device: “<i>Please</i>” as a reinforcer to emphasize what speaker wants 2. The speaker uses falling intonation with high tone voice
21	Mackenzie	Will	Informal	S > H (Intimate)	P	Bald On-Record	<ol style="list-style-type: none"> 1. Use hedges strategy: “<i>Just</i>” as downgrader to reduce the imposition 2. The speaker employs the imperative form 3. Use falling intonation
22	Mackenzie	Martin	Formal	S > H (Distant)	P	Bald On-Record	<ol style="list-style-type: none"> 1. The speaker uses imperative form 2. No mitigating device 3. The speaker uses falling intonation
23	Mackenzie	Martin	Formal	S > H (Distant)	P	Bald On-Record	<ol style="list-style-type: none"> 1. The speaker uses imperative form 2. No mitigating device 3. The speaker uses falling intonation
24	Mackenzie	Tamara	Formal	S > H (Distant)	P	Bald On-Record	<ol style="list-style-type: none"> 1. No mitigating device 2. The speaker uses imperative form 3. The speaker express command with falling intonation
25	Mackenzie	Maggie	Formal	S > H (Close)	P	Bald On-Record	<ol style="list-style-type: none"> 1. Use hedges strategy: “<i>All right</i>” to soften the threatening act 2. The speaker employs imperative form 3. The speaker uses falling intonation
26	Mackenzie	Tess	Formal	S > H (Distant)	P	Bald On-Record	<ol style="list-style-type: none"> 1. No mitigating device 2. The speaker uses imperative form 3. The speaker uses falling intonation

*Factor of Politeness: The Social Distance (D); The Relative Power (P); The Rank of Imposition (R)

According to the data above, there are 26 of 31 data using Bald on record strategy. Mostly, the speakers use this strategy to employ the command expressions. Moreover, the factor

which mostly affects the speaker to execute command expression using Bald on record is The Relative Power (P).

According to some experts (Thomas, 1995, p.127; McShane & Von Glinow, 2010, p.302), power has several forms in the workplace; one of them is Legitimate Power. Legitimate power is an agreement between the staffs in which people in particular role (such as, a boss) can have certain behavior of others, usually people who have higher power in the workplace. Here, based on that explanation, the speakers mostly use Bald on record strategy because the speaker has higher legitimate power than others.

Table 3 Table of Positive Politeness Strategy

Datum	Speaker	Hearer	Situation	Relationship	Factor	Strategy	Ways of Expression
27	Charlie	Will	Formal	S > H (Close)	P	Positive Politeness	<ol style="list-style-type: none"> 1. The speaker points the reciprocal right: "I do this, you do that" for being optimistic 2. The speaker issues command by using imperative sentence 3. The speaker employs falling intonation.
28	Charlie	Jim	Formal	S > H (Close)	P	Positive Politeness	<ol style="list-style-type: none"> 1. The speaker uses the word "We" instead of "You" as a solidarity form 2. The speaker employs falling intonation.
29	Mackenzie	Charlie	Informal	S < H (Close)	D	Positive Politeness	<ol style="list-style-type: none"> 1. She tries to be optimistic, because she uses "I" as a subject 2. The speaker exploits falling intonation 3. The speaker uses imperative sentence

There are three data containing commands expression which use positive politeness strategy. Three of them are employed by two males (6,45%) and one female (3,22%). All of them have greater position or greater legitimate power than the hearer. According to Brown and Levinson (1987: p.70), positive politeness is a strategy which has purpose to get the speakers closer toward their interlocutors. Therefore, the speakers of its strategy give more respect and claim that their interlocutors have the common ground with them, such as S wants is also H's wants.

Table 3 Table of Off Record Strategy

Datum	Speaker	Hearer	Situation	Relationship	Factor	Strategy	Ways of Expression
30	Jim	Maggie	Formal	S > H (Intimate)	P	Off Record	<ol style="list-style-type: none"> 1. The speaker executes the command expression using indirect form by giving association clue: "Maggie. Ohio 12. Red." 2. The speaker uses falling intonation 3. No mitigating device
31	Neal	Maggie	Informal	S = H (Close)	D	Off Record	<ol style="list-style-type: none"> 1. The speaker uses indirect form by giving hints of the condition: "This isn't soundproof glass." 2. The speaker takes mitigating words: "Excuse me" 3. The speaker uses falling intonation

To avoid the responsibility of doing Face Threatening Act (FTA), the speaker chooses this strategy to make the hearer or the interlocutor decide how to interpret the command (Brown & Levinson, 1987: 211). It also shows that the speaker wants to lessen the imposition and the risk of attacking someone’s face. The data on *Table 4.3* above pointed out that all of the speakers that utter command expressions to the hearers are male (6.45%).

b. Unique Findings

Table 4. The Use of Mitigating Device

Character	The Use of Mitigating Device			
	Datum no.		Σ	
	Yes	No	Yes	No
Male	02, 03, 08 (2), 12, 19 (2), 20	01, 07, 09, 10, 11, 13, 14, 15, 16, 17, 18	8	11
Female	21, 25	04, 05, 06, 22, 23, 24, 26	2	7

Some mitigating devices are found to support the politeness strategy by both genders. The mitigating devices have different purpose and types. For further analysis, it can be seen in the **Discussion**.

V. DISCUSSION

a. General Findings

There must be a reason why people use bald on record rather than other strategies. Here they are several reasons which affect the choice of the strategy:

- 1) In bald on record, the speakers who have more power dominate the workplace, such as the ones who have higher position. Superior (mostly the speakers) and Subordinate (mostly the hearers).
- 2) The speakers and their interlocutors have an intimate social relation or at least close enough (in the informal situation)
- 3) The speakers use Bald on record when they are in the highly tasked-oriented situation.

On the other hand, in details, most of the speakers who utter command expressions using Bald on-record strategy are male characters. From 31 data, 26 data are Bald on record, as it has been stated before, 16 data (51,61%) are uttered by male characters and the other 9 (29,03%) data of bald on record are expressed by female characters. It shows that in this TV-Series, the superior position is taken by male characters as they employ bald on record strategy more than female characters do. This finding can have correlation with the background of the TV-Series that most of the boss or superior position is taken by male characters rather than female characters. Even though male characters dominated the

utterances, it does not mean female characters cannot take a part to dominate on how they command one another. On the following unique findings, it would be shown on how female can take over the position on how they dominate the dialogues or the command expressions in their own ways.

b. Unique Findings

- The use of mitigating devices

From all of the data and the explanation above, it can be seen that the speakers both male and female mostly express command using Bald on record strategy. Based on Brown and Levinson (1987, p.69), Bald on record is the most “direct, clear, unambiguous and concise way possible” and without any redress to minimize the face threatening act (FTA). But surprisingly, in some command expressions the male speaker and the female speaker try to mitigate FTA by adding Hedges strategy and Mitigating words.

