

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents some theories and previous study related to this research. The literature review consists of language and language variation, slang, types of slang, the meaning of slang, the use of slang, the criteria of slang, vlog (Video Blog), and American teenage vloggers.

A. Language and Language Variation

Languages vary from one place to another, from one social group to another group and from one situation to another situation. Language cannot be separated from the society because they are related to each other. The term ‘society’ refers to a group of people united through some purposes (Wardhaugh & Fuller, 2015: 8). In linguistics, the relation between language and its society is called sociolinguistics. Sociolinguistics is the study of language use within or among groups of speakers (Wardhaugh & Fuller, 2015: 63). In sociolinguistics, the kind of group that sociolinguists have generally attempted to study is called the speech community. A speech community is a group of people who share a set of norms and expectations concerning the use of language (Yule, 2014: 256; Meyerhoff, 2006: 28).

Languages always change over time and have a lot of varieties. It is a universal characteristic of human languages. Languages change their pronunciation through time. In addition, grammatical structures and meaning are also change (Trudgill, 1998: 1). Language variation exists because of the use of single language which is different within single community. Language variety is

divided in some parts, for example: dialect, register, jargon, style and slang. Language has been the fairly rapid spread of innovation. Accordingly, language is an aspect of social life that continues to change.

B. Slang

Slang is the new vocabularies made by people in social community which is not considered standard in the speaker's dialect or language. Slang is a very informal kind of vocabulary used by people who know each other intimately (Swan, 1995: 510). Slang is frequently used among younger speakers and other groups with special interests (Yule, 2014: 262). Expressions that are identified as slang are often some types of entertaining wordplay. They are almost always an alternative way of saying something (Spears, 2000). In summary, slang is non-standard vocabulary which is usually used by a particular social group in a certain region for internal communication.

Slang is an aspect of social life that tends to change following trends, especially among youth. It can be used by those inside a group who share ideas and attitudes as a way of distinguishing themselves from others. As a marker of group identity during a limited phase of life such as early adolescence, slang expressions can grow old rather quickly (Yule, 2014: 262). In this modern era, some new words and expressions are often created from social media such as Facebook, Instagram, Twitter and YouTube. Young people are more likely to use new words to replace the existing words. For example, they use word '*sick*', '*awesome*' or '*lit*' to express their amazement about something instead of '*amazing*' because the words '*sick*', '*awesome*', and '*lit*' are a more recent

innovation. Thus, the next generation is possible to create and use more new words.

People from various societies use slang in their daily lives, and they can create new vocabulary or renewed the words. All of languages, countries, and periods of history have slang because they all have had words with varying degrees of social acceptance and popularity. All segments of society use some slang, including the most educated, urbane speakers and writers. Slang words can be produced through some processes (Mattiello, 2008: 72). They are: compounding, affixation (prefixation, suffixation and infixation), back formation, reduplicative, acronyms and initialisms, blending, clipping, elliptic rhyming slang, reversed forms and variation.

Slang words are ephemeral, and they are only used for a short time. Many slang expressions are not recorded in the dictionary (Wardhaugh & Fuller, 2015: 216; Mattiello, 2008: 221). They come and go because language always changes over time. New slang words born, and others are neglected every day (Eble, 2009: 90). Some slang expressions are no longer recognized by the users just a few years later, other slang words are accepted as standard language, while others still persist as slang for many years (Blanco, et. al, 2009: 19). In conclusion, slang is a variation in which languages change and are renewed.

C. Types of Slang

According to Partridge (2015: 148-231), slang develops most freely. The different kinds of slang are numerous, but he only proposed to treat of only the

twenty four most important; after all, there are limits. However, the researcher only explains some types of slang language.

1. Cockney Slang

Cockney slang is originated from the East End of London. There are two kinds of ordinary Cockney. First, the variety of modified standard speech which is the typical Cockney English of London, as spoken by educated middle-class people. Second, the variety of modified standard which is also heard in London, but it is spoken by the semi-literate and the quite illiterate (the London Cockney of the streets).

Cockney accent was chiefly characterized by the substitution of a *v* for a *w*, or vice versa. The chief consonantal variation is perhaps the change of *th* to *f* or *v*, as in '*fink*' for '*think*'. The vowel-sound changes from *ou* to *ah*, as in '*abaht*' for '*about*'. The most marked change of vowel sound is that *ei* for *ai* or *a*, as in '*dyly*' for '*daily*'. For example: *knock in* (to make money), *eye in a sling* (defeated), and *penny starver* (the lowest kind of cigar).

