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

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Abstract

This research discusses about the special language style from the comments on the book cover of non fictions based on the using of distinctive linguistic features. The style of language is analyzed from stylistics point of view and put the lexical cohesion, reference and another linguistic elements as the part of distinctive linguistic features to be the analysis focus then reflect it to the function and the effect it brings. The methods are referential and formal. Based on the analyis, it can be found that in the comments of the book cover, generally, include all of the lexical and reference elements. The most significant element that mostly occur is repetition and personal reference. While, another forms such as synonym, general word, super ordinate, collocation, demonstrative and comparative reference occur in less percentage. The purpose of using these elements is in order that the comments of the non fictions' book can influence the reader through the choosing features then bring the psychological effect for commercial purposes. Moreover, the effect that it caused for the reader is being influenced the readers' thought to be more interested to the book from its dictions or the specific distinctive linguistic features.

Keywords: distinctive linguistic features, stylistics analysis, blurb

INTRODUCTION

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

As a crucial element in life, language plays the important role especially in communication. Fromkin et al (2017) stated that in language, form and meaning is the core, but to be understood or interpreted produced by others is also crucial especially in communicating each other. The effect of language is remarkable. As the tool for communication, sometime language is used by the author for particular purposes such as promotion because language has style.

The term 'style' is one which we use so commonly in our everyday conversation and writing that it seems unproblematic. It occurs 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. In everyday notions, we might easily found the utterances, such as:

'*the elegant style of building*'
'*I don't like her style in teaching*'
'*She writes in vigorous style*'

Similarly, when describing someone's manner of writing, speaking or performing we may say and many more.

These everyday notions make a good starting point for a more technical discussion of the use of style in language. Along the same time, style in language can be defined as distinctive linguistic expression. Stylistics is the analysis of distinctive expression in language and the description of its purpose and effect (Verdonk, 2002). But, as with other manifestations of style, we need to consider what make an expression distinctive, why it has

been devised and what effect it has. Moreover, Geraldine (2012) presents stylistics as one of the relatively branches of linguistics with special bias for both a description and analysis of language (in Ofoegbu and Usar, 2016). It means, style in language contain the unique things to be analyzed.

The distinctive linguistic feature is the part of feature of linguistic which marks something as clearly different. As the style marker, distinctive linguistic feature determines the text and it can be found in the form of diction, vocabulary, structure, cohesion and many more. So, when discussing about style, there must be distinctive linguistic expressions which consist of linguistic features and foregrounding. It must occur in almost every literary product.

One of the literary works that can be chosen to see the style in language is 'Blurb' especially in non fictions. In non fictions, we often find many blurbs which are the comments or statements from some people in the cover in front or behind the cover and it is interesting to be read before knowing the content of the book. The using of *blurb* as a data to be analyzed has purposes. As a short summary or some words of praise accompanying a creative work, blurb has unique style. The using of some exaggerating words, clause, phrase even sentence must impact something useful for the reader. Moreover, a blurb has the same linguistic features as advertisements and has dominant evaluative language (Atai and Asghari, 2017). It shows that blurbs consist of many evaluative language that must have purpose.

In addition, Bradford (2016) in his research about the cataloguing of independent or self-published books found that the using of book blurbs is quite important in order to understand the books' concept and the author's writing style. It shows that blurb is the first thing to be read before we buy a book. He said that the mighty blurbs allow people to understand what authors are selling and how to categorize it once it's purchase. It means blurb can assists with readers' advisory, letting us know what the book is about and the benefits.

Stylistics, as the suitable approach, analyze the language of blurb by conducting with linguistic perspective. The analysis explains stylistic features and gives some of data to get the purposes and effect of the blurb of some choosen non fictions. Therefore, it is appropriate to use distinctive linguistic features like lexical cohesion, grammatical cohesion and stylistic elements to obtain purpose and effect.

Based on the background above, the problems of this research are:
a. What are the types of linguistic features which mostly occur in blurbs of nonfiction?
b. What are the functions of distinctive linguistics features in blurbs relating to the purpose and the effect?

RESEARCH METHOD

As the descriptive research, the data are described naturally without experimental manipulation. Based on this method there are some techniques to conduct linguistics research like data collection, data analysis and presenting the result of analysis. What to observe is determined by the purposes in conducting the study in the first place and researcher must have early impressions and feelings about what is going on to help determine subsequent pattern (Merriam and Tisdell, 2015).