From the table above, the data show that male speakers apply more mitigating devices than the female speakers do. There are 8 data found which contain mitigating devices on male speaker and 2 data on female speaker when they express the command expressions. On the other hand, 11 data are found on the male speaker who do not use mitigating device and 8 data are found on the female speaker. It can be concluded that male speaker tends to use mitigating devices when they utter command expression.

The use of mitigating device in both male speaker and female speaker, is interpreted differently. Also, the mitigating devices which are used by both speakers are different. Male speaker employs politeness marker and hedging devices. Mostly, politeness marker which is used by male speakers is “please”, while the hedging device which is used by them is “just”. Based on theory, mitigating device has function to mitigate the utterance. Nevertheless, the function of those mitigating devices are not only mitigating but also reinforcing what speaker wants. According to Martinez-Flor (2009, p.50), “ ‘please’ may also be used as a reinforce to emphasize what speaker wants..”. Therefore, it may conclude that the politeness marker of mitigating devices can have function as a reinforcer. And most of the speakers use politeness marker “please” as a reinforcer. It can be said that male speakers can also employ mitigating devices more than female speakers.

If it is compared to Lakoff’s theory of woman’s language that discusses about Hedges, it has significant differences (in Holmes, 1992, p.314). This differences were also stated by Wilamova (2005, p.89) that female speakers tend to use mitigating devices for its real function as the softener or ‘downgrader’. Moreover, Carli (in Thimm et. al., 2003, p.532) said that hedges and softener are female style instead of male style. However, the result proved the different statement that male can use that female style in different purposes.

- The use of High Rising Terminal (HRT) and falling intonation

According to previous thesis review which takes a setting of American Family written by Wikandhita (2013), the male

speaker tends to be more assertive than the female speaker. High Rising Terminal (HRT) is mostly used by the female characters to convey command expression towards their interlocutor. Based on Eckert and McConnell-ginet (2003, p.176), HRT is viewed as “characteristic of the powerless, with the powerlessness and the feminine being closely linked”. Although it means that HRT shows the characteristic of women language which contains of powerlessness and feminine side, this characteristics are not found in the American workplace setting based on this TV-Series.

On the other hand, female speakers mostly convey command expression using falling intonation in this TV-Series. They avoid using HRT when they command their interlocutor. Both male and female speakers tend to use falling intonation at the workplace. According to Wikandhita (2013), the use of falling intonation sounds more intimidating because it is fully-covered with self-assertion. It shows their superiority, even though it is expressed by female speakers. From the falling intonation which is employed by female speaker, they seem to be superior and powerful in the workplace when they are being assertive with their command expressions. They tend to be direct to others using falling intonation rather than being less direct by using HRT.

In contrast, the finding has significant differences if it is compared to Ogunsiji et al (2012, p.206) who stated that male speaker tends to be assertive and female speaker tends to be more polite by adding some interrogative sentence. Moreover, this statement is also supported by other researcher (Mohindra and Azhar, 2012, p.27) who issued that male and female has different communication style indeed. Male shows ‘competitive and hierarchical’ and female searches for ‘similarities and value cooperation’. Furthermore, female speakers usually avoid order and command, they prefer to choose indirect request. On the other hand, male speakers tend to employ ‘canonical power-oriented strategies such as commands’ (Thimm et al., 2003, pp.544-545).

According to different experts who agree with the finding and disagree with the statement of several experts above, Holmes (2003, p.422) claimed that female speakers give ‘direct orders and instruction when appropriate’. This statement shows that female can be that assertive and very self-centred side when they do command expressions or make someone do something. It is proved by the finding above that female characters use less mitigating devices and tend to be more assertive.

CONCLUSION

Based on the results, it can be concluded that there are three findings. First, the characters use Bald On-Record, Positive Politeness and Off-record, without Negative Politeness strategy. The characters mostly use Bald On-Record to express commands. Furthermore most of the characters that use Bald On-Record strategy are male: sixteen males use it compared to only nine females.

Second, the thesis shows that male and female characters are different in the way they deliver command expressions.

Male characters tend to use more mitigating devices and politeness markers. On the other hand, female characters tend to use more non-verbal actions, such as falling intonation to make command expressions sound assertive.

Third, it shows that the gender of the command speakers influence the choice of politeness strategy. Male characters apply more polite strategies than female do. On the other hand, female characters tend to be more assertive because they employ less mitigating device and use more falling intonation.

In summary, it is proved that there is a significant difference between male and female speakers in this TV-Series entitled *The Newsroom: Season 1, Episodes 1-10* when they utter command expressions in the workplace to their interlocutors based on the results above.

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A Comparative Analysis of Interpersonal Meaning on Editorial Texts Concerning Phone Tapping to Indonesian Leader Published by The Jakarta Globe and The Australian (Systemic Functional Linguistics Approach)

Zein Akbar Syah

Abstract - This research examined interpersonal meaning in two editorial texts which concerned telephone tapping issue to Indonesian leader. The texts were published by international media from Indonesia and Australia, namely The Jakarta Globe and The Australian. The analysis was also carried out to discover the similarities and differences of interpersonal meaning between the texts covering status, affect and contact. This research related the interpersonal meaning to media study which focused on media influence theory. The interpersonal meaning is interpreted through the lexicogrammar, including MOOD system, mood structure, theme, transitivity system, lexis system, clause system, and nominal group. Analysis of modality, text structure, and genre are also added. This research results several findings. The first finding is the realization and similarities and differences of interpersonal meaning in both texts consisting status, affect and contact. The Jakarta Globe employs unequal status to the participants inside the text. However, The Australian applies equal status to participants inside the text. In terms of affect, The Jakarta Globe exploits negative affect to the participants inside the text. In contrast, The Australian has positive affect to the participants inside the text. In terms of contact, both texts employ good readability and familiar language to the readers. The second is the relation between interpersonal meaning on the texts and media influence theory. By using particular status, affect, and contact, editorial text can create attitude change and cognitive change toward the readers and societies. But interpersonal meaning in a text does not always build an influence to the readers.