2. Public-House Slang

Public-houses (better known as pubs) are non-membership bars serving all-shorts of alcoholic beverages which are most commonly found in the British Isles. Public-house slang is considered as public house group words and phrases make up for the smallness of the recorded vocabulary by nature the subject. The characteristics of public-house slang are genial, cheery, materialistic but not gross nor cynical. Its vocabulary is mostly related to activity or things on pubs. Public-house slang is used by people whose activity in business that serve alcoholic

drinks, bartenders, entertainers and the consumers in pubs. For example: *favorite vice* (strong drink taken habitually), *near and far* (the bar), and *pot o' bliss* (a fine tall woman).

3. Workmen Slang

Workmen's slang is used by workmen, laborers, or people whose activity in their workplace and also related with money. This type of slang is very close to tradesman slang. The characteristic of workmen's slang is that the users do not mention the real something, but they call it with a name that already known among them. For example: *matey* (a companion in labor), *screwed up* (without money) and *want an apron* (to be out of work). Furthermore, names of animal are often used in the workman's vocabulary like *goose* (a tailor's smoothing iron), *sheep's foot* (an iron hammer) and *sow* (a receptacle for molten metal). In addition, many of the slang terms for word 'money' that may have come from the workshop such as *brads* (term from the ironmonger), *chips* (term from the carpenter) and *dust* (term from the goldsmith). In fact, not only the workmen who use slang, but also the laborers.

4. Tradesmen Slang

Some tradesmen's slang words are also used by workmen too, but tradesmen's slang considers four as typical: tailors, butchers, chemist and builders. The characteristics of tradesmen's slang are almost the same with workmen's slang, but its vocabulary is taken from tradesmen's activities. For instance: *take a trip* (on giving up one job), *house of parliament* (a meeting of

tailor's assistants and apprentices in the shop, especially for a serious purpose), and *operation* (a patch, especially on the trousers-seat).

5. Commerce Slang

The slang of commerce means slang used in trade or business transaction. It is usually used when member of committee has to make an agreement or engagement with their clients in trade. The characteristics of commerce slang is that its vocabulary represents commercial (especially Stock-Exchange) terms being regarded as potent, mysterious, sacerdotal to their being familiarized to the general educated public. For example: *Pru* (the Prudential Insurance Company), *make a price* (to state the price at which he will buy or sell), and *dead un* (a bankrupt company).

6. Publicity Slang

Publicity slang refers to slang that originated from successful modern commerce as a result of publicity. Sometimes publicity slang comes from catchy phrases and rhymes used in conversation with an easy allusiveness that baffles the foreigner. Such phrases have so permeated our language that some of them may be found in books by wholly reputable authors; and certain trade terms have passed through the stages of slang and colloquialism to become almost standard-English common nouns. For example: *Sunlight* (a brand of soap), *Rolls Royce* (a luxurious car), and *McDonald's* (an American fast food restaurant).

7. Public Schools and Universities Slang

In public schools, as in board and private school, for more than two centuries, there are two kinds of slang; a proper slang and gibberish. Proper slang consists

the addition of a hocus pocus syllable either to the beginning or the end of every word or else at the end of every syllable in a dissyllabic, or polysyllabic word. The other kind of slang is almost impossible to generalize because every school has its own special words which are not known by other school students. However, there are few terms common to all public and grammar schools.

When students leave school and go to a university, they tend to leave the old-school slang and start to use university slang. University and public schools slang have been influential for centuries, and the important source of slang has been the language of students. Some languages of English schools and universities have come into standard-English such as *fag*, *snob*, *funk*, and *mob*. High-spirited young fellows detest restraint of all kinds, and prefer making a dash at life in slang phraseology of their own to all the set forms and syntactical rules of alma mater. The example of university slang are: *leccer* (a lecture), *ganymede* (an undergraduate), and *tea-pot* (a tea party).

8. Society Slang

Society slang means slang expressions which is commonly used in daily-speech and connected to the society. Society slang is fashionable because the center of the universe is society, and society always looks for the novelty. The character of society slang is unstable. It constantly changes along with the changing fashions. For example: *cold tub* (a cold morning bath), *sarcasm* (satirical assumption of the meaning of a stupidly said thing), and *flapper* (a very immoral young girl in her early teens).

