CHAPTER I

INTRODUCTION

1.1 Background of the Study

A subfield of linguistics called sociolinguistics is concerned with language usage in social circumstances. The diversity of languages spoken by humans sets them apart from other animals. Essentially, the way each region uses its language varies. In the event when lexical, dialectal, etc. According to Fishman (1975), sociolinguistics is the study of how different language types, their objectives, and the traits of their speakers interact, alter, and impact one another within a speech community. Given that humans are social beings, language is the most essential component of life.

There is a widespread assertion that many communities hold unfavorable preconceptions about women. A common stereotype depicts women as more talkative or prone to excessive conversation. Research conducted in laboratory settings, schools, and television talk shows consistently shows that women tend to engage in fewer verbal interactions compared to men during mixed-sex conversations. These studies explore gender differences in language use, revealing a compelling and significant area of inquiry beyond linguistic patterns. The rationale for investigating this issue stems from the pervasive nature of linguistic phenomena in human communication, encompassing both male and female speech in daily interactions. Films and television series serve as valuable sources for examining these phenomena, offering portrayals that reflect and comment on real-

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life experiences. This research specifically analyzes Season 5 of "Scandal," chosen for its prominent female lead character, Olivia Pope, whose language use exemplifies traits associated with women.

Olivia Pope, portrayed by Kerry Washington in "Scandal," is depicted using language typical of women, a focus of the researcher's analysis in Season 5. The series provides narratives, characters, and settings that explore interactions between men and women. Olivia Pope's in Season 5 she navigates a complex relationship with the President and faces personal challenges, illustrates her multifaceted nature. Her actions, such as publicly acknowledging her relationship and making a private decision about an abortion, reveal a character deeply intertwined with contemporary societal issues. Olivia Pope is portrayed as strong yet occasionally hesitant, grappling with insecurities and ethical dilemmas. Her portrayal resonates strongly with female viewers, particularly African American women, who have engaged deeply with the show on social media platforms like Black Twitter.

McLuhan (1994) suggests that cinema serves as an extension of human capabilities, symbolizing the human hand in its ability to replicate and reflect human experiences. Thus, films not only depict but also embody language traits associated with women, offering insights into how gendered communication patterns manifest in visual media. Scandal is a captivating cinematic production that offers a compelling portrayal of women's experiences. The significance of analysis lies in its ability to provide light on many aspects of women's lives, including but not limited to friendship, romance, and fashion, particularly within the context of a woman's existence. In addition, the dialogues and narratives of this film possess a

high degree of accessibility, making them comprehensible to a wide range of individuals. Therefore, this research has significant potential for engaging readers and enhancing their comprehension of language characteristics specific to women. In this film, it is anticipated that the linguistic characteristics of the female characters would be readily identifiable, given that the primary actors are adult women. Additionally, this research effectively portrays the linguistic characteristics of women in connection to their speech patterns within their societal context.

1.2 Problems of the Study

In this analysis, two research concerns that will be considered while creating the study's backdrop will be covered.

1. What are types of woman's language features does the female main character of Scandal serial tv employ?.

2. What are the function of the woman's language in each features conducted by the female main character?.

1.3 Objectives of the Study

The following will provide an explanation of the study's aims based on the issue it was designed to address.

1. To determine the woman's language used by Olivia Pope, the main female character of *"Scandal TV Series Season 5"*

2. To ascertain the function behind Olivia Pope, the main female character using woman's language.

1.4 Limitation of the Study

The focus of this study is sociolinguistics, particularly with regard to the language employed by Olivia Pope, the lead female character in "Scandal TV Series Season 5". The limitation of this study is the writer just focuses on words, phrases, clauses, and sentence which contain on the features of women's language used by the female main character in Scandal TV Series

