# CHAPTER 1

# INTRODUCTION

## 1.1 The Background of Research

Spencer stated that photography is the science or art of creating picture or image by recording a light (1973, p. 454.) People capture a picture by catching a light. Photography is one of the visual media of communication which presents an event in the form of an image. It gives a real picture of a moment or event to people. Photography has its own unique value in the world of communication. It makes it easy for the human to observes something.

Many applications are created to share a moment of someone, such as facebook, twitter, path, and Instagram. One of the popular social media is Instagram. Instagram mostly used by young people, but now it has been widely used by adults too, Instagram can be used for posting images, video, or to see other pictures. Instagram has a feature for people to take a picture every time. Instagram pushes people to do a selfie. Selfie becomes a popular activity in this era. Selfie is taking a self-picture with a digital camera or smartphone. People can take pictures easily with a smartphone.

The presence of a high-quality camera on a smartphone makes a lot of people have a fun new activity. People will take pictures anywhere and anytime by using this smartphone camera. Usually, after taking a picture, someone tends to upload their picture to social media like Instagram. Instagram has become the primary choice of people now to posting photos of their activities. Instagram is used as a distribution point of photography interest that can inspire other users about the

concept of photography. People in photography interest tend to watch and enjoy their activities and taking pictures to be a documentation (Mulyadi, 2014, p. 13).

The emergence of this technology makes people like taking pictures, whether taking pictures of themselves or taking pictures of something. Because of that, a lot of people started to love photography. Photography is an expression of the photographer of what they see. Many newcomers want to know photography. They compete to produce a good photo by using the latest technology of camera. A professional photographer also thinks about the quality of an image. There are many theory and terms that people may not know to create a high-quality photograph.

As a science of art, photography has its own register. The terms are used might not be understood by all people. Only people who deal with photography such as photographer, filmmaker, director of photography, art director, assistant director, lighting person, camera person, Clapper, the editor may know it. The specific term found in photography can be said as the jargon of the photography. Jargon is a specific term of a special field of work or interest (Yule, 2006, p. 211). The jargon that is used in the world of photography is mostly in English.

In the first observation, the writer finds 3 examples of photography jargon in *Amateur Photographer* magazine. The writer finds the literal meaning of the term based on Oxford Dictionary and finds the meaning in photography based on Dictionary of Photography. First, the term is *megapixels*. In the dictionary, there is no the meaning of *megapixels*. But in photography, the meaning of megapixels exists. Based on the dictionary of photography, *megapixels* is a measurement of

the image sensor can capture. The second term is *color fringing,* which also one of photography jargon. *Colour fringing* consists of *color* and *fringing*. There is no meaning of this term in Oxford dictionary. In photography, *color fringing* means a chromatic aberration caused when the camera lens focuses differing wavelengths of light onto different focal planes or magnifies two or more wavelengths differently. Third, the term is *ISO*. *ISO* is the acronym of *International Organization for Standardization*. The meaning of *ISO* in Oxford dictionary is not found. In photography, the meaning of *ISO* is a setting or feature in a camera to measure the sensitivity level of light in the camera. Based on the fact, the writer is interested in studying photography jargon and takes the data from a famous magazine, *Amateur Photographer magazine*.

**1.2 The Identification of Problem**

The photograph is a media to share moments, ideas, information as well as communication. Photography has a term. It is important to know what is the meaning of the term. So, the writer relates this research to analyze the language used in photography in a photography magazine by studying the following question:

1. What are the linguistic forms and meaning of photography jargon as found in A*mateur Photographer* magazine?

2. What is word classes of the jargon in A*mateur Photographer* magazine?

**1.3 The Objectives of Research**

According to the research question, there are two primary purposes of conducting the research, they are:

1. To identify the linguistic forms and meaning of jargon as found in *Amateur Photographer* magazine.

2. To identify the word classes of jargon used in the article in *Amateur Photographer* magazine.

**1.4 The Scope of Research**

Language variety is distinguished into jargon, slang and argon. Jargon is a type of language that is used in particular group of people, slang is a type of language that is used in informal conversation and often restricted to special context and argot is a secret language used by various groups (Fromkin, 1997). In this research, the writer looks at the jargon used in the photography magazine, *Amateur Photographer*.

