CHAPTER II
LITERATURE REVIEW

2.1 Genre

One of the key ways in which people communicate with each other is through the participation in particular communicate events, or *genres*. Richards and Schmidt define the term genre as a type of discourse that occurs in a particular setting, that has distinctive and recognizable patterns and norms of organization and structure and that has particular and distinctive communicative functions (2002, p.224).

Genre is used in the use of spoken and written discourse, as the way in which people want to "get things done". A genre is a kind of text. Examples of the spoken genres are academic lectures and casual conversation. Beside that, examples of the written genres are newspaper reports and academic essays. Instances of a genre often share a number of features. They can be pronounced in ways spoken and written in typical but sometimes in conventional. They also often have a common function and purpose (or set of functions and purposes). Genres may typically be performed by a particular person aimed at a particular audience (paltridge, 2007).

Martin's (1984,p.25) definition of genre as 'a staged, goal-oriented, purposeful activity. From that definition, Rose elaborates with Martin. She adds social because we participate in genres with other people; goal-oriented because we use genres to get things done; staged because it usually takes us a few steps to reach our goals (2003, p.7).

2.2 Discourse Analysis

Discourse analysis, an approach to the analysis of language that looks at patterns of language across texts and considers the relationship between language and the social and cultural contexts in which it is used and is concerned with the description and analysis of both spoken and written interactions. It also considers

the ways that the use of language presents different views of the world and different understandings. Its primary purpose, according to chimombo and roseberry (1998) is to provide a deeper understanding and appreciation of texts and how they become meaningful to their users.

The term discourse analysis was first introduced by Zellig Haris in 1952 as a way of analyzing connected speech and writing. He stated that connected discourse occurs within a particular situation – whether of a person speaking, or of a conversation, or of someone sitting down occasionally over the period of months to write a particular kind of book in particular literary or scientific tradition (1952, p.3).

So many examples of discourse analysis can occur in both formal and informal. It depends on the context to be analyzed. For example of formal such as ceremony, wedding, and tradition . In which, there are a lot of things that we can analyze. And also for example of informal is casual conversation.

In this case, wedding is one of example that can analyze for discourse analysis.

2.3 Wedding

A wedding is one of the most important event in a couple's life. It is not only for people who want to share their lives together for the first time but also it can be a celebration of the renewal of vows and anniversaries. In addition, this is one way of expressing one's passion and values. The purpose of weddings varies, it is essential for the couple to have a pleasant, enduring, memory of that occasion.

Wedding usually symbolizes the outcome of romantic love, and are a display of a serious lifetime commitment and devotion. Leeds (2002) adds weddings mark the beginning of marriage. Therefore, wedding represent a rite of passage for two individuals who want to make their relationship legally established in the eyes of the law and of everyone around them (Appadurai,1997).

Leeds (2002) summarized the underlying elements of a wedding to be; a tightly-bound, naturally-occurring, publicly celebrated and widely documented event.

On a deeper delineation, Johnson and Mullen (1990) define a wedding is the manifestation of a couple's emotions, and therefore a type of consumer behaviour and the inner process of emotion about the product. The emotions of the couple lead them to plan a wedding and then make the wedding memorable. The socio-cultural context also influences the couple to have a wedding (Baron & Byrne, 1987).

Basically, weddings have already been considered as one class of ritual that symbolizes the transition of a couple from one social status to another, and with reference to Edwards (1987), this class of rite has different features that can be seen through typical ideal images of social status as follow explicit verbalizations such as wedding vows and speeches and Symbolic acts which can be found in ritual proceedings.

The wedding itself can be done in two ways, namely traditional and modern. There are times when the bride using both methods, usually in two separate ceremonies.

1. Traditional Ceremony

The wedding ceremony is traditionally performed by local custom rules. Indonesia has many tribes, each of which has its own tradition of wedding ceremony. In a mixed wedding, brides usually choose one custom, or sometimes both customs were also used in a separate event.

2. Modern Ceremony

Modern wedding ceremony performed by following the rules from abroad. Usually used style is European style. Weddings are performed with Islamic rules may be also included in the category of modern marriage ceremony.

There are some examples from wedding ceremony based on traditional and modern ceremony that done by countries which have many tribes.

2.3.1 Indonesian Wedding

As we know that Indonesia has many tribes and cultural, so do not be surprised if we often see traditional wedding are very unique. The wedding ceremony is a traditional ceremony that included we must keep, for out of it will be reflected in our identity, the union of a family can reflect a country's unification. Custom weddings in Indonesia so many various, some big traditional wedding custom that is often used for sacred weddings is Javanese traditional wedding, Betawi wedding, Chinese custom wedding, malay custom wedding, Sundanese custom wedding, Bataknese custom wedding, modern wedding, custom wedding and many others.

2.3.2 Singaporean Wedding

There are many different traditions and customs among the different cultures and ethnic groups in the world. In Singapore, we are fortunate to be exposed to a multi-cultural environment. With the aid of the government, most of us were educated to respect each other's religions and cultures, to achieve Social, Racial and Religious Harmony.

