

CHAPTER I
INTRODUCTION

CHAPTER I

INTRODUCTION

1.1. Background of the study

Nowadays, there are a lot of imported comics in Indonesia. One of the best seller comics is Donald Duck, which is created by Walt Disney. Walt Disney is one of the famous men in cartoon's world. He has created a lot of cartoon's stars such as Snow White, Beauty and the Beast, Mickey Mouse, Pocahontas, and Aladdin. Donald Duck is one of the most famous characters Walt Disney has created. June 9, 1934, Donald Duck came into being. The writer believes that the readers have known about Donald Duck well because he has appeared in over 125 films. His comic strip has been published in over 100 foreign newspapers and there are comic books about him in 35 languages including Indonesian. It is clearly stated in the Very Best of Donald Duck comic edition:

“Donald Duck is one of Hollywood's most famous movie stars. His cartoons have been nominated for Academy Award nine times and have won an Oscar once. He has appeared in over 125 films, his comic strip has been published in over 100 foreign newspapers and there are comic books about him in 35 languages including Indonesian.”

In Gladstone edition, we can read Donald Duck story in English. When we read it, there are some words that deviate from the regular spellings, so that is why the writer would like to analyze this orthographic deviation. The writer found some special words from Walt Disney's comics, which are

pronounced by Donald Duck, Uncle Scrooge, Gyro, Daisy, Dewey, Huey, Louie, Gladstone Gander, and also Beagle Boys.

The main purpose of Walt Disney's comics is entertainment. They are simple, humorous and tell about daily human life. The language style of Walt Disney's comic includes informal usage of English.

Hans P. Guth (1961: 52) claims that there are different kinds of English used in orthography; they are formal and informal usage. Formal usage is characteristics of language of scholarly study books on serious subjects, like articles in serious magazines. Through more characteristics of written than of spoken English, formal usage is also found in formal lectures, speech and discussion. Informal usage is found primarily in casual conversation, and also in writing designed to sound chatty or familiar. For example when Donald Duck said "Whuzza?" for "Who is that?" This sentence is found in Gladstone edition.

1.2. Statement of the problem

This study is intended to analyze the speech style used by the characters of Walt Disney's comics, Donald Duck, which reflects their social class. In this study the writer intends to analyze the words, which deviate from the regular spellings. The problems under research are formulated as follows:

1. How does vocabulary reflect speech style?
2. What forms of vocabulary are used by the characters of Walt Disney's comic, Donald Duck, in Gladstone edition, pronounced by Donald Duck,

Uncle Scrooge, Daisy, Gyro, Dewey, Huey, Louie, Gladstone Gander, and also Beagle Boys?

3. What social level does the speech style used by the characters of Walt Disney's comic reflect?

1.3. Objective of the study

The aims of this study are:

1. To describe how vocabulary reflects speech style as shown in the characters' choice of words.
2. To describe the vocabulary used by the characters of Walt Disney's comics as reflected in the characters' pronunciation.
3. To describe the social level of Walt Disney's characters as reflected in their language style.

1.4. Significance of the study

The finding of this analysis is expected to give some contribution to the field of sociolinguistics and especially to the Walt Disney's comic's readers. The writer hopes that through this analysis, the readers will know that there are some special words pronounced by Donald Duck, Uncle Scrooge, Gyro, Daisy, Dewey, Huey, Louie, Gladstone Gander, and Beagle Boys that deviate from regular spelling. The readers are expected to know that those words are speech style in a certain community, which shows the social class of that society.

1.5. Scope and limitation of the study

The writer tried to make a limitation on her analysis only in how vocabulary reflects speech style and she describes the vocabulary used by Donald Duck, Uncle Scrooge, Gyro, Daisy, Dewey, Huey, Louie, Gladstone Gander, and Beagle Boys in Walt Disney's comics in Gladstone edition. Besides that, she would like to describe the social level of Walt Disney's characters as reflected in their speech style.

1.6. Theoretical framework

This analysis is based on the following theories:

1. Sociolinguistics theory mainly by Hudson. He defines sociolinguistics as the study of language in relation to society.
2. Traugott (1980: 310) states that when people speak the way they do, all of the following factors must be considered separately in addition to the structure of the code itself. They are as follows:
 - a. Type of speaker (regional and ethnic origins, socio-economic status, education, sex and age)
 - b. Type of addressee
 - c. Topic of speech (politics, a drunken bowl)
 - d. Genre (sermon, casual talk, interview)
 - e. Medium (spoken, written, radio, television)
 - f. Degree of formality (formal, casual)
 - g. Type of speech act (statement, command, and question)

3. Dialect theory by Hawkins. He claims that social dialect not only distinguishes between different groups of speakers, but also has an influence on the speech of individual at all levels of society.
4. Speech style theory by Gal. She states that people want to present themselves as individuals with particular social statuses. Many social factors are also responsible for much of the diversity in ways of speaking, social class, ethnic distinction in our society.
5. Speech style theory by Nancy A. Johnson. She states that each style has its own list of such conventional formulas, which we may call 'code-labels' which are learned individually and used to identify the style.

1.7. Definition of key terms

The title of this thesis is Walt Disney Comic's Characters' Social Class as Reflected in Their Speech Style. To avoid misinterpretation, there are several key terms used in this thesis. They are as follows:

a. Vocabulary

The Advanced Learner's Dictionary of Current English states that vocabulary is (range of) words known to, or used by, a person, in a trade, profession.

b. Character

According to Bonazza (1982: 3), character refers to one of the persons in the story - the end result of the author's effort to create a fictional personality.

c. Walt Disney

He is one of the famous men in cartoon's world. He has created a lot of cartoon's stars such as Snow White, Mickey Mouse, Pocahontas, Beauty and The Beast, Donald Duck and Aladdin.

d. Comics

The World Book Encyclopedia states that comics are series of related cartoons that tell a story.

e. Gladstone edition

One of Walt Disney's comics which use bilingual languages - English and Indonesian.

f. Social class

According to Dennis R. Preston (1984: 136) social class is used to indicate different style of language, it suggests higher or lower position, and the term higher or lower, figuratively implies 'better' or 'worse', 'more desirable' or 'less desirable' and similar comparative degrees of excellence or inferiority in language.

g. Speech style

According to Susan Gal, speech style is the diversity in ways of speaking in our society.

1.8. Organization of study

This analysis consists of five chapters. The first chapter discusses the background of study, statements of the problem, objectives of the study, significance of the study, theoretical frameworks, definition of key terms, and organization of the study. The second chapter covers theoretical framework and related studies. In the third chapter, the writer discusses the methodology of the analysis of the vocabulary used in Walt Disney's comics in Gladstone edition. The fourth chapter is about the findings and discussion. The final chapter of this analysis presents conclusion and suggestions concerning the topic further study.