

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Computer-mediated communication (henceforth CMC) is the type of communication that happens via technology inventions such as networked, mobile phone or the computer (Herring, 2003). People communicate, exchange messages or interact with one another using the Internet. It has been growing steadily through times since its first launch back in the past in the 1960s in the United States. It was first designed initially to facilitate computers to transfer program, and in the early 1970's it was also used as a means of interpersonal communication among computer scientist, academic and business users and organizations in the 1980's (Herring, 2003). Since the mid 1990s, many researchers have developed its area to focus on language, and language use in networked computer environment (Paulus, Tresna; Warren, Amber; Lester, 2016).

Computer-mediated communication has become an everyday reality for people as the rapid change of technology and the growth of Internet users' number today. In fact, in March 2019, there were 4,383,810,342 Internet users, which is more than half of the world's population("Internet World Stats Usage and Population Statistics," 2019). Asia was leading the way (50.1%) and Europe, Africa following (16.4% and 11.2% respectively). According to a similar source, it showed that its

number worldwide has been increasing through the years. This fact also shows that people as users considering computer-mediated communication as an equally valid and highly rewarding way to communicate as in face to face communication(Maiz, 2015).

One significant difference between CMC and face-to-face communication is in the number of channels or sources of communication they use. Face-to-face communication is a rich medium means. This means that the messages sent or received are available through multiple channels such as gestures, vision, and audio,, etc. In contrast, computer-mediated communication is a lean medium. The messages are limited to typed text. This leads to some opinions that CMC or “computer chats” should not be considered social interaction (Schegloff, 2006). Regardless of Schegloff’s claim, since the late 1990s, many researchers have been studying online talk drawing upon preference structure. Herring (2003) stated computer-mediated communication can be expressives that users “improve” the way they type the message for missing gestural and auditory cues. Improving that users do is by means of the use of “cues” that (Yus, 2011) defines as “oralization” marks that function as the elements of face-to-face communication such as body language or prosody. Yus (2011) classified the most frequent deformation text strategy used to oralize or to improve written text is prosodic spellings than the other strategies such as colloquial, phonetic, regiolectal, etc. Prosody spellings comprise these following strategies to adapt the computer medium to their expressives needs:

- a. Repetition of letters : to add emphasis
- b. Capitalization : to indicate shouting
- c. The use of Punctuation marks: to create emoticons
- d. Abbreviations and acronyms

These strategies, then define CMC neither as a form of written communication nor spoken communication (Murray, 1989). In a chat a person can interact with many people simultaneously which is something that is infrequently even accomplished in face-to-face communication (Crystal, 2001). For these reasons, sometimes CMC is a blend of written and speaking, but in its constraints and potentialities, it has its characteristics.

Computer-mediated communication (CMC) can be better defined as a multimodal type of text than purely a blend of written and face-to-face (Maiz, 2015). It employs different mode simultaneously to convey meaning. In this case, despite being produced by written-like means, CMC also commonly accommodate features of orality (visual mode) such as repetition letters or characters, capitalization, overuse of punctuations, emoticons, emojis (Kress, 2010).

Within this multimodal richness, emoticons and emojis are probably the most clear visual elements. Many researchers have conducted studies of emoticons and emojis, for instance (Miller, H; Spieker, J.T; Chang, S. Johnson; I, Terveen; Hecht, 2001) found that emoji will appear visually different depending on the operation

system of a device. The “face with tears of joy” emoji on iOS looks like 😂; however, it looks different on Android or Windows. (Park, Jaram, Barash, Vladimir; Fink & Cha, 2013) investigated how culture affects the chosen emoticons and emojis that user will use. Many studies have discussed the Japanese and American people’s different preference for emoticons style. Still, there is only a few studies on their functional range of emoticons (Vandergriff, 2001). Emoticons and emojis are not merely used to translate non-verbal cues of face-to-face communication into the text but they can also perform pragmatics function depending on the context in which they are used. Golato & Taleghani-Nikazm, (2006) and (Darics, 2010) pointed out that emoticons and emojis used as an expression of politeness such as face-saving strategies. They can also be used as an illocutionary force marker (Dresner, Eli; Herring, 2010), and a good rapport booster (Derks, Fischer, & Arjan, 2008; Darics, 2010; Walther & D'Addario, 2001). Emoticons and emojis perform a communicative function to the messages well as intonation does in oral communication instead of only a simple addition. Therefore, the writer would like to analyze emoticons used in messages as an integral part of the transmitted multimodal message.

In this study, the writer focused on the analysis of the functions of emoticons and the type of emoticons people used the most in *LINE* Messenger.

1.2 FIELD OF THE STUDY

The field of the study of this research is Linguistics, especially Pragmatics.

1.3 SCOPE OF THE STUDY

The scope of this study is speech acts, especially the speaker's illocutionary force or intended meaning behind their message. Multimodal approach helped to illuminate the relationship between the written text and the visual element. This study is under applied linguistics.

1.4 PROBLEM FORMULATION

The writer formulates the problems based on the background as follows:

- a. What are the most commonly-used emoticons in LINE messenger?
- b. What kinds of functions do emoticons performs in LINE messenger?

1.5 OBJECTIVES OF THE STUDY

By the formulation of the problems above, the objective that the writer would like to achieve are:

- a. To figure out the most commonly used emoticons in LINE messenger.
- b. To find out the functions that emoticons perform in LINE messenger.

1.6 SIGNIFICANCE OF THE STUDY

The writer conducted this study to help readers to understand emoticons' functions through pragmatics lens, and specifically speech acts, illocutionary force markers, and multimodal approach.

1.7 DEFINITION OF TERM

In this section, the writer presents the terms that are used in this study.

a. Computer-Mediated Communication

Computer-mediated communication is the study of language and language use in the computer network or interactive networking (Herring, 2003). They are used initially to transfer data and program between remote computers in the 1960s (Rheingold, 1993). Most CMC in use is text-based. Text-based CMC generally divided into synchronous and asynchronous. In this study, the writer analyzed text-based in synchronous communication, which requires both parties to be present in real time.

b. Multimodal approach

In CMC, different modes are simultaneously used to convey meaning. The text type in CMC mostly combines with the visual mode to the interest of sign-marker (Kress, 2010).

c. Emoticons

Emoticons stand for emotional icons. Users have to combine various combinations of keyboard's characters on computer or mobile phone in order to create emoticons.

Positive Emoticons							Negative Emoticons			
:P	(:	;:-)	(~:	[;]	:d		:(:	':	':	':
;P	(;	(:-)	(~;	=]	;d		;(:	=()	=()	=()
:))	=)	(-;	:]	[=	:D):)=)=)=
:)	(=	(~)	;]	;))	;D);	={	={	={
:p	:-)	;~)	[;)	;))	((;		:'(} =	} =	} =
:p	:3	;3	:-3	;-3	((:	T_T	Y_Y	Y.Y		
^_^	^-^	<3	xD	XD		v.v	V_V			

Figure 1. Source: https://www.researchgate.net/figure/Emoticon-list_tbl1_275219783