**1.5 The Method of Research**

This research is conducted by following three steps, they are data collection, analyzing data, and presenting the result of the analysis.

**1.5.1 Data Collection**

The data were collected by doing some step, firstly the writer searched some magazine by using keyword "*photography e-magazine*" on the site www.emagazinepdf.com.. This magazine has 17.042 subscriber. After finding out the magazine, the writer downloaded *Amateur Photographer* magazine on May 13,

2017 edition. The data were selecting texts that consist of the jargon in the magazine. The writer took the data from 12 articles in that magazine that edited by Nigel Atherton. The length of one article is about one and more pages.

The writer read the magazine carefully and identify all the term that are considering belong to the world of photography. And then, the writer noted all the photography jargon in the magazine. To identify the photography jargon, the theory used is the theory of language variation by Wardhaugh. He said that language variation can vary based on any social group. Register is a social language variation. Register is a set of language items associated with discrete occupational or social groups. Jargon is the defining feature of a register (Wardhaugh, 1998, p. 48).

**1.5.2 Data Analysis**

After collecting the data, the writer analyzed the linguistic form of the term that belongs to photography jargon. To analyze the linguistic form, the theory used is the theory from Kaplan about word classes. He said word has classes which are named as part of speech (Kaplan, 1989, p. 105). After that, the writer finds a literal meaning of the term based on Oxford Dictionary and find a meaning of the term in the world of photography based on Illustrated Dictionary of Photography by Barbara A Lynch-John and Perkins (2008).

**1.5.3 Presenting the Result of Analysis**

The result of the analysis, the writer was provided in the form of display. The writer display the explanation of jargon in the form of words and the linguistics forms in the form of a table.

**CHAPTER 2**

**REVIEW OF RELATED LITERATURE**

**2.1 Review of Related Studies**

This chapter deals with some studies related to the topic being discussed. Here the several journals and studies talk about types of meaning. It gives a contribution to the insight and knowledge of the writer.

The first study was conducted by Sarah Beby Witia (2011) entitled "Fashion Jargon used in vogue magazine". This study analyzes the forms, meanings, and functions of the jargon. This study used language variation theory and context of the situation by Hymes (1989). The method of collecting data is the method proposed by Sudaryanto, that is observation method and identify the form of fashion jargon in the form of words and phrases. The result of the study is the familiar fashion jargon in vogue magazine is in the form of phrases (noun phrases). The function of fashion jargon in vogue magazine is to make people easy to communicate belong the user of the jargon and show their identity as a social group. This study aims to know the process of jargon, meaning, and function of fashion jargon in Vogue magazine.

The second study was conducted by Zulkarnaen Firdaus (2015) entitled "Jargon used in the military as found in black hawk down movie". This study applied the theory which is proposed by Fromkin (2003) and the theory of situational context by Holmes (1992). This study analyzed the form, the lexical meaning, and the contextual meaning of the jargon. The writer found 15 terms as

military jargon in the movie and the type of jargon that is used in the movie is the word. There are 15 lexical meaning and 15 contextual meaning. The purposes of this research are to know the form, lexical meaning, and contextual meaning of military jargon that show in *Black Hawk Down* movie.

The last study is about jargon of *punk* communityj. This study is conducted by Nita Desi Yanti (2012), it is entitled "Jargon komunitas *punk* di jalan permindo padang". This research analyzed jargon that is used by *the punk* community in Padang, the meaning, and situational factors. The purpose of this research is to describe jargon that used by *punk* community, to explain about meaning, and to show the situational factors that affect the use of jargon in *punk* community. Nita found 33 jargons in *punk* community. The situational factors that affect the use of jargon are language, time, place, and topic of the conversation.