1.5 Significance of the Study

This study aimed to be a helpful reference in terms of academic purpose and can be beneficial for society especially in how to write the structured text and also to avoid the grammatical error as well as the repetition in the sentence by using syntactical ellipsis. Hence, the significance of the study can be divided into theoretical and practical as follows:
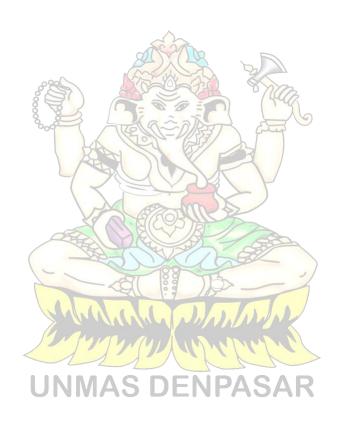
1.6 Theoretical Significance

The findings of this study should be useful as a source of information and references for future investigations into a broad range of sociolinguistic topics, particularly the theory of women's language as it has been explored.

1.7 Practical Significance

This study has practical value since it may be utilized to further our understanding of women's language theory. It may also help readers and authors in

the future learn how to analyze sociolinguistics, particularly as it relates to women's

language, and how to recognize different forms of women's language.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter provides an overview of the theories used in the study and the sources that substantiate the analysis. This chapter provides an overview of the researcher's exploration into the topic of language and gender. It encompasses an examination of women's language, the theory of women's speech traits, social variables and dimensions, as well as a summary of the Scandal movie and prior studies conducted in this chapter.

2.1 Review of Related Literature

Five empirical studies that have been gathered in relation to the current study are included in this section along with literature reviews of earlier studies. Some of the studies were selected for inclusion in the literature review because they are pertinent to the current study, which examines how women use language, but they also different in terms of the research problems and data sources.

The first review is a thesis from Aini (2016) entitled "Women Language Used By The Main Characters Of Mockingjay Movie". The primary goal of this research was to examine the key aspects of female language that the Mockingjay movie's main characters used. To get precise utterances, the study's data were extracted from the dialogues said by the film's principal characters and the screenplay. Next, the information was gathered and examined using Lakoff's (1975) hypothesis of the various speech characteristics of women. Additionally, Holmes's

(1992) theory of social variables was used to examine the chosen data. According to the research, Katniss Everdeen, the female character, used six different kinds of women's speech characteristics, whereas the male character only utilized five. But three things were missing: harsh expletives were not used; hypercorrect language was used; and there were no empty adjectives. Despite sharing the same principle and subject matter, the writer's research employs real-world dialogue since the data came from an unscripted program. The purpose of this research is to identify the most often utilized aspects of women's language among speakers who work in three different professions.

Second thesis entitled "Women's Language Features Used By Lara Jean In The Movie To All The Boys I've Loved Before" from Retiningrum (2020), it examines the linguistic characteristics used by the character Lara Jean in the film adaptation To All the Boys I've Loved Before, with a specific focus on women's language features. The study was undertaken by the researcher, who used Lakoff's theory to examine the many forms and purposes of women's language as portrayed by the main character in the movie. The data were obtained from the utterances of Lara and then categorized, examined, and interpreted according to the many sorts of linguistic traits associated with women, as proposed by Lakoff's theory (1975). The research yielded a total of nine distinct categories of language patterns often seen in women's speech. These categories include the use of lexical hedges or fillers, tag questions, rising intonation, empty adjectives, intensifiers, hypercorrect grammar, super polite forms, avoidance of harsh curse words, and the application of emphatic emphasis. The prevailing characteristic seen in the data was the

presence of lexical hedges or fillers, accounting for 48 instances out of a total of 172 utterances. Additionally, the most prominent function shown by these lexical hedges or fillers was that of weakening. Hence, the writer acknowledges the significance of the research as it pertains to the subject of women's language, although using distinct data and methodologies. Furthermore, this research also examines the linguistic characteristics of women, categorized by their occupation, in order to identify the most prevalent qualities used.

