HEDGES USED IN BUZZFEED.COM GOSSIP

"KESHA VS Dr. LUKE"

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HEDGES USED IN BUZZFEED.COM GOSSIP "Kesha VS Dr. Luke"

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ABSTRACT

This research entitled Hedges used in Buzzfeed.com gossip "Kesha VS Dr. Luke". This thesis has two the objectives study. The first objective study is to find the taxonomy hedges used in Buzzfeed.com gossip "Kesha VS Dr. Luke". The second is for finding the reasons of using hedges in Buzzfeed.com gossip "Kesha VS Dr. Luke". This research used a qualitative research design. It explains about the types of hedges in Buzzfeed.com gossip "Kesha VS Dr. Luke". The unit of analysis of this research are sentences in Buzzfeed.com gossip "Kesha VS Dr. Luke". The finding describes that the highest number of hedges used in Buzzfeed.com gossip "Kesha VS Dr. Luke" is modal verbs hedges, with 25 hedges sentences from 55 hedges sentences found from those gossip articles. As the highest hedges used in the data of this research, the modal verbs hedge can politely deliver the main idea of those gossip articles with some possibilities and abilities sentences. Then the modal verbs hedge make the data of this research is not to forceful to discuss. Beside became the highest number of hedges used found, the modal verbs hedges also represented that the Buzzfeed.com gossip "Kesha VS Dr. Luke" contained with four reasons of using hedges. The modal verbs hedge is minimizing the "threat- to – face " with not to forceful in delivering the gossip idea. Then the modal verbs hedge make the research data have polite and negative startegies with used modal verb hedge in it. Meanwhile, the modal verbs hedge also make those gossip articles more precise in reporting the case of "Kesha VS Dr. Luke" with some believable informations from other parties. It can be concluded those gossip articles are already conform to established writing style with used three of four reasons of using hedges before.

Keywords: *Buzzfeed.com, Gossip, Hedges, and Modal Verbs.*

INTRODUCTION

Language is the tool that is used for conveying ideas, concept, messages, and feeling from the language transmitter to the language receiver. According to Hornby (1995:662), language as the system of sounds and words used by human to express their thought and feelings. Another theory also comes from the Webster"s New College Dictionary (1981:641) language is a systematic means of communicating ideas or feeling by the use of conventionalized signs, sounds, gesture, or marks having understood meanings. It means that language has various types which is using to convey message, with the result that the aim of the language could be clearly understand.

Because language is very related with message of language delivering, it concludes that language is an important thing in communication. Communication itself means a social activity which requires coordinated efforts of two or more individuals (Wardhaugh, 1992:15) . Another definition of communication is also stated by Fiske (1990:1), Fiske said that communication is one of those human activities that everyone recognizes but few can define satisfactorily. In communicating, the message of language that transmit from language transmitter could be deliver in various language types. One type of language is written language. Written language is the system of grammatical means employed for the purpose of producing written utterances acceptable in the given language community (Vachek : Josef 1973). A kind of written language is gossip.

Based on meriam webster dictionary the simple definition of gossip is the information about the behavior and personal lives. According to Gerot and Wignell (1994), gossip does not only give information to the reader as the social function of information news genre, but also gives opinion within the text, similar to the social function of exposition, discussion, or narrative genre. Nowdays, gossip could be find in magazine, newspaper, gossip tv programs, until gossip website.

In writing gossip articles, the writer usually uses technical terms that used for minimizing wrong opinions from the writer. That technical terms call hedges. Hedges can be find in pragmatic theory. Lakoff (1972 : 54) states that hedges is words whose job it is to make things more or less fuzzy.

The data of this research is downloaded from buzzfeed.com. It is a kind of gossip news articles website . Buzzfeed.com contains with a lot of gossip articles from celebrities, politicians, and much of the latest issues from holywood lifestyle. The writer of Buzzfeed gossip website uses hedges in this website gossip articles.

In this research, the researcher is interesed in the hedges that contain in gossip articles from buzzfeed.com. The main topic of the gossip articles is "Kesha VS Dr.Luke". "Kesha VS Dr. Luke" gossip articles is reporting about Kesha sex and mentally abusing by Dr. Luke, her music producer for years since she was eighteen years old. Even the topic of those articles containing with sex and mentally abusing, hedges makes those articles more politely to read and minimize the wrongfully accusation. That is the researcher's reason to examine the hedges used in buzzfeed.com "Kesha VS Dr. Luke" gossip articles and to proof those gossip articles has the reasons of using hedges along with hedges taxonomies.