The writer's study differ from Sarah's, Zulkarnaen's and Nita's studies. Sarah discussed fashion jargon used in vogue magazine. Meanwhile, my study is different in the theory, source of data and the field with Sarah. Zulkarnaen discusses military jargon as found in black hawk down movie. And also, my study is different with Zulkarnaen in the field, the data, and the theory. Nita discusses jargon that used by *punk* community. The writer's study is also different from Nita in the terms of field, the source of data and theory used. Based on the previous studies, there isn't any research about photography jargon. Because of that, the writer wants to analyze about the jargon of photography. As we see in this modern era, most people like photography. It is important to know about photography jargon.

**2.2 Definition of Key Terms**

The title of this research is An Analysis of photography jargon in photography magazine. There are some key terms which guide in understanding the study. The terms related to the study are:

1. Jargon is a specific term of a special field of work or interest (Yule, 2006, p. 211).

2. Photography is the art or practice of taking and processing photographs. The photograph is a picture made using a camera, in which an image is focused onto the light-sensitive material and stored digitally (Hornby, 2010).

3. Photography magazine is a magazine of photographs that are taken by photographers. The magazine contains of the pictures and the explanation of the pictures and photography technique.

**2.3 Theoretical Framework**

**2.3.1 Linguistic Forms**

A linguistic form is a meaningful unit of speech (Kaplan, 1989, p. 105). Morpheme, word, and sentences are included in linguistic forms. This study analyzes about the jargon of photography. Photography jargon can not be separated from the linguistic form. The utterances in the articles of *Amateur Photographer* magazine is in the form of word, phrase, and clause. When we analyze the meaning, we also talk about the form. So, it is important to ana 8 the linguistic form to know the meaning of the word. The different form of the word can make the different meaning. Linguistics forms that the writer needs to

analyze the photography jargon in *Amateur Photographer* magazine are word, phrase, and clause.

**1. Word**

Word is the element of language that spoken and written consisting one or more morphemes that have a single meaning (Palmer, 1971, p. 42). The component of words is called morphemes. The meanings of complex words are directly related to the meanings of their component of morphemes. A morpheme is a minimal stretch of language which has a meaning (Kaplan, 1989, p. 106). A morpheme can be a single syllable (*dis-*) or several syllables (*connection*). It can even be less than a syllable, like a morpheme for plural (*-s* or *-es*) at the end of *dogs* and *cats*.

There are two types of morphemes, bound morpheme, and free morpheme. Bound morpheme occurs only attached to other morphemes, never free as words by themselves. It is different from free morpheme. A free morpheme can occur alone as a word. For example the word *boys*, there is two morpheme in this word, *boy* and *-s*. *Boy* is free morpheme and *-s* is bound morpheme.

Word has classes. The classes of words are named part of speech. According to (Kaplan, 1989, p. 106), word classes divided into two groups, major classes, and minor classes. The major classes are nouns, verbs, adjectives, and adverbs. Minor classes are articles, conjunctions, and prepositions. Major classes tend to have the meaning which can be found in the dictionary. Minor classes tend not to have referential meaning. It means

their meanings are not easily specified by means of a neat definition. The major classes of the word classes are:

1. Noun

Noun is a word that names a person, place, or thing. Kaplan stated that the possibilities of noun occur are (1989, p 108):

i) The possibility of occurrence after an article or similar word and adjective. For examples are *the tree, a bird, an apple*, and many others.

ii) The possibility of occurrence with the possessive *-'s*, only noun can occur with this form. For examples are a *tree's leaves, Jo's car, Nisa's house*, and many others.

iii) The possibility of occurrence with the plural *-s*. For examples are tables, apples, desks, and many others.

2. Verb

Verb is a word that names an action or state. For example are *run, walk, swim*, and many others. The possibilities of verb occurrence are:

i) Verbs can occur with morpheme *-ed*: *walked, missed, snored,* and many others.

ii) The present tense *-s* that appears on the end of a verb whose subject is a third person singular noun phrase. Examples: *Joe snores, The president burps*, and many others.

iii) Another form that occurs only after verbs is *-ing: sleeping, breathing, flying,* and many others.

