

THE DISTINCTIVE LINGUISTIC FEATURES IN BLURBS
AS FOUND IN NON FICTIONS; A STYLISTIC ANALYSIS

A Thesis



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ABSTRAK

Dalam tesis ini penulis mengkaji gaya bahasa yang khas dari *blurb*; berupa komentar-komentar yang terdapat di *cover* buku khususnya buku non fiksi, berdasarkan penggunaan fitur linguistik pembeda (*distinctive linguistic features*).

Gaya bahasa *blurb* ini dianalisis dengan menggunakan teori stilistika yang dikemukakan oleh Peter Verdonk dan teori kohesi oleh Halliday dan Hasan. Fokus analisa terletak pada kohesi leksikal (*lexical cohesion*) dan referen (*reference*) serta menghubungkannya dengan teori stilistika yang membahas elemen linguistik dalam hal fungsi dari tujuan dan efek yang menyertainya. Metoda analisis yang digunakan adalah metoda referensial dan formal.

Berdasarkan analisis maka ditemukan bahwa di dalam *blurb* terdapat semua unsur kohesi leksikal dan referen. Elemen yang paling signifikan adalah bentuk perulangan (*repetition*). Jenis referen yang paling signifikan adalah referen persona (*personal reference*). Bentuk leksikal lain seperti sinonim (*synonym*), kata umum (*general word*), super ordinat, kolokasi (*collocation*) dan referen lain seperti demonstratif dan komparatif ditemukan dalam persentase kecil. Signifikansi kemunculan elemen perulangan dan referen persona menunjukkan penulis *blurb* telah mengeksploitasi perangkat bahasa. Sebagai efek dari signifikansi elemen linguistik tersebut adalah mempengaruhi pemikiran para pembaca *blurb* untuk lebih tertarik untuk membaca buku tersebut. Sedangkan fungsi kemunculannya bagi pembaca adalah menimbulkan efek psikologi (*foregrounding*) yang membuat pembaca termotivasi untuk membeli buku tersebut. Hal lain yang ditemukan adalah penggunaan *blurb* di *cover* buku bertujuan komersial.

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

We live in a world of language. It plays a great part in our life. Because of its familiarity, we rarely observe it, taking it rather for granted as we do breathing or walking. The effects of language are remarkable, and they include much of what distinguishes man from animals.

Bloch and Trager (1942, p: 5) in the 'Outline of Linguistic Analysis' has defined language as a system of arbitrary vocal symbols by means of which a social group co-operates. As the tool for communication, sometime language is used by the author for particular purposes such as promotion because language has style. From this definition the writer wants to focus on the style used in linguistic.

The term '*style*' is one which we use so commonly in our everyday conversation and writing that it seems unproblematic. It occurs so naturally and frequently that we are inclined to take it for granted without enquiring just what we might mean by it. Thus, we regularly use it with reference to the shape or design of something (for example, 'the elegant style of a building'), and when talking about the way in which something is done or presented (for example, 'I don't like her style in teaching') Similarly, when describing someone's manner of writing, speaking or performing we may say 'She writes in a vigorous style' and so on. We also talk about particular style of painting, dress, furniture, and architecture

when describing the distinctive manner of an artist, a school, or a period. And finally, when we say that people or places have 'style', we are expressing the opinion that they have fashionable elegance, smartness, or a superior manner.

These everyday notions make a good starting point for a more technical discussion of the use of style in language. Along the same times, style in language can be defined as distinctive linguistic expression. As Peter Verdonk (2002, p: 4) has defined what stylistic is. He said:

"Stylistics is the analysis of distinctive expression in language and the description of its purpose and effect".

But, as with other manifestations of style, we need to consider what makes an expression distinctive, why it has been devised and what effect it has.

In making a stylistic analysis, we are not so much focused on every form and structure in a text. There are so many markers of style in linguistics which are found in words, clause, phrase, sentence and text (distinctive linguistic expression) which include foregrounding or psychological effect (influence the reader) and linguistic features or linguistic elements. It means, to create a style, we need to consider so many linguistic expressions that can be used and all of these are studied in stylistics and it will be analyzed within a text because a text must have aesthetic value.

The writer uses blurb as the data to be analyzed. Blurb is a short summary or some words of praise accompanying a creative work. It means that blurb is the comment in the cover or the jacket of the book. Stylistics

is used to analyze this language of blurb because it is the suitable approach and there are obvious purposes for analyzing it. This research is conducted from linguistic perspective. The analysis of the language of blurb and style of writing is compatible because style of writing is part of the language use. Verdonk (2002, p. 8) said that stylistics approach analyze the style of the author. This analysis explains stylistic features and gives some of data to get the purpose and the effect of the blurb. Therefore, it is appropriate to use distinctive linguistic features; lexical cohesion, grammatical cohesion and stylistic elements to obtain purpose and effect.

1.2 Identification of the Problem

It has been explained in the description that there are some distinctive linguistic features appear in the blurbs. Each of the features has the contribution to the cohesion of the language and must have the purpose and the effect. The prominent problems to be answered in this research are:

- a. What are the types of linguistic features which mostly occur in blurbs of non fictions?
- b. What are the functions of distinctive linguistic features in blurbs relating to the purpose and the effect?

CHAPTER 4

CONCLUSION

In this thesis, the writer has examined the style of languages in blurbs. The styles are applied through the analysis based on the occurrence of distinctive linguistic features (lexical items and references) which function as style marker. She does not only attempting to finds the types of blurb language, but she also finds out the function relating to the purpose and the effect of the use of the two distinctive linguistic features; they are lexical cohesion in the form of reiteration and collocation and grammatical cohesion in the form of reference. Although there are other realities in blurb in the form of figures of speech, cohesion still has large number in appearance here, so the writer just focuses on the cohesion.

After analyzing the data, the writer finds out that: The occurrence of cohesive items (lexical cohesion and reference) shows that repetition of noun as part of reiteration is prominent which blurb writer has done the exploitation of language element in the form of repetition to emphasize and to remind the message and information of blurb. Other features like super ordinate, synonym and general word are applied by the blurb writer to make the sentences clearer and distinctive, whereas the personal reference is prominent. It often occurs almost in every datum. Other feature of reference such as demonstrative and comparative are also applied by blurb writer. The words of lexical items which relate to promoting the book are often exaggerating as the occurrence of subjective element. Different with other text, blurb is subjective because the purpose is

begun by the promotion. Here, the writer found the type of the language of blurb by the occurrence of each element of the distinctive linguistic features.

The use of distinctive linguistic features (lexical cohesion item and reference) in blurbs of non fictions has several functions based on the purpose: (a) To create foregrounding or psychological effect of the reader through the occurrence of distinctive linguistic features, (b) To mark the typical characteristic of the blurb writer, (c) To stimulate the commercial aspect as the result of the effect. Whereas, as the effect of the occurrence of distinctive linguistic features to the reader based on the intuition and assumption are: (a) the increase of curiosity by the readers to know more about the content of the book, (b) the readers are attracted and influenced to read the book as the use of exaggeration word created by the blurb writer, (c) the readers are stimulated to buy the book because of the interesting comments from the blurb writer.



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