Keywords: interpersonal meaning, editorial, media

I. INTRODUCTION

This research analyzes interpersonal meaning in editorial texts published by *thejakartaglobe.com* and *theaustralian.com.au*. Editorial text is chosen as source of data because it is a comment about a pressing issue in the society (Moji, 2011). Therefore, there should be strategy of the writer to influence the behavior of the readers through the text.

The comparative analysis of editorial of *The Jakarta Globe* and *The Australian* is expected to exploit more view about how media influence society especially through editorial text.

Furthermore, the sources of data are two texts which have similar genre, which is editorial text. In addition, the analysis provides comparison between editorial texts from Indonesia and Australia which discuss telephone tapping issue. It is because the previous researches concerning interpersonal meaning lack focus on the genre text especially editorial texts from different context of culture (Tjahyani, 2006; Ayoola, 2013; Sriyono, 2009).

The aim of the research is to find out interpersonal meaning in terms of status, affect, and contact of the editorial from Indonesian and Australian newspapers. The interpersonal meaning is interpreted through the MOOD system, theme system, transitivity system, and lexis system. Analysis of proposition and proposal, polarity, modality, nominal group, cohesion, text structure, genre, and clause system will also be added. Lastly, this research relates interpersonal meaning to media influence theory.

This research is a qualitative study applying descriptive method. It was based on Systemic Functional Linguistics approach, focusing on the analysis of interpersonal meaning. In addition, it applied total sampling technique and content analysis method in collecting and analyzing the data.

II. LITERATURE REVIEW

A. Interpersonal Meaning

The interpersonal meaning's roles are to set up and maintain social relations and indicate the roles of the participants in communication (Halliday, 2002). It is about the purposes when language is used to interact. It can be a tool to influence other people's attitude or behaviour, to give information, to explain our own attitude, to make people do some actions, and so on (Thompson 2000; Simon, 1997). Interpersonal meaning deals with tenor as its situational context. According to Martin (1992), tenor has three aspects, namely status, affect, and contact. Status manages social status and social role of the participants. It can be equal or unequal. Affect comprises assessment, evaluation, and judgment between participants in a text. It is divided into positive and negative. Contact investigates the use of language in a text. It explains the

familiarity of the language whether the language can be easily understood by all the participants or not.

B. Media Theory

News media are concerned to show the face of the enemy (Burton, 2005). It is because the media is influenced by environment and the owner’s interest. Therefore, media has particular power and ideology to influence society. Media may be seen as a site of struggle for the dominance of one set of ideas over another or as a kind of ideological state apparatus, and a trojan horse for the dominant ideology (Gramscil, Althusser, in Burton, 2005).

Furthermore Burton (2002) describes the influence in terms of types of change, and broader effects on society and on social groups. They are attitude change, cognitive change, affective (emotional) change, agenda setting, moral panics, socialization, reality formation, social control, and endorsement of ideology.

III. METHODS

A. Materials

This research employed two editorial texts which were published by *www.thejakartaglobe.com* on November 19, 2013 and *www.theaustralian.au* on December 14, 2013. Editorial is chosen as the source of data because editorial functions to help readers make sense out of the news and conclusion about topic of important to contemporary society (Gamble and Gamble, 1989). Therefore, in society, editorial has several roles and impact. It can stimulate anger, satisfaction, sympathy, empathy, sadness, happiness, and other feelings (Rivers & Mc Intyre, 1994). So, editorial must contain linguistic data which are used to influence the readers.

The primary data of this research were the linguistic data which are related to interpersonal meaning. They are mood structure, MOOD system, transitivity system, lexis system, thematic structure, clause system, and nominal group.

B. Design

This research conducted a qualitative research applying descriptive method. Furthermore, Systemic Functional Linguistics theory specifically interpersonal meaning was employed as the approach of this research.

In collecting the data, total sampling technique was used. Thus, the whole sample or clauses in the two editorial texts were examined to realize the interpersonal meaning.

Lastly, the data were analyzed qualitatively through content analysis. Content analysis is employed to interpret the content

of the data by using systematic classification process of coding and identifying themes or patterns emerged in the data (Wahyuni in Briliani, 2014).

C. Procedure

There are four stages of content analysis, namely domain analysis, taxonomic analysis, componential analysis, and finding cultural values (Spradley in Santosa, 2012). Thus, the procedure of data analysis in this research is as follows.

1. Applying Domain Analysis

Domain analysis in this research was carried out by investigating the whole clauses in both editorial texts published by *The Jakarta Globe* on November 19, 2013 and *The Australian* on December 14, 2013. The analysis are in terms of mood structure, MOOD system, transitivity system, lexis system, thematic structure, clause system, and nominal group.

2. Applying Taxonomic Analysis

In taxonomic analysis, the data were classified based on its category. The data will be classified into transitivity, lexis system, clause system, thematic structure, mood structure and nominal group.

3. Applying Componential Analysis

The data, which were got from domain and taxonomic analysis, were tabulated in componential analysis. This analysis explained the relation of the data based on its categories or component. The relation of each component realized interpersonal meaning of the editorial texts covering status, affect and contact.

4. Finding Cultural Values

This stage was applied to discover why the speakers employ a certain interpersonal interaction with the audiences. Besides, it was linked with related theories and previous researches.

IV. RESULTS

A. Interpersonal Meaning Realized in Both Editorial Texts

1. Status

The realization of status can be investigated from the following table.

Table 4.1 Status in mood structure, transitivity system, thematic structure, and lexis system

Texts	Mood		Transitivity								Theme				Lexis	
	Pt	Pl	Ma	Me	Ve	AR	IR	MB	VB	Ex	TU	TM	In	Te	D	A
GLB	23	4	9	2	2	5	0	3	4	2	21	7	0	8	75	69
AUS	24	0	3	2	0	7	1	2	5	3	17	7	0	3	121	127
Total	47	4	12	4	2	12	1	5	9	5	38	14	0	11	196	196

Notes:

- GLB: The Jakarta Globe
- AUS: The Australian
- Co: Congruent lexis
- Pl: Proposal
- Pt: Proposition
- Ma: Material process
- Me: Mental process
- Ve: Verbal process
- AR: Attributive relational process
- IR: Identifying relational process
- MB: Mental behavioural process
- VB: Verbal behavioural process
- Ex: Existential process
- TU: Topical unmarked theme
- TM: Topical marked theme
- In: Interpersonal theme
- Te: Textual theme
- D: Descriptive lexis
- A: Attitudinal lexis

In *The Jakarta Globe's* editorial, the status between the writer and the participant inside the text is unequal. It is because the writer expresses many criticisms and evaluations to the participants. The writer also shows his authority toward the participant. In this case, the participant is Australian government since the writer positions himself in Indonesian side. The unequal status is realized in the use of mood structure, transitivity, lexis system, theme and modality.