3. Adjective

Adjective is a word that modifies a noun. For example are *red, beautiful, tall,* and many others. The possibilities of adjective occurrence are:

i) the *-ly* ending indicating manner occurs for the most part after adjectives: *large-largely, beautiful-beautifully, quick-quickly,* and many others.

ii) Adjectives can occur before the comparative and superlative suffixes *-er* and *-est* or after *more* and *most*: *larger, largest, more beautiful, most beautiful,* and many others.

iii) Adjectives can occur between articles and nouns: *the large car, a strange forest*, and many others.

4. Adverb

Adverb is a word that modifies a verb, an adjective, or another adverb. A simple morphological signal of adverb-hood is the presence of the *-ly* suffix. For example are *qickly, largely, extremely*, and many others.

Minor classes of the word classes are:

1. Article and Demonstrative: "Determiners"

Articles ( *a, an, the*) and demonstratives (*this, that, these, and those*) are grammatically quite similar. They all occur right before nouns. They modify a noun. *The* is the definite article and *a/an* is an indefinite article.

Demonstrative is used to point out the thing that noun refers to. There are also quantifiers. Quantifiers also can occur exactly as do determiners, right before nouns, or an adjective-noun combination. The examples of quantifiers are *most, all, much, many, some, any*, and many others.

2. Conjunction

Conjunction is linking or joining words, words which joined together various things. The example of conjunction are *although, because, so, before, after,* and many others.

3. Preposition

A preposition is typically a little word, and often has the meaning which has something to do with location or direction. The example of prepositions are *out, above, in, below, under, behind* and many others.

**2. Phrase**

Laurie stated that a phrase is a group of words that functions in a sentence as a single part of speech (Laurie, 2003, p. 139). A phrase does not have a subject or a verb. A phrase is a unit consisting of two or more words occupying the function of a sentence. The phrase can not be in the form of complete sentences because it has no predicate. One approach to determining phrase structure is a substitution test (Kaplan, 1989, p. 191). For example *a white horse,* we can find a single word to substitute for a white with *the, my, this,* and others. There are eight types of a phrase:

1. Prepositional phrases

   Prepositional phrases begin with a preposition and end with a noun or pronoun. For example is "my father goes *to the office*".

2. Adjectival phrase

   Adjective phrase functions as an adjective. For example "my mother gives me a *red ribbon*".

3. Adverbial phrase

   Adverbial phrase functions as an adverb. For example "he *usually* wears a black shirt".

4. Appositive Noun phrase

   Appositive noun phrase functions to renames another noun or pronoun. For example " *the women* are hunting for discount".

5. Verbal phrase

   A verbal phrase is a verb form used as another part of speech. For example "I *will write* a poem".

6. Participle phrase

   Participle phrase is verbal phrases that function as an adjective. For example "e*ating slowly*, the child was finally quiet".

7. Gerund phrase

   Gerund phrases are verbal phrase that functions as a noun. For example "*partying hearty* requires great endurance".

8. Infinitive phrase

   Infinite phrases are verbal phrase that functions as a noun,

adjective, or adverb. For example "*to sleep late on Sunday* is a real treat".

## 3. Compound

According to Kaplan, compound is words that contain at least two roots compound is sometimes spelled as single words, sometimes as word sequences (1989, p. 84). For example the word like *baseball*, it is consisting the word *base* and *ball*. This word spelled as a single word. Compounding occurs when two or more words are joined to make one longer word. The meaning of compound may be similar to or different from the meaning of its component in isolation. The component stem of the compound may be of the same part of speech. The meaning of the words interrelates in such a way that a new meaning comes out which in very different from the meanings of the word isolation.

1. Acronyms

Another word-formation process turns word-initial letter sequences into ordinary word. For example the word *NATO* from *North Atlantic Treaty Organization*.

2. Brand Names

This word-formation process turns brand names into common nouns. For example are kodak, xerax, victrola, and many others.

3. Blends

This word-formation combines the first part of one word with

the second part of another. For example is *brunch* from *breakfast* and *lunch*.

4. Back Formation

Fromkin (1997) stated that back-formation is a new word may enter the language because of an incorrect morphological analysis (p. 96). For example is the word *editor* from the *edit*.