This research conduct some procedures starting from collection the data, analyzing data and presenting the result. Data are taken from several blurbs of the same genre of non fictions purposively published between 2000-2007 which consist of 23 blurbs of 10 non fictions' books as mentioned in the refference. The research uses content analysis to collect of data. Mackey (2005: 31) said that content analysis is technique examining information or content in written or symbolic material. After all of the data has been collected, it is analyzed

by using stylistic theory and the analysis up you find the main type of cohesion by Halliday and Hasan in the text as the distinctive linguistics features. Then, finally the features are classified then relate it with the purpose and effect as the psychological effect to the reader.

RESULT AND DISCUSSION

A. Stylistics

Style in language can be defined as distinctive linguistic expression. As the study of style, Stylistics, focus on analyzing the distinctive expression in language and the description of its purpose and effect (Verdonk, 2002). The style does not arise out of vacuum but the production, purpose and the effect deeply embedded in the particular context in which both the author and the reader of the blurb ply their distinctive roles. At this point Verdonk (2002) distinguish between two types of context: *Linguistic and Non Linguistic* context. Linguistic context refers to the surrounding features of language inside a text like the typography, sounds, words, phrases and sentences which are relevant to the interpretation n of other such linguistic elements. The non linguistic context is a much more complex notion since it may include any number of text-external features influencing the language and style of a text.

Stylistics is concerned on the possible significance of linguistic features in text. A text is dependent on its use in appropriate context. The process of activation of a text by relating it to a context of use is 'discourse'. A text can be realized by any piece of language as long as it is found to record a meaningful discourse when it is related to a suitable context of use. When discussing about style, there must be distinctive linguistic expressions which consist of foregrounding (psychological effect to influence the reader) and also linguistic features.

In linguistic analysis of text stylistically, we focus on two fundamental concepts that are text and context. In textual analysis, the focus is on cohesion among all linguistic features used by the author. While contextually, we see upon the text from the extra textual context of communication point of view. Furthermore, when discussing about style, there must be distinctive linguistic expression which consist of foregrounding (psychological effect to influence reader) and also linguistic features.

Halliday and Hasan (2014) mentioned two main types. Firstly, grammatical cohesion consists of Reference (Personal, Demonstrative and Comparative), Substitution and Ellipsis and Conjunction. Briefly, Reference is the act of reffering to a preceeding (anaphoric) or following (cataphoric) elements, deals with a semantic relationship. Personal reference is the category of person in speech situation and it expressed through pronouns and determiners. They serve to identify individuals and objects that are named at some other point in the text. Demonstrative reference, on a scale of proximity, expressed through determiners and adverbs and can represent a single word or phrase or much longer chunks of text.While, Comparative reference is indirect reference. It is expressed through adjectives and adverbs and serves to compare items within a text in term of identity or similarity. Hence, Substitution and Ellipsis are dealed separately where substitution is the replacement of a word (group) or sentence segment by a 'dummy' word and Ellipsis is the omission of a word or part of a sentence and closely related to substitution.

Secondly, Lexical cohesion occurs when two words in a text are semantically related in some way and consist of Reiteration (Repetition, Synonym or near synonym, General word, Super ordinate) and Collocation which deals with the relationship between words of the fact that these often occur in the same surrounding. Cohesion can be categorized as distinctive linguistic features because they are the part of the feature of linguistic which mark something as clearly different. Briefly, Reiteration is a form of

lexical cohesion which involves the repetition of a lexical item. At one scale, the use of general word is to refer back to lexical item, at the other scale, a number of things in between the use of synonym, near synonym or super ordinate. Moreover, Collocation deals with the relationship between words on the basic of the fact that these often occur in the same surrounding. It is the most problematical part of lexical cohesion that is archieved through the association of the lexical items that regularly occur.

B. The Blurbs Analysis

Based on the theory of stylistics and cohesion above, the following data was analyzed by focusing on the significant linguistic features and then getting the purpose and effect from blurb language. There are 22 blurbs in this research and below is result table after doing classification of the choice of words of each blurbs. It shows that there are some cohesion elements that occur in high percentage as the distinctive linguistic feature indeed. By seeing the frequency of occurrence, it can be assumed that the choice of elements is potentially bring effect to the reader of Blurb.

Table.1 the Frequency of Occurrence of Distinctive Linguistic Features (Lexical Items)

No	Types of Lexical Cohesion	Frequency	Percentage
1	Reiteration		
	a. Repetition	21	58,33%
	b. Synonym or near synonym (antonym)	2	5,55%
	c. General Word	3	8,33%
	d. Super Ordinate	2	5,55%
2	Collocation	8	22,22%
		Total	**100%**

From the table above, it can be concluded that the Repetition is the linguistic features that mostly occur and repetition indicates emphasizing about a thing stated in the blurb. Then the occurence of Collocation is quite ofeten, while the others are few.