In terms of mood structure, there are four proposal clauses as demanding goods and services which are devoted to Australia. The writer demands Australia to apologize to Indonesia. It is written explicitly. One of the proposal clauses is equipped by "will have to" (Cl. 18). It is a high modality. It indicates the authority of the writer. The mood structure is also supported by the transitivity system. The writer uses several material processes to report the tapping action. As a matter of fact, some of the processes are included as attitudinal lexis. It indicates that the writer reports the telephone tapping action by also attaching his judgment. Those processes portray Australian action negatively. The examples are *has gone too far* (Cl. 1), *has crossed the line* (Cl. 5), and *has been violated* (Cl. 16a). It means that that Australia is criticized continuously by the writer. Therefore, it can be concluded that Australia is positioned as subordinate.

However, in *The Australian's* editorial, in terms of mood structure, the whole clauses are declarative proposition clause functioning as giving information. There is also no high modality which is directed to participants. It keeps the status equal.

In transitivity systems, attributive relational process appears mostly in the text. The process is used to give attribute or judgment to the participant by the writer. The judgment is based on the writer's belief. The judgment of the writer can be positive or negative. It is based on the attitudinal lexis which is employed in the text. In judging Indonesian government, *The Australian* uses lexis which tend to show respect to Indonesian government. The examples are, *significant, autonomous political player, most important advisor, senior, great president, and great friend* (Cl. 7). Those lexis are used by the writer, who represents Australia, to construct equal status with Indonesia even though Australia intercepted Indonesian leader's phone. This equal status becomes the foundation of the writer to deliver reasons and arguments about the telephone tapping issue. By applying equal status, it can be said that Australia hopes to get compromise from

Indonesia to defuse the issue. That also becomes the purpose of the editorial text.

2. Affect

The realization of affect can be seen from the table 4.2 below.

Texts	Mood		Transitivity								Theme				Lexis					
	Pt	Pl	Ma	Me	Ve	AR	IR	MB	VB	Ex	TU	TM	In	Te	D	A				
GLB	23	4	9	2	2	5	0	3	4	2	2	1	7	0	8	7	5	6	9	
AUS	24	0	3	2	0	7	1	2	5	3	1	7	7	0	3	1	2	1	2	7
Total	47	4	12	4	2	12	1	5	9	5	3	8	14	0	11	1	9	6	9	6

Table 4.2 Affect in mood structure, transitivity system, thematic structure, and lexis system

Notes:

- GLB: The Jakarta Globe
- AUS: The Australian
- Co: Congruent lexis
- Pl: Proposal
- Pt: Proposition
- Ma: Material process
- Me: Mental process
- Ve: Verbal process
- AR: Attributive relational process
- IR: Identifying relational process
- MB: Mental behavioural process
- VB: Verbal behavioural process
- Ex: Existential process
- TU: Topical unmarked theme
- TM: Topical marked theme
- In: Interpersonal theme
- Te: Textual theme
- D: Descriptive lexis
- A: Attitudinal lexis

The writer of *The Jakarta Globe* gives negative judgment or affect to the participant inside the text. The negative judgment can be identified from the MOOD system, lexis system, and modality.

There are many lexis which describe telephone tapping issue negatively such as *emotion, running high, doubly, damaging lies in tatter, violated, spiral downhill, quickly, and damage*. The attitudinal lexis contain negative meaning toward the issue. It is because attitudinal lexis contains the judgment or opinion of the writer (Santosa, 2003).

In the MOOD system, there are four proposal clauses which directed to Australian government (Cl. 2b, 18a, 18b, 18c). The clauses forced Australian government to apologize to Indonesia. It indicates that the writer positions Australian government in subordinate position. It is supported by modality such as *will have to* and *need*.

In *The Australian*, the writer employs positive affect to the issue and Indonesian government. The positive affect is realized from the attitudinal lexis. The writer judges Indonesian government positively. Furthermore, the positive affect is also realized through the theme system.

From the lexis system, the writer judges the issue and Kristiani Herawati with lexis which have positive meaning such as *responsibly, significant, and autonomous*. Those lexis

are used to judge Australian spies and Kristiani Herawati which are positioned as unmarked topical theme in the clause. The clauses are below.

1. Our spies acted responsibly
2. The chief of those was that she was a significant, autonomous political player in her own right. (Cl. 6)

3. Contact

The interpretation of the contact which is about the readability and familiarity of the language can be examined through several categories in the following table 4.3.

Text	Clause system			Nominal group		Lexis system	
	Minor	Simplex	Complex	Simplex	Complex	Congruent	Incongruent
GLB	0	12	7	47	14	109	34
AUS	0	15	5	42	27	183	64
Total	0	27	12	89	41	292	98

Table 4.3 Contact in clause system, nominal group, and lexis system

Based on the table 4.3, *The Jakarta Globe* and *The Australian* employ dominant simplex clause. It is followed by complex clauses. Both writers deliver the message in a simple way. In terms of nominal group, both texts also have more simplex nominal group than complex nominal group. The examples of simplex nominal group are *a senior figure*, *phone intercept decisions*, *the first lady's personal phones*, and *economic ties*. The simplex clauses and simplex nominal groups make the texts have good readability in delivering the message.

In the lexis system, congruent lexis is more dominant than incongruent lexis. In addition, there are some abstractions in the texts such as *spying*, *relation*, *cooperation*, and *cementing ties*. These abstractions do not reduce the readability of the texts since the texts employ reference. Therefore, the language of the text is familiar with the readers.

B. The Relationship of the Interpersonal Meaning with Media Influence Theory

There are three responses (comment) which is produced by the readers toward the editorial text. The two responses are stated in Twitter and a response is found in comment column of *The Jakarta Globe* editorial. The whole response deals with the *The Jakarta Globe's* editorial. The response and comment are presented below.