2.4 Dell Hymes'Framework

Dell Hymes is considered by many to be the founder of the area known as Ethnography of Communication. In 1962 he proposed "ethnography of speaking" as a way to study how people talked. Later the name was changed to include other symbolic means of expression and called ethnography of communication.

One of his goals was to create a theory that helped researchers study language use in specific contexts (at that time, some researchers in the field of Linguistics were trying to study language by itself, removed from the times and places people talked). Hymes thought that by looking at how people actually use

language, patterns could be discovered that otherwise would not be by just looking at the words themselves.

Hymes (1974) states that, "the starting point is the ethnographic analysis of the communication conduct of a community" (p. 9). Communication conduct is what people do when they communicate with each other. He set out to show that researchers could use his methods to study this communication (talk) systematically. One useful way of looking at the ways in which language is used by particular cultural groups is through the notion of the ethnography of communication (Hymes, 1964). Hymes started this work in reaction to the neglect, at the time, of speech in linguistic analyses and anthropological descriptions of cultures. His work was also a reaction to views of language which took little or no account of the social and cultural contexts in which language occurs. In particular, he considered aspects of *speech events* such as who is speaking to whom, about what, for what purpose, where, and when, and how these impact on how we say and do things in culture-specific settings.

Hymes notion (1972) of communicative competence is an important part of the theoretical background to the ethnography of communication as well as, more recently, communicative perspectives on language teaching and learning. It is also an important notion for the discussion of spoken and written discourse. Communicative competence involves not only knowing a language, but also what to say to whom, and how to say it appropriately in particular situation. That is, it includes not only knowing what is grammatically correct and what is not, but also when and where to use language appropriately and with whom. It includes knowledge of rules speaking, as well as how knowing how to use and respond to different speech act; that is how.

All of this involves taking account of the social and cultural setting in which the speaking on writing occurs, speakers' and writers' relationship with each other, and the community's norms, values and expectations for the kind of

interaction, or speech event.He offered three relevant units to be analyzed inethnography of speaking which are hierarchically ordered.

The highest-level unit of analysis is the 'speech situation', the social situation in which speaking takesplace. It takes into account all the features of the situation. Some of them may not be linguistic. By speech situations, Hymes means socially-contextual situations like 'ceremonies, fights, hunts, meals, love making, and the like' (Hymes, 1972, p.56). In a family meal situation, in addition to talking other activities such as eating, drinking, and feeding infants are taken into consideration.

Next level is 'speech event'. Ethnographers of communication hold that 'the speech event, constituted bythe interaction of several components of which language is only one, is the basic unit of every day communication, not clause or sentence' (Leeds-Hurwitz, 2005, p.342).

Hymes states that: 'The term speech event will be restricted to activities, or aspects of activities, that are directly governed by rules or norms for the use of speech. An event may consist of a single speech act, but will often comprise several' (1972, p.56).

The lowest-level unit of analysis is the 'speech act'. 'Speech acts are the constituent parts of speech events. Speech act theory has to do with the functions

and uses of language, so in the broad sense we might say that speech acts are all the acts we perform through speaking, all the things we do when we speak'(Schmidt & Richards, 1980, p.129).

To recap, Hymes (1972) offers the example of 'a party (speech situation), a conversation during the party (speech event), a joke within the conversation (speech act)' to illustrate the three terms.

While all the above-mentioned levels are important, it is agreed on that the most important one is speech event to which the rules of speaking apply. Hymes (1974) also proposed that these speech events have components that should be

taken into account to produce a satisfactory description of any particular speech event. He offers the mnemonic device of SPEAKING grid as a heuristic for the various factors he deems to be relevant. Such factors are *'setting', 'participants', 'ends', 'act sequences', 'key', 'instrumentalities', and 'genre'.*

2.4.1 The Speaking Model

After deciding upon one of the three basic units to observe researcher can then proceed to analyze it by using one of the tools that Hymes developed. These tools can be remembered easily by thinking about the word, S.P.E.A.K.I.N.G. By using the tools of S.P.E.A.K.I.N.G., a researcher opens up the potential meanings of a speech community or by examining these smaller units. This set of components and its purpose is to help the analysts to put their analysis in some kind of order as follows:

1. **Setting and Scene**

   According to Hymes' framework, the setting of a speech event is. where and when it takes place (Coulthard, 1985, p.44-45)."Setting refers to the time and place of a speech act and, in general, to the physical circumstances" (Hymes, p.55).

2. **Participants**

   Hymes proposes four participant roles, "addressor, speaker, addressee, and hearer or audience" (Coulthard, 1985, p.45). Hymes proposes that conversations may require only two roles (addressor and addressee), but others may require speaking or listening on the behalf of others (speaker, audience).Speaker and audience, Linguists will make distinctions within these categories; for example, the audience can be distinguished as addressees and other hearers (Hymes, p.54&56).