5. Abbreviation

Abbreviation of longer word or phrase also may become lexicalized, that words in their own right (Fromkin, 1997, p. 97). For example are the word *Fax* for *facsimile* and *Prof* for *professor*. The abbreviation is a clipped form of a word that is now used as the whole word.

**2.3.2 Language Variation**

Language and society are intimately connected. Language can be different, depending on the speaker, situation, time, place, or generally, depending on the social circumstances in which the language is used. Humans are social creatures who cannot live alone. Human being always interacts with others. Human use language as a communication tool as a group identity. This phenomenon causes language variation is created in society. Sociolinguistics as a study of language in relation to society give hold an important role about the use of language in society. Hudson says that sociolinguistics as a branch of linguistics explain and put language position in relation to the users of language in society, because in human

social life is no longer as individuals, human always as a social community. Therefore, everything that human does in speaking will always be influenced by situation and condition (1996, p. 3) . Sociolinguistics attempts to explain the human ability to use the rules of language appropriately in a variation of the situation. The relationship between language and society is an association between certain forms of language, which is called a variation of language. Sociolinguistics puts language in a social context.

Hudson (1996) stated that the variety of language as a set of linguistics items with a similar distribution (p. 22). It means that people can treat languages of the multilingual speaker as well as the linguistics items have a similar social distribution. Linguistics items are sounds, words, grammatical features and may others. Language variation is a part of the social process which varies in one group to others social groups. Language variation focuses on dialect, register, slang, jargon, and argot. Language variation has two dialects, regional dialect, and social dialect. Wardhaugh (2010) stated a regional dialect marks off the residents of one region from those of other regions; a social dialect would be a variety associated with a specific social class or group which marks off that class or group from other classes or groups (p. 137). A study of dialect affects speakers to adopt a different style of speaking. People can speak formally or informally. People may relate the level of formality based on the various social, age, and other differences between participants that exist. Register, slang, and jargon are the three of social language variation.

Register defines by Wardhaugh sets of language items associated with

discrete occupational or social groups (1998, p. 48). One of the key features of the register is the use of jargon. Jargon can be defined as a specific term of a special field. In social terms, jargon helps to connect people in the same group or belongs in the same activity.

### 2.3.3 Jargon

Language development as a development of human life in the modern age shown an unstable phenomenon in society, the use of language has developed a variety of languages, such as register, slang, and jargon. The register is language variation in a specific situation. Jargon is a kind of register. Some prefer to restrict the term 'register' to be specific vocabulary which calls jargon (Wardhaugh, 1998, p. 48). Jargon is a specific term used in the specific field of life. Jargon is used in a formal setting. Jargon is subdivision among high variety. People are using jargon for prestigious variety for example law, academic, military, photography and others. It is different to slang. Slang is subdivision among low variety. Slang is used to give directions in a conversation, to make a simple term use by people in the same group. The example of slang is teenager slang. Jargon is more polite than slang. People from other field do not understand the jargon in a different field with them. Jargon can be defined as technical words used on a limited basis in the fields of science, profession or a particular group.

Fromkin (1997) stated that practically every conceivable science, profession, trade, and occupation has its own set of words, some of which are considered *slang* and others *technical*, depending on the status of the people using these in

words, such words sometimes called *jargon* or *argot* (p. 475). Jargon to be a special language of the field. Jargon is a part of language variation which belongs to the social variation of language. Jargon can be a secret code. Yule stated that jargon helps society to create a connection among those as 'insiders' in some ways and to exclude 'outsiders' (2006, p. 211). Jargon used in the community or the organization as well as the specific environment, which aims to facilitate communication between members and communication among its members in order to conceal what they say is not known by others. For example the jargon in the computer field, such as a *modem (modulator-demodulator), RAM (random access memory), CPU (central processing unit)*, and many others.

In this research, the writer analyzes the photography jargon. The jargon is familiar in English but it is hardly found in the English dictionary. Jargon only known by people belong the group of a term and people who write the jargon.