RESEARCH METHOD

Data and subject

The data of this study were "Kesha VS Dr. Luke" gossip articles from Buzzfeed.com gossip website.

Unit of Analysis

The unit of analysis of this research are sentences in "Kesha VS Dr.Luke" gosip articles, that was downloaded from http://www.buzzfeed.com

Technique of Data Collection and Analysis

In collecting the data, the researcher used some steps as follows:

1.   Searching in Google

In this step, the researcher is finding out one of well-known gossip website. The gossip website that containing with much of gossip articles, rumor, issues, and fans comments. The website's name is http://www.buzzfeed.com

2.   Selecting the celebrities gossip articles

The researcher choosed gosip articles which becomes one of the outstanding topic in gossip website for months. In this research, the researcher choosed crime gossip articles with the main topic " Kesha VS Dr.Luke". The topic that contain with every comments and gossip news which related with Kesha mentally and sexual abusing by Dr.Luke.

After the data were found then the next steps can be list as follows:

1.   Reading the sentences

The researcher reads the research data. The data of this research is gossip articles. Gossip articles which have main topic " Kesha VS Dr.Luke ". "Kesha VS Dr. Luke " is a gossip topic that explain about kesha mentally, physical, and sexual abusing by Dr.Luke (Her music Producer).

2.   Identifying the hedges

After the researcher read every sentences in " Kesha VS Dr. Luke" gossip articles. Then the researcher identifies the meaning of hedges from those data. From those data, hedges become the border between accusations and denials in every sentences from " Kesha VS Dr. Luke " gossip articles.

3.   Classifying the hedges based on hedges taxonomies according to Iragiliati (2007).

4.   Finding the reasons of using hedges

The researcher has to find the reasons of using hedges from the data of this research. There are four reason of using hedges by Salage – Myer (1997). First, minimize the "threat-to-face". Second, be a way of being more precise in reporting result. Third, be positive or negative politeness strategies. Fourth, conform to an established writing style.

5.   Drawing conclusion

FINDING AND DISCUSSION

Finding

Table 4.1 Hedges used in Buzzfeed.com gossip "Kesha VS Dr. Luke"

NO	TYPE OF HEDGES	Total of Hedges used in Buzzfeed.com gossip "Kesha VS Dr. Luke"	Percentage
1	Lexical verbs	2	4,2 %
2	Adverbials	5	4,2 %
3	Words that convey the truth	4	4,2 %
4	Modal verbs	25	53,1 %
5	Adjectives	9	19,5 %
6	Modal nouns	1	2,1 %
7	The use of empathics	6	8,5 %
8	Strong words	3	4,2 %
Total		55	100 %

It can be seen from the table above the highest number and percentage of hedges in Buzfeed.com gossip " Kesha VS Dr. Luke " is Modal verbs with 25 from 55 hedges sentences and 53,1 % from 100% precentage. It is followed with adjectives with 9 hedges sentences and 19,5 % from 100 %. The third position is the use of empathics hedges with 6 hedges sentences and 8,5 % from 100 %. Then the fourth are lexical verbs, adverbials, word that convey the truth of a statement, and strong words that almost have same number with small different total number of hedges sentences 2,3,4,5 and the same precentage 4,2 % from 100 %. The smallest hedges sentences that found in Buzzfeed.com gossip " Kesha VS Dr. Luke" is modal nouns with 1 of hedges sentences and 2,1 % from 100%.

Discussion

4.1.1 Lexical verbs

Based on Iragiliati's taxonomy hedges there are thre kinds of hedges taxonomies, there are indicate, appear, and propose. Below are the examples of lexical verbs hedges sentences.

Excerpt 1

"Kesha, meanwhile, ***appears*** to be forging ahead. In a post on her instagram account Sunday, the singer said had " decided to take my life back ".

It can be seen from the excerpt 1 that appears in these gossip articles describes Kesha would continues her life. It has possibilty that Kesha get stronger after she faced her sexuality and physically abused case. She wanted to put her life back, even herself is forging ahead.

4.1.2 Adverbials

The adverbials is the second type of hedges from Iragilitis's Hedges. it has three kinds of hedges taxonomy, there are quite, almost, and usually. Below are two examples of adverbials hedges sentences.

Excerpt 3

" These music business assholes (well, Dr. Luke), had **almost** successfully crushed my MAGIC,"

It can be seen from the excerpt 3, Dr. Luke assholes music business has big possibilty to crush Kesha and her own life. Dr. Luke is a suspect who raped Kesha for years. But, Kesha couldn't to take distance from him because of Dr. Luke is her legal Music Producer. That possibility described by the word almost from gossip article of this research data.