Third is an article entitled "Women's Language Features Used By Indonesian Female Bloggers", by Pebrianti (2013). Performed a research with the objective of examining the linguistic characteristics of women, the frequency of these characteristics, and the potential motivations behind their use among female bloggers on Blogspot.com. The study analyzed blog posts written between October 2011 and September 2012. The data was analyzed using Lakoff's theory (1975). The results indicated that a total of ninety-seven posts were identified, and these postings may be classified into eight distinct qualities. In terms of frequency, intensifiers were found to be the most often used characteristic, followed by empty adjectives. Conversely, the least frequently employed element was the avoidance of harsh cursing words. Hence, the pertinence of Pebrianti's work to the present study becomes evident, since both investigations address the subject of women's language, although with distinct datasets and research methodologies. Furthermore, this research also conducts a comparative analysis of the linguistic characteristics shown by women, taking into account their respective vocations. The objective is to identify the most prevalent qualities that are often used.

Fourth is an article entitled "The Analysis Of Men's And Women's Language Features Found In Two Western Movies" by Kurniawan (2020). The researcher examined the linguistic characteristics employed by both males and females during their conversations in order to uncover the specific language aspects they utilize. The researcher employed the theoretical framework put forward by Lakoff, as cited in Holmes (2003), Bi (2010), and Coates (2004), to examine the linguistic characteristics of men and women. Consequently, the researcher discovered that both language features can potentially be employed by individuals of the opposite gender under specific circumstances. Although the frequency of usage of these language features by the opposite gender is low, there is always a possibility that the individual's use of these features depends on the situation and the relationship between the user and the features. The implications of this result for English study include the enrichment of linguistic features and the development of a more conducive communication culture. An advantageous aspect of this study was the researcher adept organization of the article into concise paragraphs, facilitating convenient access to the material contained inside each paragraph. Regarding theoretical frameworks, the researcher employed multiple hypotheses on the language differences between men and women given by Lakoff, as cited in Holmes (2003) and Bi (2010).

The Last is an article publication by the Universitas Mahasaraswati Denpasar. entitled "An Analysis Of Women's Language Features In Emma Chamberlain's Vlogs", by Dewi, Sari (2022). This study examined the linguistic characteristics employed by women in Emma Chamberlain's vlog. The theories

employed in this investigation are posited by Lakoff (1975) and Pearson (1985). The researcher posited theories that delineated 10 distinct linguistic characteristics specific to women, as well as 5 roles associated with these linguistic aspects.

There are a total of 8 data points identified in the Vlog, which are collected from 6 videos. It is evident that the only linguistic features present are lexical hedges, intensifiers, hypercorrect grammars, tag questions, rising intonation, declaratives, super polite form, avoidance of harsh swear words, and emphatic stress. Out of the 5 linguistic traits postulated by Pearson (1985) for women, only 3 functions were identified. The functions can be classified into three categories: initiating a conversation, eliciting a response, and expressing emotions. The outcome encompasses one datum (10%) pertaining to the display of uncertainty and eliciting a reaction. This analysis identified 6 data points (60%) that express feelings. This study does not include the other sorts of communication that involve receiving a response and initiating a discussion.

The previous studies above have examined women's language features and functions in several works and media. Upon ending the literature study, it is apparent that previous research emphasizes the complex and diverse characteristics of women's language in different settings, such as television programs. The results emphasize the significance of examining both individual personality qualities and overall story frameworks when assessing the language used by women in scandal television series. Furthermore, the literature highlights the need for a sophisticated comprehension of language patterns, considering the dynamic interaction among characters, relationships, and narrative advancements. Continuing study in this field

might enhance our understanding of how women characters in scandal TV series use language and how this impacts narrative and societal attitudes.

2.2 Concepts

This research presents a comprehensive examination of women's language, drawing upon the viewpoint offered by an expert in the area of sociolinguistics. The present research employs a fundamental notion to facilitate comprehension of the issue, which will be further elaborated upon in the next section.

2.2.1. Women's Language

The concept of women's language encompasses two aspects: the languages specifically used to describe women and the language patterns usually used by women. This categorization was introduced by Lakoff in 1975, who coined the phrase "language sort of feminine." According to Lakoff's (1975) research, there are notable differences in the use of language between women and men. Men tend to engage in more open communication due to their higher levels of maturity and assertiveness. In contrast, it is common for women to regularly use courteous, emotive, or non-verbal expressions, so potentially enhancing the expansiveness (metaphorically speaking), potency, and meticulousness of their language in the context of conveying ideas.