3. **Ends**

Purposes, goals, and out comes (Hymes, p.56-57). Hymes framework proposes that all speech events "have a purpose, even if occasionally it is only phatic" (Coulthard, 1985, p.47).

4. **Act Sequence**

Form and order of the event. Forms of speech with regard to with the words used, how it is used and fill Speech regarding the relationship between what is said with the subject.

5. **Key**

Key is defined as the ""tone, manner or spirit" in which an act is performed" (Coulthard, 1985, p.48). This includes descriptions of sarcasm, where meaning and overt content are opposite, and keys may be signaled by non-verbal signs or changes in voice.

6. **Instrumentalities**

Channel and forms of speech. Channel is "the choice of oral, written, telegraphic, semaphore, or other mediums of transmission of speech" (Coulthard, 1985, p.49).

7. **Norms**

Referring to the norms or rules of interaction and also refers to the interpretation of the utterance of the speaker.

8. **Genre**

The kind of speech act or event. It refers to the type of form delivery.

These terms can be applied to many kinds of discourse. Sometimes in a written discussion you might emphasize only two or three of the

letters of the mnemonic. It provides a structure for you to perceive components.

2.4.2 Outline of Hymes' framework

Hymes (1972, described in Coulthard, 1985, P.33-58) developed a framework for the "ethnography of communication" to explore the notion of communicative competence. The framework is designed to describe in complete detail different genres of speech (see table) in order to understand what real communication is and what rules, linguistic or otherwise, make a speaker "competent."

Table 1: Outline of Hymes' framework

(source : http://www.birmingham.ac.uk)

Area of Framework	Definition	Examples
Speech community	"Any group that shares both linguistic resources and rules for interaction and interpretation." (Coulthard 1985:34-7)	New York African-Americans, speakers of American English
Speech Event	Genres of communication (ibid.:42-3)	Conversation, prayer
(Aspects of Speech Event)		
Setting	Location and time (ibid.:44-5)	A restaurant, classroom, set time every Sunday,
Participants	Who is participating and what roles they take (ibid:45-7)	Addressor, addressee, speaker, hearer or audience
Purpose	The purpose of the speech event (ibid.:47-8)	Litigation, discussion, ritual greeting
Key	The tone in which something is said (ibid.:48-9)	Sarcastic, sincere
Channels	Medium of communication (ibid.:49)	Written, telegraphic, semaphore
Message content	Topic (ibid.:49)	Many possibilities
Message form	Grammatical and lexical composition (ibid.:50-54)	How face saving gestures are realized

Table 2: SPEAKING Model [part 1]

(source: http://bettand90.blogspot.com)

S	Situation	· Setting concerns with the time and place of speech place. · Scene refers to the situation of the place and time of the conversation or psychological situation.	Time, place, and different speech situations can cause variations in the use of different languages for example talking football field when there is a match in a crowded situation is different with the talks in the library at the time of reading and a lot of people in case of silence.
P	Participants	Referring to the parties involved in the event, can the speaker and the listener or the sender and receiver.	Determine the participants' social status diversity of languages used, for example, uses the variance or the child will be a different style blah talk to their parents or teachers when compared to when he speaks with his peers.
E	Ends	Referring to the	speech events that

		intent and purpose of event.	occurred in the courtroom means to complete a court case; however, the participants in the event speech it has a different purpose. Prosecutors want to prove the guilt of the accused, the defense tried to prove that the defendant is not guilty, the judge while trying to give fair decision.
A	Act Sequences	Referring to the form and content of the speech utterance. · Forms of speech with regard to with the words used, how it is used. · Fill Speech regarding the relationship between what is said with the the subject.	The form and content of speech in a public lecture, in ordinary conversation, and in a different party.
K	Key	Referring to the tone, manner and	Gladly, seriously, briefly, with pride,

		spirit in which a message is delivered.	with mocking and so on. Or it can be shown also with gestures and cues.
I	Intrumentalities	Referring to the path language used and also refers to the use of speech codes.	Path, writing, orally, by telegraph or telephone, language, dialect, variety or register.
N	Norms	Referring to the norms or rules of interaction and also refers to the interpretation of the utterance of the speaker.	Deals with how to interact, how to ask, and so on.
G	Genres	Referring to the type of form delivery.	Narratives, poems, proverbs, prayers, and so on.

Table 3: SPEAKING Model [part 2]

(Source: http://www.english.ugent.be/da/linguisticanthropology)

Settings	• setting • scene	Key	• key
Participants	• speaker, sender • addressor • hearer, receiver, audience • addressee	Instrumentalities	• channels • forms of speech
Ends	• purposes - outcomes • purposes - goals	Norms	• norms of interaction • norms of interpretation
Act sequences	• message form • message content	Genres	• genre

From all tables, we can see clearly SPEAKING models along with the meaning from the each component. And it will help us in analyzing by using the framework are raised by Dell Hymes.