9. Art Slang

Slang in art has always along with the society. The words and phrases of art are quickly adopted by the society which knows only a few words of artistic slang. Artistic slang is fun and having noted such terms as aesthetic, transcendental, and the harmonies for the society. In the other hand, art slang and jargon are more difficult to guess than in any other section, especially in present day. However, if we stand back and set things in perspective, we can make a fairly good guess. For instance: *frame* (a picture), *rags* (old lace used for decorative purposes), and *Horsleyism* (the anti-nude in art).

10. Sports and Games Slang

Sports and games slang refer to slang employed by those who participate in and those who watch sport or game like hunting, cricket, football, rugby, boxing, or basketball. In general, each sport or game has its own technical terms and slang. As a result, football slang may be different with other sports' slang. For example: *derby* (to pawn), *spot the winner* (to judge rightly in any contest), and *write one's name across another's* (to strike in the face).

11. Internet Slang

In the 21st century, slang has adapted to the new social contexts created by the internet and continuous to serve the same purposes (Eble, 2009: 81). Young people often employ Internet slang because of the influence of social media. They usually use the Internet slang to post something on their social media such as in status, photo caption or comment. Internet slang is usually made from virtual words, computer terminology, acronym and abbreviation. For example: *retweet*

(reposting something from Twitter), *DM* (Direct Message), *Cyberslacking* (surfing the internet during work time), and *ROFL* (Rolling on the Floor Laughing, usually used in written form).

D. The Meaning of Slang

To understand the language, we need to know the meaning of words and the morphemes that compose them. We also must know how meanings of words combine into phrase and sentence meanings. Hence, we must consider context when determining meaning (Fromkin, et. al., 2003: 173). Actually, a text always occurs in two contexts – context of culture and context of situation. Context of culture describes as the sum of all the meanings it is possible to mean in that particular culture, whereas context of situation is a useful term to cover the things going on in the world outside the text that make the text what it is (Butt, et, al., 2000: 3).

In interpreting the text, especially slang language, we also need to consider context of culture and context situation. Within the context of culture, people use language in many more specific context of situation. There are three aspects of the context; field, tenor and mode. *Field* means what is to be talked or written about. *Tenor* is the relationship between the speaker and hearer or the writer and reader while *mode* is the kind of text being made (Butt, et. al., 2000: 4-5). These are the extralinguistic features of a text which are given substance in the words and grammatical patterns that speakers and writers use consciously or subconsciously to construct texts of different varieties, and that their audience uses to classify and interpret (Butt, et. al., 2000: 4).

Almost everyone uses slang on some occasions, but it is not easy to define the word. Slang introduces many new words into the language by recombining old words into new meanings (Fromkin, et. al., 2003: 473). Slang may deviate from any criterion of predictability and transparency at the level semantics. The meaning of slang words is totally at variance with the meaning of the same words in standard language, and sometimes they are concealed, so as to make word inaccessible to outsiders. (Mattiello, 2008: 45). For instance, the word '*chick*' in the standard dictionary means a young bird, especially one newly hatched, but it is now a slang word that means a young woman. Besides, slang varies from region to region (Fromkin, et. al., 2003: 474), that is why there are some regional slang. For example, in New Jersey or New York, the word '*mad*' means many or very, but the California version of New York's '*mad*' is '*hella*'. Thus, the meaning of slang words should be interpreted based on context of culture and context of situation.

E. The Use of Slang

There are some functions of slang according to Mattiello (2008: 214-230):

1. Group and Subject-Restriction

Group and subject-restriction go hand in hand, since speakers who stick to a specific group certainly share the other members' interests, concerns, values, interests and habits which assume similar conversational topics and related areas for discussion.

2. Secrecy and Privacy

Secret slang is usually used by peculiar to criminal and drug dealers in their surreptitious traffic. Marginal or isolated subgroups in society and young drug addicts are tend to use secret slang to lessen the potential intrusion of non-users or to hide confidential information from public or parental authority. At the same time, secret slang can safeguard secret talks from being decoded by outsiders.

3. Informality and Debasement

Speakers use slang language to break with the neutral standard language and to reduce the level of discourse to familiar or low speech. Some people use slang to ease social exchanges and induce friendliness and to express their closeness and equality.

4. Vulgarity and Obscenity

Most of adolescents use dirty, swear, or taboo words to exhibit their strength, power and virility or to boast with their peers. When their parents or teachers are not there, they feel free to go to excess in their language. Some impolite slang words, utterances and expressions have sexual connotations, coarse terms of abuse used to insult or express irritation or anger.

