CHAPTER II
LITERATURE REVIEW

2.1 Communication

Communication is important thing in human life. Every body uses communication as a tool for social interaction with others. Communication process will run well if sender and receiver understands each other about the message. Therefore, the communication skills is needed to create a good communication process.

According to Effendy (2003, p.9), the term of communication originates from the Latin word "communicatio", which comes from the word communis which means common. In this case common means "same meaning".

According to Rogers (1998 cited in Darsanti 2012,p.10), communication is defined as "the process by which an idea is transferred from the source to one or more receiver, with intent to change their behavior".

Meanwhile, according to Hybels and Weaver (1992 as cited in Churiyah, 2013, p.3), communication is all the activity between two people (two sides) or more to share information, ideas, and feelings

From the definition above, the writer concludes that communication is the process of delivering information, ideas, emotions, knowledge, and to get mutual understanding, similar meaning and to change the behavior.

2.1.1 The Elements of Communication

According to Devito (1992 as cited in Muhammadali 2011, p.8), there are eight elements of of communication, namely:

1. Sender

All the process of communication will involve the source as the maker or sender information. In human communication, the source may consist of one person, but can be in the form of groups for example party, organization or institution.

According to Muhammadali (2011, p.8), sender is a critical component in communication as social background, personality, status, education etc that influence the quality of the message . The message is created from the ideas generated in the mind of the sender.

There are three function of sender:

    a) Deciding what to be communicated

    b) Encoding (Put the idea in such a way that the receiver understands it)

    c) Transmitting the message to the receiver

2. Message

The message of communication is things that is conveyed by sender to the receiver. Messages can be delivered through face to face or communication media. The content can be science, entertainment, information, advice or propaganda.

Message is delivered through two ways verbal and non-verbal. Verbal messages mean oral and written messages. They are composed of words. For example: a newspaper report or a lecturer by a teacher. Non-verbal messages are those communicated through the behavior, movements, actions, clothes, style of conversation, the pitch of the sound etc.

3. Channel

Channel is the media that is used by sender to transmit the message to the receiver. Naturally, there are five senses which are the basis of human communication channels, namely hearing, touching, smelling, tasting and seeing. By using those senses, the sender can easily communicate.

4. Receiver

Receiver of the message is the party that analyze and interpret the contents of the message received. Receiver can consist of one or more people and it can be in the form of a group or party.

Receiver has three roles, namely:

a) To receive the message

b) To decode the message

c) To respond to the message through feedback

5. Feedback

Responses from the receiver about the message that has been delivered by the sender is called feedback. The response can be either positive, neutral, or negative. Positive response occurs if the receiver can accept the message from the sender. While neutral response means if receiver do not reject or accept the message. Negative response occurs when the response not in accordance with desire of the sender.

6. Noise

Noise or communication barrier is anything that distorts message. Noise may originate in any of the components of communication like source, message, channel, context, receiver etc. Noise is present when there is a difference between the message sent and received. Usually, noise appears in the communication interaction, its effects can be reduced through various methods such as using good grammar, clear voice, simple language, quality signal etc.

7. Context

Communication always occurs in a certain context, there are at least three dimensions namely space, time, and value. Context of space refers to the concrete and tagible environment where the communication happen such as room, yard and street. Context of time refers to the time when communication is carried out, for example : morning , noon , afternoon , evening. Context of values involve social and cultural values that influence the situation of communication such as customs, home situation , the association norms , ethics , manners , and so on .

8. Effects

According to Muhammadali (2011, p.11), communication has three effects, as follows:

a. Cognitive effects: the consequences take place in the receiver's intelligence due to communication, for example knowledge acquisition

b. Affective effects: the consequences occurred in the emotions of the persons due to communication, for examples compassion and love

c. Behavioral effects: the change in the receiver's bahaviour or actions due to communication, for examples political campaign and change in people's voting behaviour or purchasing new products inspired by the advertisements.

The Functions of Communication

According Muhammadali (2011,p.7), there are several function of communication, namely:

a) Education: to transfer knowledge for the progress of the society

b) Information: to find and explain some thing new

c) Cultural promotion : to help foster social values and pass them from generation to generation.

d) Social contact: to help make enjoyable companionship

e) Integration: to create harmonious relationships among various social groups

f) Stimulation: to create interest and develop positive thinking /behavior

g) Counseling: to alleviate anxiety and lead to better ways

h) Expression of emotions. For example crying and smiling

i) Entertainment: to help pass time and enjoy life

(j) Control function: to get someone to behave in an appropriate way

2.2 Lecturer Performance in Classroom

According to Bacal (2002 as cited in Darsanti 2012,p.20), "performance is a process of communication that continuous and conducted in partnership between teacher with direct provider".

Meanwhile, according to Sky (1983 as cited in Darsanti 2012,p.20),"the performance of is theoretical construct, an abstract idea that is commonly used as a criteria in employment.

According to Yamin (2010 as cited in Darsanti,p.21), the performance of the lecturer is "behavior or response that gives the result that refers to what they do when faced with a task".