Cohesion is a semantic relation between an element in the text and some others element that are crucial to the interpretation of them. According to Halliday and Hasan (2013) there are two types of cohesion; Lexical cohesion and Grammatical Cohesion.

A. Lexical Cohesion

Lexical cohesion occurs when two words in a text are semantically related in some way in other words they are related in terms of their meaning. The lexical cohesion is typically used in context where there is identity of reference, and for this reason the lexical item is usually accompanied by *the* or another anaphoric reference item. There are two major categories of lexical cohesion:

1. Reiteration

Reiteration is a form of lexical cohesion which involves the repetition of a lexical item. There must be relation among every sentence in the blurbs. Hence, lexical cohesion is established through the structure of the lexis or vocabulary of the choice of word in every sentence.

a. Repetition

Repetition means the same item is repeated. It often involves reference. It repeats important word and phrase in introducing some elements or organization. Repetition is the element that mostly occurs in the data. There are 21 data (58,33%)

that show the repetition. It consists of 18 repetition of the same noun, 2 repetition of verb and 1 repetition of adjective. The repetition, for instance, as found in blurb where the word '*think*' is repeated. First in the sentence beginning *'If you think that......, ...how to teach yourself to think right"*. But almost all of the data of repetition is generally Noun, such as "*service, book, money, tiger, over, public, champion, foundation, servise, billingualism*" and more. It sounds emphasizing thing when word is clearly repeated. Repetitions found in the data shows the importance of word or phrase in introducing some elements or organization.

b. Synonym or Near Synonym

Synonym are used to make the main idea is easier to be understood. Moreover the used of synonym or near synonym (even antonym) is interested to attract the reader. For instance the data "*...uplifting, ...inspiring"* which principally has the same purpose to praise the book. Synonym is less occur in the data. It is only appear 5,55%. Synonym is usually used to emphasize the statements to make it clearer and easier to be understood about what the blurb's author want to deliver to the reader. As the part of reiteration, it has common reference and has the same meaning to another in the same language.

c. General Word and Super Ordinate

In the data, general word and super ordinate are also less in occurrence. It only appears 8,33% for general word and 5,55% for super ordinate. General words that are found in the data such as "*....people, ...student", "Tung....., ...man"* and "*personal,...Darmadi",* and "*...bibble, ...book".* The use of general word is not quite crucial because it functions as the clue of the information of the text and sometime it is not always playing the important role in the blurb. Moreover, general words found in the data correspond to major classes of lexical items. While, super ordinate has also less percentage in the data. It is only 5,55%. The data is "*....world, ...China"* since the world *China* is the subclass of the word *world*. Superordinate is a relation that hold between a general class and the subclass and another term is hyponymy. Because of its less occurence, it shows that supeprordinate is not a crucial things to be used as a style in writing blurb because it just show the relation of the word classes.

2. Collocation

Collocation can be found about eight times in the data. Noun is the dominant word class that appears in collocation. For example "*...reader, ...practitioner", "bilingualism, ...language, ...second language learning", "manager..., employee...",* "*economics, ...price,.........theory, ... economic research", "amazing, ...dramatic", "eyes,....heart", "remarkable, ...brilliant, ...best"* and "*live, ...life".* It also has function as the marker of important highlight main idea by the reader to make it more interesting. The use of collocation is to show that the words in blurbs are related each other and stand together in the same theme of statement. Based on the collocation found in the data, it showed the relationship between words on the basic of the fact that these often occur in the same surrounding. The common word as the collocation is mostly Noun but some of data showed the Adjective also in the data although it appears really in the less number of occurence.

B. Grammatical Cohesion

1. Reference

The blurbs' writers seem often use the reference for many purposes. As the act of reffering elements, reference also deal with semantic relation. Based on the data, the occurence of reference as seen in the table below:

Table.2
The Frequency of Occurrence of Distinctive Linguistic Features (Reference Items)

No	Types of Reference	Frequency	Percentage
1	Personal Reference	37	59,67%
2	Demonstrative Reference	21	33,87%
3	Comparative Reference	4	6,45%
		Total	**100%**

Reference is the act of referring to a preceding (anaphoric) or following (cataphoric) element deals with semantic relationship. The types of reference is like *Personal reference* which expresses through pronoun and determiners, *Demonstrative reference* which expresses through determiners and adverbs and can represent a single word or phrase and *Comparative reference* which expresses through adjectives and adverbs and serves to compare items within a text in term of identity and similarity.