5. Time-Restriction, Ephemerality, and Localism

Some slang words are indeed typical of a certain time period, which may be associated with the speakers' ages. Some slang words are typical of generation or age group. Hence, when people grow older and no longer belong to their groups, they will stop using slang words. For ephemerality, some words have been slang for long time, but they are not recorded in dictionaries. As for localism, some

slang words are associated with a specific region. For example, American slang may be different from Australian or British slang.

6. Playfulness and Humor

People use slang and find that a slang word is funny. Moreover, a slang word may sound humorous when it is felt outdated. As a result, people who continue using it may appear ridiculous.

7. Freshness and Novelty

Most of teenagers and young people use slang language in their daily activity. They use it because they want to be up-to-date and innovative their speech. Young people are more creative, and they try to find new expressions to show that they are fashionable. However, often people may not be able to understand or catch the meaning of modern slang language because of its freshness.

8. Desire to Impress and Faddishness

To impress the hearer, some people use slang words because of their faddishness. Many other unconventional slang words can strike the hearer because of their eccentric character and figurative sense. A word is faddish when it collocates with unpleasant or intensifying adjectives, and it is not necessarily an insulting bad word. For example:

- a) It is so *damn* good! (It is very good.)
- b) Your dress is *fuckin'* beautiful! (Your dress is so beautiful.)
- c) Those boys are handsome *as fuck*. (Those boys are very handsome.)

9. Color and musicality

Slang words often play with sounds or may display an onomatopoeic color. Musicality may be obtained by way of reduplicative formations or rhyming phrases.

10. Impertinence, offensiveness and aggressiveness

The impertinence and aggressiveness of some slang words have offensiveness as an inevitable consequence. Insolent terms of address or strong, even cruel slang expressions may be used to insult other people, in impolite conversations, or to show one's disapproval and condemnation of the hearer's behavior or way of life. People usually address their friends using impudent expressions like *dawg* (nonstandard spelling of dog) or *bitch*.

F. The Relation between Slang and Age

Age is one of the factors that influence the use of slang. Youths, especially the teenagers, high school students and college students, are the main consumers and makers of slang language (Fan & Zhou, 2013: 2211). They often challenge traditional conventions or break the rule of language with their creativity. They tend to make good use of the slang terms created by the musicians, pop singers, famous actor or actress. Sometimes young people change the meanings, spelling or pronunciation of words (McCrinlde & Wolfinger, 2011: 53). Furthermore, slang words can be efficient shorthand ways to express their ideas and concepts. Therefore, young people tend to use slang to show their youth identity and to reveal their innovativeness.

Young people tend to make and use slang words because they are full of new ideas. Therefore, they always look for the novelty in language. Students have language that is quite peculiar to them, and that is not understood very well outside student society (Fromkin, et. al., 2003: 474). Slang is associated with youth or with an effort to project a youthful image. Slang is now worldwide the vocabulary of choice of young people and reflects their tastes in music, art, clothing, and hobby (Eble, 2009: 94). Besides, most of young people in this era have social media which allows them to create and share slang words.

Sometimes when young people use slang, it is very hard for the elders to keep up with. Even though older people use slang too, but slang used by young people and older people are quite different because different generations may have different slang. This shows that there is age-grading in the use of slang, and the vocabulary items differ from one generation of slang users to the next (Meyerhoff, 2006: 149). The difference in slang use between groups divided into older and younger speakers delivers some clear evidences that age is another important factor involved in the study of social variation in language use (Yule, 2014: 262).

G. Criteria of Slang

According to Dumas and Lighter (Dumas & Lighter, 1978: 14-15), an expression should be considered true slang if it meets at least two of these following criteria:

1. Its presence will markedly lower, at least for the moment, the dignity of formal or serious speech or writing. In other words, it is likely to be seen in

such contexts as a glaring misuse of register where a register is a subset of a language used for a particular purpose or in a particular social setting.

2. Its use implies the user's special familiarity either with the referent or with that less responsible class of people who have such as special familiarity and use the term.
3. It is a taboo term in ordinary discourse with people of a higher social status or greater responsibility.
4. It is used to replace the well-known conventional synonym, especially to protect the user from the discomfort caused by the conventional item or annoyance of further elaboration.