From the responses above, it can be seen that some of the responses are in accordance with the editorial text. They are Ken Jobling's and Lindsay's response. In Ken Jobling's comment, it is clear that he agrees with *The Jakarta Globe's* argument. He writes that Australian government should apologize to Indonesia. This argument corresponds with *The Jakarta Globe's* aim which forces Australian government to apologize to Indonesian. It can be seen from the sentence *There is no doubt that if Australia wishes to limit the damage from the fallout of the spying scandal, it needs to apologize to the Indonesian government and the Indonesian people* (Clause 2) and *It will have to own up to its actions, apologize as demanded by Indonesia and promise not to carry out such espionage in the future* (Clause 18).

Furthermore, Lindsay's comment has similar point with *The Jakarta Globe's* editorial. Lindsay positions herself in the same side with *The Jakarta Globe*. Her response deals with the sentence *Indonesia's sovereignty has been violated and relations can spiral downhill very quickly* (Clause 16). That clause uses a material process, *violated*, which contains attitudinal lexis. The lexis gives negative impression toward the actor of the process. It shows the writer's negative affect to Australian government.

The response from Ken Jobling and Lindsay can be categorized as attitude change and cognitive change. Attitude change is effects on people's orientation towards or against certain ideas or behaviours. Meanwhile, cognitive change is effects on people's value and beliefs - how one thinks about a subject (Burton, 2002 in Burton, 2005). Ken Jobling and

Lindsay stand in *The Jakarta Globe*'s point of view although they are Australian citizens.

In the other response, however, there is no indication of influence from the editorial text. The comment, which is published by an account named good, bad, and ugly, does not focus on the message of the editorial text. It means that the interpersonal meaning does not always build influence to the reader.

V. DISCUSSION

As seen in the result, *The Jakarta Globe* applies unequal status to participant inside the text. Meanwhile, *The Australian* employs equal status its participant inside the text. The status is realized through the MOOD system, lexis system, and modality. *The Jakarta Globe* uses particular proposition mood functioning demanding good and services which is directed to Australian government (participant). It also uses attitudinal lexis and high modality. *The Australian* employs mostly proposition mood functioning as giving information, attitudinal lexis, and low modality.

In terms of affect, *The Jakarta Globe* exploits negative affect to the participant inside the text. Meanwhile, *The Australian* applies positive affect to its participant. *The Jakarta Globe* criticises the participant through the attitudinal lexis which has negative meaning such as *emotion, running high, doubly, damaging lies in tatter, violated, spiral downhill, quickly, and damage*. However, *The Australian* shows positive judgment through attitudinal lexis such as *responsibly, significant, and autonomous*.

The status and affect indicate the communicative purposes of the texts. *The Jakarta Globe* aims to make readers make sense out of the news and conclusion about topic of important to contemporary society (Gamble and Gamble, 1989). Furthermore, media are concerned to show the face of the enemy (Burton, 2005). It means that *The Jakarta Globe* text aims to force Australian government and guide society to have negative perception about Australia's tapping action. It is supported by the hortatory exposition genre employed by *The Jakarta Globe*. Meanwhile, *The Australian* aims to clarify and reduce the telephone tapping issue. Therefore, it employs positive affect to the participant.

In terms of contact, both texts have good readability and familiar language to the readers. It is due to the dominant of simplex clause, simplex nominal group, and congruent lexis. By using particular status, affect, and contact, editorial text can create attitude change and cognitive change toward the readers and societies. However, based on the comment and response from the audience, interpersonal meaning in a text does not always build an influence to the readers.

VI. CONCLUSION

Based on the three elements of interpersonal meaning in both texts, the similarity sits in the contact. Both texts have good readability and familiarity to the readers.

On the other hand, the differences lie on the status and affect. *The Jakarta Globe* exploits unequal and higher status to the participant inside the text, meanwhile *The Australian* exerts equal status. In terms of affect, *The Jakarta Globe* employs negative affect to the participants inside the text. It is used to force Australian government in order to apologize to Indonesia. The Australian gives positive affect to participant inside the text. It is the way of the writer to clarify and reduce the issue.

The relation of the interpersonal meaning and media influence theory can be seen from the comment and response of the viewer on internet. Based on the comments and responses presented in Chapter IV, particular status, affect, and contact can create attitude change and cognitive change toward the readers and societies. However, interpersonal meaning in a text does not always build an influence to the readers

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Comparative Analysis of Genre and Ideology of News Texts Related To the First Debate of Presidential Candidate in Election 2014 Published By *The Jakarta Post* and *The Jakarta Globe* Websites

Devi Nirmala Muthia Sayekti ¹

Abstract—This research is aimed to discover and compare the genre and ideology of news texts published by two different media. In accordance to look at the objectivity of media in giving information due to code ethic of journalism, interpersonal meta-function of SFL is employed to look at the linguistic evidence which shows whether each media is objective or not. The realization of lexico-grammar, modality, transitivity system, descriptive-attitudinal lexis, genre based on text structure, and ideology are displayed to be compared. It shows that both media are no longer objective since they display opinions instead of facts. It is proved by the analysis of lexico-grammar and lexis system. Moreover, the pattern of their genre and ideology is also different. The Jakarta Post suspected as the more subjective tends to employ exposition micro-genre with antagonist ideology, meanwhile The Jakarta Globe as the more objective one tends to use discussion micro-genre with protagonist ideology.

Keywords: Systemic Functional Linguistics, SFL, Genre, Ideology, News Text

I. INTRODUCTION

Media and society are two things that cannot be separated, since they are relatively accessible (Burton, 2005). What media said has a big influence towards society. One of the strength of media in influencing people is from the language used of media itself (Fairclough, 1989). Thus, ideology of media can be discovered from linguistic evidence.

In this part, part of media observed is news texts. Since news is very close related with people's daily live. According to Vivian (2010: 217) concerning in media studies, news is defined as a report on change. Word 'change' here refers to such a newsworthiness which has an aim of gaining human interest. Even Gamble and Gamble (1989) added that appealing human interest is classified into five basic criteria of newsworthiness beside prominence, proximity, consequence, and timeless. Although the journalist has a role in inserting newsworthiness, they still have to be objective due to code ethics of journalism. In this part, news should maintain its credibility by being objective

in showing facts, not opinion. Therefore, if the news texts writer or reporter tries to give assessment, it could be said that the news is no longer objective.

In fact, credibility of media in publishing news is often questioned. Some of them tend to make propaganda by spreading information which is no longer objective. This phenomenon is intensively happened during the previous election in 2014. Media seem to have a preference either in supporting or evaluating each candidate. Meanwhile, people need to gain neutral information of both candidates in order to make a decision to choose the best figure for the next President and Vice President.