Based on a widely held belief, it is often assumed that males tend to use language that is seen as masculine, whilst females are inclined to employ vocabulary that is perceived as feminine. Consequently, diverse language

characteristics are used to preserve their respective identities. Both males and females possess distinct motivations for persisting in their use of the aforementioned attributes. For example, Holmes (1992: 171) argues that women use certain linguistic features that serve to highlight their subordinate position. The authors want to communicate with the recipients by using these characteristics.

2.2.2. Main Character

In literature studies, the "main character" can be defined as the central figure around whom the narrative revolves, portraying the primary conflicts and themes of the story. Often referred to as the protagonist, this character drives the plot forward and is typically most prominently featured throughout the work. According to Abrams & Harpham (2014), the main character is pivotal in engaging readers on emotional and intellectual levels, guiding them through the story's complexities and growth.

2.2.3 TV Series

There are many forms of television that display narrative characteristics, not limited to "the sitcom, the action series, the cartoon, the soap opera, the miniseries, the made-for-TV movie" tales are common even in seemingly non-narrative forms of media, such commercials, music videos, and nature documentaries; the level of detail in these tales varies greatly, however. Many ads provide a condensed storyline demonstrating the positive impacts of the items, whether they are ads for pain medications or cars; some ads use comparison and argument, while others are

more abstract and descriptive. Many music videos recreate the plot from the song's lyrics. Animal life cycles or the changing of the seasons in a particular region are common plot points in nature documentaries.

2.3 Theories

The primary theoretical framework used in this research is the sociolinguistic theory, as first posited by Holmes (2013) in her seminal work titled "An Introduction to Sociolinguistics." This hypothesis is used in the present research to examine the correlation between language and gender as it pertains to women's language. Furthermore, this research especially employs the theory put out by Lakoff (1975) on the linguistic characteristics associated with women's speech.

2.3.1. Women's Language Features

In this section, the author examines a theory pertaining to linguistic characteristics of women, according to Lakoff (1975: 53) there are ten specific features associated with women's language, namely the use of lexical hedges or fillers, hypercorrect grammar, rising intonation on declarative statements, the use of intensifiers, precise color terminology, the employment of empty adjectives, the application of emphatic stress, the avoidance of strong swear words, the use of tag questions, and the utilization of super polite forms. Given the narrow scope of this research, the analysis will primarily concentrate on lexical hedges. Consequently, the ensuing explanation may be delineated as follows:

2.3.1.1.Lexical Hedges or Fillers

Lakoff (1975) posited that hedging or filling is a language characteristic used to convey sentiments of scepticism in women or articulate their lack of assurance. Words such as "like," "I think," "perhaps," "you know," "I mean," "I'm sure," "uh," and "uhm" are often used as filler words or hesitations in speech. According to Holmes (2013), women have a higher frequency of using this particular linguistic characteristic compared to males. According to Yule (quoted in Jia, 2010), the most effective method of assessing the level of cooperation in a conversation is by quantifying the amount of expressions used by individuals, since this suggests that their statements may not be entirely true. These errors are referred to as hedges. Hedges are used to safeguard the countenance of both the speaker and the listener. "I think you need to meet her after class." According to Jia (2010), women tend to utilize more hedges than men while discussing sensitive and impersonal topics. She emphasized that women sometimes use conversational tactics to bolster other speakers and underscore camaraderie with them. Women use the usage of hedges as a strategy to foster togetherness.