Based on the definitions above the writer concludes that lecturer performance is an act or behavior of the teacher in learning process that will produce the desired goal.

In the lecturer's performance there are component to measure the performance of teachers. According to Martinis and Maisah (2010 as cited in Darsantii,p.24), there are four components to measure the performance, as follow:

1) Pedagogic competence

    Pedagogic competence includes understanding of learners, planning and implementation learning, evaluation of learning results, and the development of learners to actualize different potentials.

2) Personal competence

    Personal Competence are personal abilities that reflects the steady personality, stable, mature, wise, authoritative, be role models for students and noble.

3) Social Competence

    Social competence is the teacher's ability to communicate and interact effectively with students, fellow teachers, staff, parents / guardians of students, and the surrounding communities.

4) Professional competence

    Professional competence is a mastery of learning material widely and deep, which includes mastery of the curriculum subjects in the school and

science subtance which shade the material, and mastery of the structure and methodology of science

Besides the four components above, there are other factors that affect the performance of teachers. The organizing of speech is very important to give students structure for capturing the information. If the speaker is not able to organize the conversation, it will make the students do not understand about what is delivered. According to Lucas (2007,p.207), there are three important parts in structure the conversation namely, abstract, body and conclusion (ABC Format).

A ⟶ **Abstract (introduction)**

B ⟶ **Body (discussion)**

C ⟶ **Conclusion (wrap-up)**
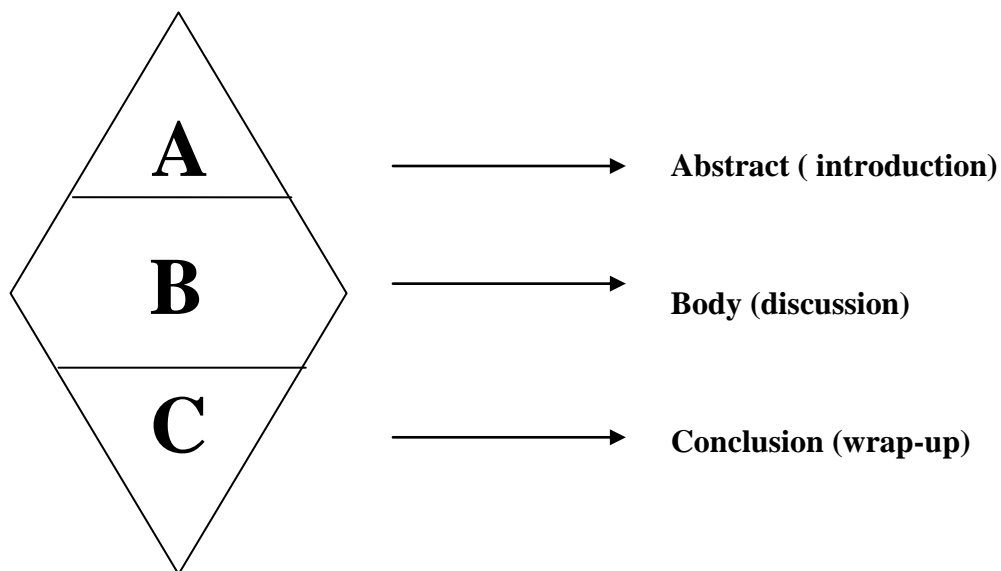
A. Abstract

The first impression is the most important thing when the speaker starts the lesson. The speaker must be able to attract the attention of the students, otherwise it will affect the interests of participants in the body. According to Olii(2008, p.25), the beginning serves to attract the audience and introduce the topic.

According to According to O'Hair, et al (2007, p.243), The function of introduction is to gain attention, to identify the topic and purpose, preview the main points,and motivate the audience to accept the speaker's goals.

According to Gareis (1919,p.11), the introduction should function to get the attention, create interest, motivate the audience to listen, establish the credibility, and give a preview of the main points.

From some experts opinion above, the writer concludes that the abstract section is part of the speaker's way to introduce the topic, state the purpose and affect the audience to be interested in the material that will be delivered.

According to Lucas (2007,p.228), there are four important parts in the opening, as follow:

a.   Getting the attention and interest

The first few sentences of the speech should serve to gain the attention of the listeners. To attract the attention of the audience, the speaker can begin by saying the greeting. After that the speaker can explain the topic to the audience by giving quotation, add some joke, tell a story,question the audience and others.

b.   Revealing the topic of the speech

In addition to getting the attention of the audience, the function of introduction parts is to identify the topic and purpose. The speaker should declare what the speech is about and what he or she hopes to accomplish. If the speaker does not have the part, the audience will get confused.

c.   Establishing credibility and goodwill

Establishing goodwill is another way of connecting to the audience by giving good attitude. The speaker wants the audience to trust him or her in the begining of speech. Credibility can be established by revealing the experience, training, or any other reason relating to qualification and chosen topic.

d.   Previewing the main point of body

In this section the speaker tell the audience what the next will be the talk in the body. The speaker made a list of the main points briefly. It can make the students focus on each point easier and follow the main point during the speech.