Therefore, it is important to explore the objectivity of media in publishing news text, especially during the election 2014. The main topic in this article is the first debate of presidential candidate since the first debate held the situation of society heated. Furthermore, it is still encouraged by the role of media which seems to shape public opinion.

Therefore, this research observes the genre and ideology, as the linguistic evidence of news texts published by two different media. Besides, this study compares both writers' ideology, based on interpersonal meta-function of news texts coming from The Jakarta Post and The Jakarta Globe are observed.

Previous researches related to ideology of news text with employing Systemic Functional Linguistics have been investigated by a number of researchers. They may involve Retnoningsih (2010), Intanniza (2010), Prasetyo (2011), Caffarel and Rechniews (2009), Santosa, Priyanto, and Nuraeni (2014), and also Haarman and Lombardo (2009). All of them concern in observing genre and ideology, media text, news objectivity, from the point of view of interpersonal meta-function. Retnoningsih (2010) found that different media coming from different country have different ideology in publishing same issue. Each media is proved that they have a tendency to maintain good framing of their country. It is similar with Prasetyo (2011), while it employs Discourse Analysis concerning in looking at the appraisal systems by Martin (2003).

In the thesis written by Intanniza (2010), news still maintains its credibility by employing recount micro-

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genre to inform the events to the audiences. The finding indicates that news can belong to protagonist with less attitudinal lexes for evaluating issues. However, news text nowadays tend to be antagonist by employing exposition or discussion genre since the credibility of media due to code ethic of journalism is often questioned (Santosa et al, 2014). This result is also supported by the findings that beside interpersonal meta-function, thematic and transitivity analysis to discover news text’s ideology is also needed (Caffarel and Rechniews, 2009)

Therefore, this study exploits the realization of interpersonal meaning in discovering and comparing the genre and ideology of news texts published by The Jakarta Post and The Jakarta Globe websites. It looks at the differences which media that are still maintaining its objectivity in spreading information, based on linguistic evidence.

II. LITERATURE REVIEW

A. Systemic Functional Linguistics (SFL)

Systemic Functional Linguistic (SFL) firstly found by Halliday is used as the approach of this research, since SFL projects three meta-functions (interpersonal, ideational, and textual) of language. Martin and White (2005: 27) outlines that in 1970s those meta-functions can be resonated as register, which contains field, mode, and tenor. Martin (1992: 495) differentiates that register is classified as context of situation and genre is classified as context of culture.

In terms of contextualization, diversity of social group has a big contribution in changing the cultural meaning. Some scholars considered that it is important to achieve the meta-stability by proposing the ideology. In line with point discussed, Martin (1992) proposes the communicative planes: register, genre, and ideology, as articulated in language as its expression form.

B. Genre

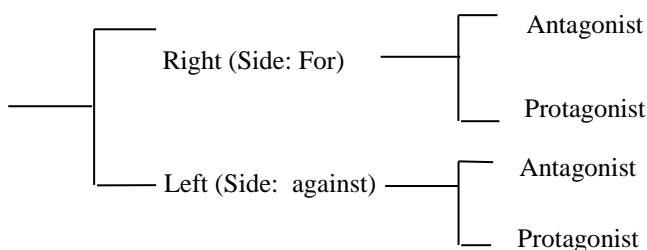
Martin (1992) outlines that genre is concerned with systems of social processes, where the principles in which field, mode and tenor variables are phased together in a text. Genre can be defined as role of language realized with system of goal-oriented social process.

Genre is classified based on the super-ordinate and sub-ordinate culture. Genre in super-ordinate is named as micro genre. In the sub-ordinate one, it is called as macro genre. Macro genre refers to the combination between different micro genres (Santosa, 2003) while micro genre is divided into two categories, i.e., story and factual genre (Martin, 1992). Story genre is divided into recount, anecdote, exemplum, and narrative. Meanwhile factual genre is divided into report, description, recount, procedure, explanation, exposition, discussion, and exploration (ibid).

C. Ideology

Ideology is described as a kind of point of view taken by the writers to reach their goal through the text. It can be identified through the observation on the “power and domination” existing in the text (Martin, 1992). The important aspect on ideology is the relation between social power and actor in the text, including between the writer and the audience, and the relation between the dominating social groups and dominated (Fairclough, 1989; Santosa, 2003). This kind of power is classified into antagonist or protagonist, with its position left or right. In brief, this figure explains how ideology works in discourse:

Figure 1: Relation of Ideology



(Adapted from Martin, 1992: 584)

D. Interpersonal Meaning

In part of interpersonal meaning, SFL views the interaction between participants involved on the text. Status, affect and contact are the result of interpersonal perspective in discovering text. In grammar, it is realized on mood structure and mood system (Halliday, 1994; Santosa, 2003).

Mood structure presents the interaction between the participants. It is categorized into “giving” and “demanding”. The interaction of the participants observed is closely based on the commodities exchanged, which are classified into “goods” and “services” (Halliday, 1994; Santosa, 2003). By using mood structure, SFL views “clause as exchanged”. The illustration of mood structure which realizes those relationships will be shown in the table as follow:

Table 1: Interpersonal meaning in a clause

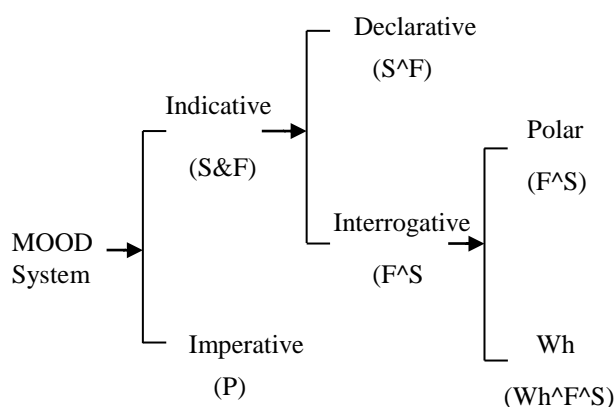
Commodity exchanged \ Role in exchange	goods and services	Information
Giving	Here’s your key. (offer)	This is your key. (statement)
Demanding	Give me the key! (command)	Is it your key? (question)
	<i>Proposal</i>	<i>Proposition</i>

(Adapted from Halliday, 1994; Santosa, 2003)

Meanwhile, mood system congruently realizes

interpersonal meaning on the text. Mood system is classified into indicative (declarative, interrogative) and imperative. Grammatically, indicative declarative clause consists of Subject (S) and followed by Finite (F), while indicative interrogative clause consists of Finite (F) and followed by Subject (S). Finally, imperative clause only consists of Predicator, without Subject and Finite. The classification of mood system can be seen in the following structure.