2.3.1.2. Tag Questions

Lakoff (1975) states in her book "Language and Woman's Place" that women's language is influenced by societal expectations. This information can be found on page 16 of her book. Lakoff described tag questions as a linguistic construction that is between a straightforward statement and a yes-no inquiry. In addition, she contends that the tag question is an interrogative that is less unambiguous than a straightforward assertion and has a greater level of assurance than a simple yes-no inquiry. In addition, Holmes (2013) asserts that a tag question is a kind of inquiry that conveys ambiguity. It is hypothesized that individuals who possess a strong sense of confidence in their expertise are more inclined to express their opinions, since they anticipate that society will comprehend their explanations. Conversely, speakers will pose a question when they are unfamiliar with certain subjects. The questioner is aware that the recipient will instinctively provide the missing information when they pose a question. Thus, a tag question may be used to assert a proposition. Nevertheless, the speaker may lack certainty about their assertion. "Is John here?", the reply is unlikely to be startled if they answer 'no'. However, if they react by saying, "John is here, isn't he?". The speaker seeks confirmation from the addressee via the use of a tag question, while already possessing sufficient knowledge or information.

2.3.1.3. Rising Intonation

According by Lakoff (1975: 18). Women adhere to a certain intonational pattern. In this situation, women often respond to inquiries with definitive statements. However, the speaker's doubt is conveyed by the increasing tone of the declarative statement, which is reminiscent of a yes-no inquiry. It may be assumed that the speaker needs the information if they ask for confirmation. Another example was given by Lakoff (1975):

Tom: "When will we go on a date?"

Gia: "Perhaps on Saturday night."

Gia's statement may have an implied connotation, suggesting a possibility of meeting at night if there are no objections and if there is agreement. The tone of the statement indicates uncertainty. As a result, Tom is in a position to verify Gia.

2.3.1.4. Empty Adjectives

Lakoff (1975: 14), asserts that there are variations in word use between men and women in some instances. For instance, some adjectives convey the speaker's appreciation for something. Certain adjectives are considered gender-neutral, meaning they may be used by both men and women. However, women tend to employ other descriptors more often. "Neutral: Good, Nice, Great." Exclusively for women: "Sweet, Charming, Cute, Wonderful, Lovely." It may be inferred that there's no issue if women use the word "neutral," but males could find the term "women-only" offensive and lose their determination if they use it. Whether a word is gender-neutral or stereotypically feminine, Lakoff argued in her 1975 article that

women's word choices may reveal their character traits and opinions on the topic at hand.

2.3.1.5. Precise Color Terms

Men and women vary in their selection of words when it comes to using certain color descriptors. For instance, if both men and women saw identical garments that are colored pink. The lady may express, "The shirt is pink" or "This jacket is navy". Lakoff (1975: 12) asserted that women had superior skills in devising accurate color labels compared to males. Colors like as pink, Tosca, magenta, maroon, nude, and others are often not used by males, but are commonly used by women. In addition, if a guy use the terms 'Tosca, Maroon, Nude,' it is possible that he either does not appreciate traditional masculinity or has a profession in design.

2.3.1.6. Intensifiers

An intensifier, according to Lakoff (1975: 55), argued that intensifiers need an absolute superlative and are said with notable emphasis. The use of intensifiers seems to be more common among women than men, but it may also be seen in the later conversations of male academics. "I feel so unhappy!", "That film made me so sick!". It seems that replacing absolute superlatives like "very," "really," and "utterly" with "so" might be seen as a way of avoiding fully committing to a position. Additionally, the Intensifier, such as "so" or "also," may be used to express

both aesthetic and intellectual evaluations, as seen by the following instances. "That sunrise is very incredible!", "Jane is really cute!".

2.3.1.7. Hypercorrect Grammar

Lakoff, R. (1975: 44), described 'hypercorrect' grammar as the meticulous and rigorous use of regular verb forms. Women's constant use of standardized verb forms demonstrates their concern for their social position. Women utilize standard language as a method to change their social rank in society since it is often connected with greater social standing. Furthermore, Holmes (2013) said that employed women are more likely to utilize traditional forms than women who work remotely.

As to Holmes (2013), women have a tendency to articulate the "-ing" sound more often than the "-in'" sound in some words, such as swimming and typing. Ultimately, the use of 'hypercorrect' language by women functions as a reliable predictor of the speaker's socioeconomic status. Women often retain the original form of the phrase and append the g-word at the end, instead of using the contraction "goin'," which is more commonly used by males. Women often use formal English to express their courtesy.