According to Mulyana(2005,p.63), every abstract should follow the PIP formula (Purpose, Importan and plan):

a. Stating The Purpose

   Usually the listeners want to know why the speaker chooses a topic to be delivered. Therefore, a speaker should determine the purpose of the discussion clearly

b. Showing Importance

   Besides determining the purpose, the speaker should show the importance of speech and generate interest to the audience

c. Forecasting Main Poin of Speech

   The speaker should use forecast obvious statements in the beginning of speech. In this case the speaker gives the audience an overview about what will be discussed on the body. It can make the listener easy to remember the outline of the main points.

B. Body

   The body of speech is the longest discussion and most detailed section than background and conlusion . Usually in this part the audience have lowest level of attentiveness. It is not because the audience is not listening the middle of speech, it is just the audience do not focus as on the abstract and conclusion. According to Olii (2007, p.25), the purpose of the body is to present the topic that discussed more deeply. According to Lucas (2007,p.207), the main point are central features of the speech. In this case, the speaker must select the main topic that will be delivered properly and structured. From some of these reasons, the speaker should make the audience interested and not feel bored, so the audience can focus in the body of speech.

   Based on (http://sitesmedia.s3.amazonaws.com/facultyresources/files/2011/06/DesigningSpeech.Assignments.pdf), the body is speaker part to limit 3-5 main ideas which are organized in a clear pattern that is highlighted for the audience.

From some opinion above, the writer concludes that the body is main part of the speech and consist of the facts or ideas that want to be present.

In the body there are also important things that are used to deliver the material. According to lucass (2007, p.210), besides explaining the topic in more detail, this section also includes the order of main point, the use of connectives and media usage.

a. The order of main point

In delivering the material, it needs the pattern to make the discussion easy to understand. The speech requires the speaker chooses an organizational pattern for the body. According to Mulyana(2005,p.68) there are some general patterns that can be used in a speech: Question/ answer, cause/effect, problem solution, sequence of importance and part of object.

b. Connective

According to Lucass (2007,p.219), connective is a word or phrase that connects the ideas of a speech and indicates the relationship between them. Without connectives the speech will be uncoordinated and disjointed. There are four types of connectives namely: transition, internal preview, internal summaries and signposts.

c. The use of visual aids

In a presentation the audience use the visual and auditory senses to capture the material. Therefore it takes a visual aid that consists of various types, such as sketches maps, power point graphs, charts, photographs and pictures, posters, objects or models, films or video tapes, textual graphics or lists. The functions of the media are:

- to support the ideas and improve audience comprehension
- to add variety in the presentation
- to help illustrate the complex idea or concepts and reinforcing the ideas

According to Mulyana (2005, p. 59), the body of speech can be classified into three major categories to deliver the message, namely:

a. Informative speech : an informative speech aims to inform the audience about a specific topic.

b. Persuasive speech : a persuasive speech aims to persuade the audience to perform a certain action or convince the audience to adopt the belief or opinion of the speaker.

c. Occasional Speech: occasional speech aims to entertain and build a strong bond with the audience

C. Conclusion

Conclusion aims to summarize the speech and give the audience something to remember. According to olii (2008,p.25), the function of conclusion part is to summarize the topics discussed in the facts that support the facts. The goal is that the listener impressed by the material presented.

According to O'Hair, et al (2007, p.243), the conclusion provides the speaker with a final opportunity to leave the right impression, reinforce the purpose, and reinforce the main points.

According to Bjerregaard and Compoton (2011, p.71), a conclusion needs to be specific, rehearsed, and reinforced all the major themes of your speech.

http://sitesmedia.s3.amazonaws.com/facultyresources/files/2011/06/DesigningSpeechAssignments.pdf mention that, speech should end with a bang, not a whimper. In this part the speaker should try to finish with a sentence or two that leaves the audience with a sense of the significance of what they heard. This can be achive by returning to the focus of the introduction, ending with a powerful and appropriate quotation, or concluding with own assessment of the importance of the topic.

From some experts opinion above, the writer concludes that the conclusion is the final opportunity to convey message and main point in an manner that will help the audience remember them

Acording to Lucas (2007,p.242) there are two function of conclusion.

a. Signal the End

Before starting the conlusion the speaker should pause slightly. After that he or she can use the term like "in conclusion, in closing, one last thought" and others to show the listeners that the information have completed the main part of persentation.

b. Reinforce the Central Idea

Besides signal the end, the function of conclusion is to reinforce the audience to understand about the central idea. There are several ways to reinforce the central idea, as follows:

- To summarize the speech

    In conclusion the speaker should give main points that have been delivered in boby of speech. In this case the speaker review again the main points briefly.

- To end with quotation

    The use of short and perfect quotation can make the audience easily capture the central idea

- To make dramatic statement

    Dramatic statement will make the speech become famous and memorable because of the powerful closing line

- To refer the introduction

    At the time of ending the speech, the speaker makes conclusions that refer to the introduction.