Figure 2: Mood System



(Adapted from Halliday, 1994 in Santosa, 2003)

The other units of language in the level of lexicogrammar that support interpersonal meaning are modality and attitudinal lexis. The modulation and the modulated verbs and clauses will contribute to the degree of obligation and inclination of the interpersonal meaning of the text. Meanwhile, the analysis of attitudinal lexis will assess the attitudes of the participants (Santosa, 2003).

E. Ideational Meaning

Ideational meaning comprises of two subsets of meanings, experiential meaning and logical meaning. In this research, only experiential meaning is discussed since it indicates the writer’s representation of his or her perception on the reality (Halliday, 1994). In grammar, the experience is realized in transitivity, covering three constituents: process, participants, and circumstance. There are six different types of processes, involving material, mental, verbal, behavioral, relational, and existential processes. Certain types of processes such as mental, behavioral and relational with attitudinal may attribute may also support the interpersonal meanings (Santosa, 2003).

F. Theory of Media, News, and Journalism

In developing body of news, Santosa (2007) proposes that it needs these three aspects which are:

- 1) *Recounting Events*, which can be seen from its text structure

- 2) *Referring to verbal source as events*, by looking at the transitivity system
- 3) *Adding information*, by discovering simplex/ complex sentence and nominal group.

Furthermore, Gamble and Gamble (1989) and Vivian (2011) define that besides developing body of news text, it must be something named newsworthiness. This one presumably is the thing which has a role in shaping public opinion since it is created from attracting human interest.

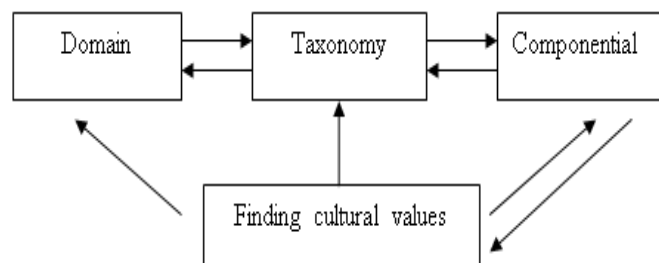
III. METHODOLOGY

This study belongs to a qualitative research using a descriptive method in a case study mode. Qualitative research is conducted based on naturalist paradigm that the reality is multiple, constructed, and holistic (Lincoln & Guba, 1985). The object of the study is multiple because it is constructed from heterogeneous phenomena of reality but still related to context (Santosa, 2014; Hancock, Ockleford, & Windridge, 2009)

The location of this study is media, preferably news media online named “The Jakarta Post” and “The Jakarta Globe”. The study employs primary data by using total sampling taken from observing the realization of interpersonal meaning in the news texts from two different websites which talk the same topic. To ensure the trustworthiness, this research uses the technique of source of data triangulation with content analysis.

Dealing with this, Spradley (in Santosa, 2014) points out the four stages of content analysis, involving domain analysis, taxonomic analysis, componential analysis, and finding cultural values. These four stages are not always in a linear way; they can be employed in a circular way. See Figure 3 below

Figure 3: Stages of Data Analysis



IV. FINDING & DISCUSSION

Before discussion is started, the result of componential analysis will be displayed. The analyses of mood structure, mood system, transitivity, modality, and lexis system is figured out in this following Table:

Notes:

- TJP : The Jakarta Post Obl : Obligation
 TJG : The Jakarta Globe Inc : Inclination

- OR : Orientation
- PL : Proposal
- PT : Proposition
- Giv : Giving
- Dem : Demanding
- Pro : Probability
- Usu : Usuality
- Des : Descriptive
- Att : Attitudinal
- Mat : Material
- Men : Mental
- Ver : Verbal
- VBP : Verbal Behavioral Process
- MBP : Mental Behavioral Process
- ARP : Attributive Relational Process
- IRP : Identifying Relational Process
- Ext : Existential Process

From the Table 2, it can be seen that both texts from The Jakarta Post and The Jakarta Globe are dominated by proposition clause for giving information. If the writer organizes proposition clause in the text, it indicates that the writer lets the reader decide the conclusion by himself (Santosa in Purhayati, 2015). In addition, Bibber et all in Hoarman and Lombardo (2009) describes that proposition text can express personal feelings, attitudes, value judgments, or assessments of the writer/ speaker. Those expressions can indicate the stance of the writer/ speaker itself.

Modality employed on the texts is not dominant, only a few numbers. The Jakarta Post posts six modalities; five simulates modalization and the rest expresses modulation. Those modulations are stated by the moderator of the debate towards the audience. The assessment towards the audiences is not directly written by the writers to the readers as the participants of this text. However, the statement quoted from Santosa in Brilliani (2014) asserts that equal status can be indicated if the text tends to employ proposition clauses.

Based on the result of modality employed in both texts which also use modulation, we can categorize the status among the participants as follows:

- 1. The writer – the readers: equal – close

- 2. The candidate – the audience: equal – close
- 3. The moderator – the audience: unequal – distant

The assessment from the participants can be discovered through the use of lexis system. In interpersonal meaning, the use of descriptive and attitudinal lexis can show the realization of affect within the text (Martin, 1992, Santosa, 2003). Therefore, the positive or negative judgment can be seen from the use of attitudinal lexis.

For example:

1) The Jakarta Post

Positive evaluation:

- The Joko “Jokowi” Widodo-JusufKalla ticket swept all five segments of the live TV debate... (TJP/ Orientation/ 1)
- Jokowi responded to widespread skepticism of his oratory skills and poor vision with short but firm answers that emphasized his achievements and proposed down-to-earth policies (TJP/ Orientations/ 2)

Negative evaluation:

- Most of Prabowo or Hatta’s remarks and answers were normative and too general. (TJP/ Orientation/ 4)
- ...while Hatta failed to come up with any concrete accomplishments during his 10-year Cabinet career under President Susilo BambangYudhoyono and Megawati Soekarnoputri. (TJP/ Orientation/ 5b)

Based on the example above, we can see that the way the writer gives assessment towards both pairs of candidates is quite different. Whether the reality is true or not, the writer of The Jakarta Post consistently states that Jokowi and Kalla are much better than Prabowo Hatta during the debate. It is shown by the negative affect that is always mentioned to Prabowo Hatta while Jokowi and Kalla always get the positive one.