2.3.1.8. Superpolite Forms

Lakoff' (1975) asserted that language had the ability to prompt or encourage someone to engage in certain actions. Therefore, it may be deduced that a request or a suggestion is more courteous than a straightforward command. Here are the examples provided by Lakoff (1975), "Close the door.", "Please close the door.", "Will you close the door?.", "Will you please close the door?.", "Won't you close the door?.". The term 'please' signifies the addressee's consent to the request or proposal, indicating their willingness to fulfill the speaker's needs or desires. Meanwhile, the phrase 'will you' implies that the recipient has the ultimate authority to make a choice. The decision to accept or reject the proposal made by the speaker is in their hands. By transforming the inquiry into a specific and unambiguous format, the speaker anticipates a more affirmative response from the recipient.

2.3.1.9. Avoidance of Strong Swear Words

We discovered that men and women generally utilize language differently, despite the fact that experts frequently describe it as "meaningless." According to Lakoff (1975: 45) says it's meaningless as it illustrates the speaker-listener relationship and the social context of the communication. Regarding the following illustration:

"Women: Oh my darling, you have to eat up my favourite cake."

"Men: Shit, you have broken my car."

We can generally assume that women speak more smoothly and subtly than males do. According to Holmes (2013), women typically employ milder language

when swearing or even expressing rage, depending on the circumstances. For this reason, phrases like are included in the vocabulary of women. Consequently, women often refrain from using profanity and opt for other expressions like fudge, shot, OMG, and my goodness.

2.3.1.10.   Emphatic Stress

Women frequently employ words that convey the intensity of their speech and the forcefulness of the uttered message. "You are so GENIUS!", "I had the BEST DAY EVER", "It was a BRILLIANT performance", "The movie is GREAT". Those examples in this context can be classified as empathetic stress. Emphatic stress is employed to convey the intensification of speech's meaning. Holmes (2013) stated that boosting methods, such as empathic stress, are employed to indicate the speaker's expectation that the recipient may still have doubts and hence offer further assurances. Lakoff (1975: 52).

2.3.2 Functions of Women's Language Features

Because it is fundamental to communication, language fulfills several purposes. According to Jakobson (1960: 353), there are six possible language functions that occur in conversational exchanges. When it comes to the description and explanation of language's function during a conference, Renkema (2004: 59) agrees with Jakobson (1960). It is important to analyze language in all its facets, according to Jakobson (1960: 353). Among the many purposes of language are those of referential, emotive, conative, poetic, phatic, and metalingual functions.

2.3.2.1.Referential Functions

According to Jakobson (1960: 353), the primary function that has the greatest significance is the referential function. This function is used to make references to anything. This function also addresses the communication environment.

2.3.2.2. Emotive or Expressive Function

Jakobson (1960: 354) posited that the second function is an affective or expressive function that centers upon the addresser. In addition, this function pertains to an individual's emotions or sentiments towards the recipient. According to Renkema (2004: 60), the expressive function of language is used to convey the speaker's attitude towards the person they are addressing.

2.3.2.3. Conative Function

The third function is the conative function, which specifically targets the receiver. Jakobson (1960: 355) asserts that this function is used to provide directives or issue commands, guiding receivers to carry out a certain task. Essentially, this function is used to command the receiver to carry out a particular action.

2.3.2.4.Poetic Function

The fourth purpose is the poetic function, which is primarily concerned with the message itself. Furthermore, the primary focus of this function is the aesthetic characteristics of the language. Jakobson (1960: 356) asserts that this function is

often linked to literary works, particularly poetry. Nevertheless, there are a few rare instances in everyday talks when this function is used despite its low likelihood.

2.3.2.5. Phatic Function

The fifth function is a phatic function. Jakobson (1960: 355) asserts that phatic functions serve the purpose of facilitating communication or establishing first contact between participants prior to the exchange of messages. Thus, this function prompts the speakers to demonstrate friendliness towards the hearer.

2.3.2.6. Metalingual Function

The last language function is the metalingual function. Jakobson (1960: 356) states that the metalingual function is used by communication participants to verify whether they are using the same code or not.