In the blurb there are 62 data that show the reference. It consist of 37 data (59,67%) of Personal Reference in the blurb. Personal Reference by means of function in the speech situation through the category of person. For example, as found in the data, such as the word '*He*' in the sentence '*He is the best*' is personal reference because the using of it refers to the preceding person. The word '*you*' is the sentence '*If you are ready ...*' is personal reference refers to the reader. Moreover, in another blurb also has personal reference like the word '*his*' in the sentence '*....by many of his friends and fans.*' This refers to Tung as the author. Meanwhile the word '*I*' refers to the writer and the word *their* in the sentence '*...in their lives.*' '*They*' refers to the reader. In the blurb 14, the word '*it*' in the sentence '*it is full of practical...*' which refers to the book. The personal reference usually express through pronouns and determiners to identify individuals and objects that are named at some other point in the text. Personal references almost occur in all of blurbs or data. It shows that the personal reference is commonly used in blurb.

The Demonstrative Reference occurs 21 data (33,87 %) in the blurbs. Demonstrative reference by means of location expresses through determiners and adverbs and can represent a single word or phrase or much longer chunks of text. For example, as found in the data the word '*this*' in the sentence '*This book will reveal...*' or as found in the another blurb where the word '*this*' in the sentence '*This is a wonderful,.....*' which indicate demonstrative reference. Demonstrative reference seems commonly used by the blurbs' writer to create a emphasizing thing in their statement. Another example is in the blurb 16 where the word '*this*' in '*this book is worth reading*' exactly show that the using of demonstrative reference can function to point out the exact object to make it more emphasize for the reader.

The other kind of reference is Comparative reference. As the indirect reference by means of identity or similarity, it is expressed through adjectives and adverbs and serve to compare items within a text in term of identify or similarity. In the data the comparative reference occurs only 4 times (6,45%). For example, as found in a blurb where the word '*as ever*' in the sentence '*Price Theory and Application in classic, but*

one that refreshes itself with every edition. Now, as ever, it has two particular strength' is a comparative reference. The comparative reference function as the conjuntion to connect the idea in the blurb.

Based on the analysis of the references' used, it can be conclude that reference plays the important role in making statement clearer and more effective. The main role of reference is crucial because, for example, the use of 'it' in the text can refer to specific things that author want to mention. It can be understood by identifying it by the surrounding text.

2. Substitution and Ellipsis

Substitution is the replacement of a word (group) or sentence segment by a 'dummy' word. It can be a noun, verb or a clause. Ellipsis is the omission of a word or part of a sentence and closely related to substitution. It can be nominal, verbal and clausal ellipsis. Both of substitution and ellipsis can not be found in the data and it shows that the substitution and ellipsis are not kind of specific distinctive linguistic features that blurbs' authors used as the way to express idea.

3. Conjunction

Conjunction is a relationship which indicates how the subsequent sentence or clause should be linked to the preceding or the following part of the sentence. Conjunctive elements presuppose the presence of other components in the discourse which is consisting of adversity, temporality, causality and addition. In the data, conjunction is less presence because of the short sentence and seem do not need to make it longer and need conjunction to connect the ideas and it appears in the basic conjunction form and it also just function to connect the sentence to sentence not influencing the purposive data. For instance "*and, but, or, so...*". It shows that the using of conjunction is not too crucial because the typical blurbs is not a long statement and usually straight to the comments.

C. Cohesion as found in the Blurbs

Based on the analysis above, it can be stated that cohesion as one of the main distinctive linguistic feature that is used in analyzing blurb has crucial number and role in appearance. The occurrence indicates style. The occurrence of cohesive items (lexical items and reference) shows that repetition of noun as part of reiteration is prominent which blurb writer has used the language element especially in repetition form. The fewer occurrences of super ordinate, synonym and general word also indicate the purpose of the blurb writer. It must be useful although the less in number. Other feature of reference such as demonstrative and comparative are also applied. The words of lexical items which relate to promote 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. So, it can be easily found the blurb type of language by the occurrence of each element of the distinctive linguistic features.

CONCLUSION

The styles are applied through the analysis based on the occurrence of distinctive linguistic features as the style marker. The occurrence of cohesive item, especially lexical cohesion and reference shows that Repetition of Noun as part of reiteration is prominent which blurb writer has done 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 to make the sentence clearer and distinctive, whereas the personal reference is prominent. The use of distinctive linguistic

features (lexical cohesion item and reference) in blurbs of non fictions has several functions based on purposes such as creating foregrounding or psychological effect of the reader, marking the typical characteristic of the blurb writer and also stimulating the commercial aspect as the result of effect. Moreover, based on the functions above, it can be assumed that the readers are stimulated to read or buy the book as the use of exaggeration word created and the use of some typical distinctive linguistic features.

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