On the other hand, the criteria of slang according to Eble (2009: 83) are:

1. Slang is a component of spoken interaction and is seldom used in writing.
2. Slang signals informality and often irreverence or defiance.
3. Slang is the distinctive vocabulary of groups: the use of the same slang enhances group identity and separates insiders from outsiders.
4. Slang meanings are often derived entirely from situational context and can be ironic.
5. The slang a group uses changes quickly.

H. Vlog

Vlog (Video Blog) is a personal website or social media account where a person regularly posts short videos. Vlogging activity grows rapidly since early 21st century. Nowadays, vlog has gained much attention worldwide after Google's acquisition of YouTube in November 2006 (Gao, et. al., 2010: 2). Person who

makes vlog is called vlogger. They combine video and blog, and then they upload it in their social media platform such as YouTube, Vine, Instagram or Facebook. Vlogs are usually short, presented by one individual as a monologue and often in the vlogger's residence. There are also more unconventional variations like mobile vlog and travel vlog. From that activity, their videos can be watched by million people around the world.

Vlog becomes a widespread video content nowadays, and the community of vloggers distinguishes different kinds of vlogs. Vlogging typically features a single person speaking to a camera about a range of topics, including personal topics or those relating to the wider world (Lee, 2017: 28). There are some kinds of vlogs like product reviews, a haul, make up tutorials, DIY (do-it-yourself) tutorials, challenge, travel vlog, unboxing and prank. People can choose and watch many kinds of videos they want. Moreover, people can also create their own content based on their passion and upload it in their YouTube channel. In conclusion, various types of vlogs allow people to watch video they are interested in.

I. American Teenage Vloggers

American teenage vloggers refer to American citizen who become the creators of vlogs from age 14 to 19. According to Official Website of the Department of Homeland Security of The United States of America (<https://www.uscis.gov/us-citizenship>), American or U.S. citizen are:

1. People who have been born in the United States or certain territories or outlying possessions of the United States, and subject to the jurisdiction of the United States;
2. People who had a parent or parents who were citizens at the time of their birth;
3. Children who have citizenship through parents; and
4. People who have citizenship through naturalization.

J. Previous Studies

There are already studies about slang, but it is interesting to know slang language used by teenagers in their video blogs (vlogs). Previous studies about slang mostly focused to analyze slang used in movie or song lyrics. Yet, previous study about vlog is focused about the influence of YouTubers on their viewers.

1. In a study about slang term in an American movie entitled '*American Gangster*', Hanggoro (2011) found that slang term used in that movie is society slang. The reasons of using society slang words are to show that someone belongs to a certain group, to blame or accuse, to express anger and disappointment, to express that someone is out of control, to show friendliness, to reduce seriousness of a conversation, to persuade someone and for fun. In contrast, this research studies about type of slang used by American teenage vloggers. Obviously, the result is different.
2. Sari (2010) analyzed slang language types in '*Rush Hour 2 Movie*'. She found that slang used in the movie '*Rush Hour 2 Movie*' can be classified into society slang, workmen's slang and public house slang. However,

society slang was mostly used in the movie because the movie takes a lot of background places closely connected with society. Meanwhile, the data of this study is taken from vlogs, not from the movie.

3. In a study about slang word used in Black Eyed Peas in the E.N.D. album done by Wiratama (2016), the result of the study is that rappers are more likely to use slang words. In addition, slang expressions used by rappers in their songs can be classified into four characteristics; creativity, flippant, fresh and onomatopoeic. Moreover, the characteristic of slang expressions used in Black Eyed Peas in the E.N.D. album are mostly fresh. However, this research analyzes slang used by American teenage vloggers, not rappers.
4. Recent research about vlog has focused on the influence of YouTubers on teenagers (Westernberg, 2016). The result shows that many teenagers get positive influence such as thinking creatively through do-it-yourself (DIY) tutorials, tips and tricks. However, many teenagers copy bad behavior from YouTubers such as using bad words or making mischief. In contrast, this research does not analyze the influence of YouTubers on teenagers, but this research analyzes slang language used by American teenage vloggers.

Based on four studies above, it can be summed up that this study is different from those studies because of some reasons. First, the users of slang studied by the three researchers above with this study are different. Three studies related to slang above analyzed slang language used in American movies and songs, while this study studies about types and the meaning of slang language used by American teenage vloggers. Second, one study about vlogs above analyzed the

influence of YouTubers on teenagers. However, this study analyzes types and meaning of slang used by vloggers. For these reasons, it can be said that this research provides new research result about slang and vlog.