CHAPTER 1
INTRODUCTION

This chapter discusses about background of the study, research problem, objectives of the study, significances of the study, scope and limitation, research method, and definition of the key terms.

1.1 Background of the Study

No matter the place or era, language is essential to social interaction in any community. There is a reciprocal link between language and social interaction: language influences social interactions, and social interactions shape language. As Prakash (2020) states language is a complex and multifaceted tool that serves as a means of communication and expression. Communication encompasses both spoken and unspoken forms and is influenced by social and cultural factors. From this viewpoint, language functions as a means for efficient communication in diverse social settings. Language has a vital role in social contact, since it shapes and influences different types of communication, which are in turn affected by cultural and socioeconomic variables.

Women and men have different ways of speaking. Deborah Tannen states the term 'Genderlect' is to describe the way that the conversation of women and men are not right and wrong, superior and inferior -they are just different. Andriani (2020) states that the perspective on gender and language is that the way women and men communicate is influenced by their fundamental distinctions. Although research findings lay diverse emphasis on the differences, there are still a few similarities between them. Men are more concerned about power, they want to be pioneers, while women are satisfied with their subordinate status; men speak straightforwardly and take transferring data as the first thing, yet women speak by implication, certainly and gently. Somewhat, it shows that gender difference is exceptionally well known and significant. Because of this, research on genderlect shows that women and men use language differently, with men emphasizing

authority and data transmission and women expressing themselves through implication and gentleness.

Within the realm of politics, language plays a potent role in the art of convincing, rallying, and exerting authority. According to Xing Yu (2015), language serves as the foundation of communication, and as a result, politics is influenced by language. Politicians and leaders use language intentionally to create mutual understanding, shape identity and gain support for their goals. Political discourse often involves the deliberate use of language to shape public opinion and influence political outcomes.

Gender dynamics have significant implications for politics, as the language used reinforces or challenges existing power structures. Language barriers, such as gender stereotypes and terminology, can negatively impact the public's perception of women in politics and their credibility. In 1975, Lakoff expands her analysis to include politics, highlighting the perception that women's language is weaker or less authoritative. Furthermore, the language used in political debates and campaigns can perpetuate or challenge existing gender power imbalances. As society evolves, the intersection of language, gender and politics also highlights the need to recognize and promote more inclusive and fair communication. Overall, language in politics can reinforce or challenge power structures, impacting women's credibility and public perception. Awareness and advocacy for inclusive communication are crucial in addressing gender dynamics.

Facing the phenomenon of the election for presidential and vice presidential candidates in the United States on November 5th 2024, this research focuses on the last vice presidential debate in 2020 where Kamala Harris and Mike Pence was the candidates at that time. Because the Vice-Presidential debate ought to show the actual language differences between women and men in speech activity, the researcher chose to concentrate on how each candidate delivered their speech. The researcher collected the data through a video from a social media platform.

Other researchers have done some studies on the language features of women and men. One of the studies conducted by Ayunita Leliana (2021) examines women's language used by Kamala Harris in the Vice-Presidential Debate. Using the theory proposed by Lakoff (1975), the researcher identifies five out of ten women's language features used by Kamala Harris: consisting of lexical hedges, emphatic stress, hypercorrect grammar, super polite form, and intensifiers as the most dominant feature. It appears to disregard the alternative theory, which identifies language features as well. So, this present research aims to fill the gap by investigating the use of language features by Harris and Pence in the Vice-Presidential Debate combining both theories proposed by Lakoff (1975) and Coates (2015) about the language features used by men and women in political debate and identifying the most relevant features. This research especially focuses on the theory of women's and men's language and the theory of language and gender.

In conclusion, language is a crucial tool in social interaction, shaping social interactions and shaping language. Gender differences exist, with men being more concerned with power and women being satisfied with their subordinate status. In politics, language is used to shape public opinion and influence outcomes. Women in politics may face linguistic challenges, including gendered language and stereotypes, which can impact their credibility and public perception. This research focuses on 2020 vice presidential candidates Kamala Harris and Mike Pence, using the theories proposed by Lakoff (1975) and Coates (2015) to investigate the language features used by women and men in speaking practice. The findings of this research are expected to provide practical contribution for educational purposes. For example, the findings of women's language can be used as a teaching approach to female students and vice versa.

1.2 Formulation of the Problem

Based on the research background, this research question is formulated as follows, "What typical language features were used by women and men in debating?"

1.3 Operational Definitions

An operational definition outlines specific, repeatable steps intended to depict a concept. American psychologist S.S. Stevens (1935) stated that an operation is a performance that is carried out to bring attention to a topic. To avoid misinterpretation of this research, the researcher provides these operational definitions related to the study as follows:

1. Language and Gender: is a field of study within sociolinguistics, that examines how language is used differently by women and men, in this case by Kamala Harris and Mike Pence in the presidential debate, and how language reinforces gender roles and stereotypes.
2. Women and Men's Language: refers to the variety of language used exclusively or preferentially by Kamala Harris & Mike Pence in the vice president debate. As society demands of them both, men and women utilize language to accomplish specific sociocultural, economic, religious, and political goals.
3. Presidential Debate: is a series of discussions between Kamala Harris & Mike Pence as the vice president candidates for the American presidency, both before and after the primary elections. Voters are given the chance to become more aware about the candidates and their stances on various policies.

1.4 Aim of the Research

This research investigates and explores Language and Gender in Sociolinguistics study especially how women and men have a typical way of using their language.

1.5 Significances of The Study

This research theoretically and practically contributes to the following points of significance.
1. Theoretical Use :

This research is expected to give some reference to all researcher who wants to do the same research related to language and gender in sociolinguistics. The

findings of this research are expected to be evidence that will enrich the theory in sociolinguistics body of knowledge especially in English language teaching.

2. Practical Use

The results of this research are expected to provide practical contribution for educational purposes. For example, the findings of women's language can be used as a teaching approach to female students and vice versa. Also, can be used as a source and empirical data in teaching about women's and men's languages. They can use this study as the example of how women's and men's languages are used in English.

3. Empirical Use

This present research contributes to the researcher's knowledge related to sociolinguistics and how language and gender can represent language features between women and men.