2) The Jakarta Globe

Positive evaluation:

Table 2: Text structure, mood, modality, lexis analyses in both texts

Media	Text Structure	Mood Structure		Mood System		Modality				Transitivity							Lexis		
		PL	PT	Giv	Dem	Modal		Modul		Mat	Men	Ver	VBP	MBP	ARP	IRP	Ext	Des	Att
						Prob	Usu	Incl.	Obl.										
TJP	Title	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	1
	OR	0	5	5	0	0	0	0	0	2	0	0	3	1	1	0	0	40	13
	Events	0	20	20	0	1	0	1	4	1	1	0	17	9	3	2	1	213	50
TJG	Title	0	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	3	1
	OR	0	3	3	0	0	0	0	0	2	1	0	2	2	0	0	0	23	10
	Events	0	36	36	0	1	2	2	1	1	3	1	42	9	9	5	1	232	96
TOTAL		4	56	65	0	2	2	3	5	7	4	1	61	21	13	7	2	513	171

- Election fever has gripped the nation after the first TV debate between Governor Joko Widodo and former general Prabowo Subianto (TJG/Orientation/ 1b)
 - This new debate culture is very much needed to shift the nation from 'emotional democracy' to rational and proportional democracy (TJG/Orientation/ 3a).
 - He [Ari Dwipayana] said both Joko and Hatta managed to elaborate on their ideas with practical examples, (TJG/ Events/ 16a)
 - while Prabowo and Hatta were able to give a credible answer about clean governance by talking about their previous programs,
- Negative evaluation:*
- Ari said Hatta also missed a chance to speak about legal certainty by not giving any concrete evidence (TJG/ Events/ 17a)
 - while Prabowo and Hatta were stuck on grand ideas, which they failed to prove to be useful. (TJG/ Events/ 16b)
 - "Prabowo stumbled because he's indeed trapped in a fat coalition and rumor has it
 - "I think Prabowo and Hatta dug their own graves..." he (Renno) said.

In this section, it can be seen that the tendency of giving negative evaluation towards Prabowo and Hatta also happens. The bold and italic lexis indicate the assessment found in The Jakarta Globe text. The examples prove that The Jakarta Globe writer identifies that Prabowo is lack of confidence and positioned lower than Jokowi.

Unlike The Jakarta Post, the writer of The Jakarta Globe tries to quote from other's opinion. The writer of The Jakarta Globe does not give any assessment directly from his/ her own perspective. Even though in the beginning The Jakarta Globe seems to focus on the heated situation of the nation post-debate. The following information of the text slowly moves to the assessment of the candidates during the debate. However, the writer of The Jakarta Globe still is still consistent to correlate the heated situation of the nation with those assessments of the public about the candidates.

Because The Jakarta Post's writer only employs one-sided point of view, it can be concluded that the ideology of news text published by The Jakarta Post is right antagonist with exposition micro-genre. Meanwhile the use of many sides-point of view in the text of The Jakarta Globe shows that its ideology belongs to right protagonist with discussion genre.

From developing body of News stated by Santosa (2007), News is built from these following parts:

1) Recounting Events.

It is proved by both texts that news should show

information about something happened. Vivian (2011) emphasized that news is a kind of report on change. Moreover, both texts do not only show information but also judgment and assessment towards the candidates. The micro genre of both text are no longer records of sequenced events, but they belong to exposition and discussion.

2) Referring to verbal sources as events

The result of transitivity analysis shows that both texts are dominantly employing Verbal Behavioral Process. It shows that both the writers of the texts keep referring to verbal sources. What makes them different is the sources of verbal statements. The Jakarta Post focuses on the statements from the candidates, while The Jakarta Globe employs the statements from others to speak up about the debate, candidate, during pre-election.

It could be classified that The Jakarta Post's writer quotes the verbal source with a reported speech meanwhile The Jakarta Globe employs it with circumstance of angle.

The finding indicates that The Jakarta Post and The Jakarta Globe project objectivity in giving information.

Although both of texts are dominated by proposition-giving information clauses, they have meaningful content with full of judgment and assessment. Biber in Haarman and Lombardo (2009) also adds that many judgments and assessments through propositional clauses can show the stance of the writer as a representation of the media alignments. This phenomena could show that media is no longer objective in publishing news, which basically contradict to ethic code of journalism. There are three reasons, relying behind the phenomena.

1) Stance of Media

The alignment or stance of the media in preferring one candidate in election became the main reason. Since Burton (2005) states that media and society are two things that cannot be separated, the candidates tries to gain the vote by collaborating with media. If history tells us that campaign system when election in the past is only spread out through commercial breaks or press released, today seems to be different.

2) People Behind Media

The power of media in shaping opinion (Fairclough, 1989) is used by the campaign team in influencing society in aim of gaining voters. Burton (2005: 27) also pointed out that politician can court media appearances. It is presumably caused by the owner of media itself has a tendency in giving preference to one candidate during the election. So that is why, news which is published nowadays even in election/ campaign period, has no longer objectivity to maintain its credibility to the

readers.

3) Newsworthiness

Last but not least, Gamble and Gamble (1989) and Vivian (2011) add that news text should have such newsworthiness to attract human appeal. This reason makes the writer of both texts may provide such a phenomenal part just for making people interest to read the news. Thus, we can see one example from the publishing of *The Jakarta Post* that uses minor clause yet meaningful title. By mentioning "Jokowi-Prabowo: 1-0" can indicate that the writer has a desire to attract the readers, especially the people who are preferred to Jokowi, to read this news.

Therefore, common people need to be wiser in reading news since nowadays ideology of media could be influenced by those political problems. If the media is no longer credible and objective in spreading information toward society, people should be more objective in accepting information by cross-checking the trustworthy of any information.

V. CONCLUSION

Media today are no longer objective in giving information towards the society. Due to code ethic of journalism, news should spread facts not opinion. However, media have already changed. This study indicates the assessments and judgments as expressed in the analyses of lexico-grammar, attitudinal-descriptive lexis system, transitivity system, genre, and ideology.

In brief, we can say that most of objective news usually employs discussion micro-genre with protagonist ideology (Santosa, 2007) whereas the subjective news tends to use exposition micro-genre with antagonist ideology.

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