4.1.3 Words that convey the truth of a statement

Third type of Iragiliati's hedges taxonomy is word that convey the truth of a statement. It has three types of hedges taxonomy, there are probably, generally, and evidently. Below are the sentences examples of the third type of Iragiliati's Hedges taxonomy.

Excerpt 5

As you probably already know, in february a New York judge denied Kesha's plea to get out of her exclusive contract with the producer,

From the excerpt 5 can be seen, that Kesha issues is not really well known as we already know, because the word probably explains about no certainty in one case. There would someone doesn't know about Kesha case.

4.1.4 Modal Verbs

In Iragiliati's Hedges Taxonomy there is modal verbs as a kind of Iragiliati's Hedges taxonomy. It has one word that presents modal verbs hedges, the word is Would. Even this taxonomy of hedges only has one word but in this research data from buzzfeed.com gossip " Kesha VS Dr. Luke " found a lot of the modal verbs hedges sentences. Below are the examples.

Excerpt 7

*Nor has she offered a credible explanation as to why she **would** have signed a second recording agreement, recorded two albums and an EP and signed a publishing deal with Dr. Luke after allegedly being sexually abused.*

It can be seen from excerpt 7, the word would describes what she did after being a victim of sexual and physical abusing by Dr. Luke. That word also describes about her ability to sign a second agreement of recording, recorded two albums and an EP, and signed a publishing deal with Dr. Luke after allegedly being sexually abused.

Excerpt 9

*Ariana said Kesha's situation is the result of sexist double standards – and that a male recording artist **would** not be treated the same way.*

From the excerpt 9, it can be seen, that would presents how sexist double standart has ability to discriminate between male and female artist. The condition of Kesha would not happen if the artist is a male.

4.1.5 Adjectives

Iragiliti's Hedges taxonomy has adjectives as her fifth kind of Hedges taxonomy. In adjectives of Iragiliati's hedges taxonomy, it has two kind of word that contain in it. There are most and likely.

Excerpt 32

The allegation are **likely** to ripple widely in the world of pop music, where Luke is viewed as a production god endowed with the gifts of King Midas.

4.1.6 Modal nouns

The sixth type of Iragiliati's Hedges taxonomy is Modal nouns. In this kind of hedges type there are three words that explain this hedges type. There are possibillity, assumption, and estimate. From the research data found only one the example of modal nouns hedges.

Excerpt 41

" Even though they might have a very strong case here, with the possibility of even prejury, they may not want to go there because of the adverse effect of people like Lady Gaga, Taylor Swift, and others coming out and supporting Kesha."

From excerpt 41, it can be seen there is possibility condition in prejury. But, they may not want to go there because of the adverse effect of people like Lady Gaga, Taylor swift, and other coming out and supporting Kesha.

4.1.7 The use of empathics

The seventh kind of Iragiliati's hedges taxonomy is the use of empathics. In the use of empathics there are four word that explain this kind of hedges. There are of course, clearly, obviously, and definitely.

Excerpt 42

" It hit very close to my heart for **obvious** reason."

From excerpt 42, it can be seen the word obvious gives clear meaning for the reason word in that sentence.

4.1.8 Strong words

The last type of Iragiliati's taxonomy of hedges is strong words. Strong word has three words in it to explain the strong word hedges. The words are significant, substantial, and powerful.

Excerpt 46

Despite significant progress over the last few years, too many women and men, on and off college campuses, are still victims of sexual abuse.

From excerpt 46, it can be seen that the word significant explains about the important process of progress over the last few years. That too many women and men, on and off college campuses are still victims of sexual abuse.

CONCLUSION

In this last chapter the some conclusions of the analysis from the previous chapter are concluded and provide in it. The taxonomy of hedges and the reasons of using hedges in buzzfeed.com gossip " Kesha VS Dr. Luke" are included in the conclusion of the research data. From the data analysis, the results are as follows :

The data analysis concluded that the Modal verbs hedges is the highest commonly type of hedges used in Buzzfeed.com gossip "Kesha VS Dr. Luke. The modal verbs hedge found in 25 sentences from the data of this research. The modal verbs hedge in this research has function to deliver the possibilities and some abilities that wrote by the writer of those gossip articles. The writer also used that type of hedge to make their gossip articles is not forceful to discuss about case of "Kesha VS Dr. Luke".

The analysis also explained that the modal verbs as the highest of hedges used in Buzzfeed.com gossip "Kesha VS Dr. Luke" type of hedges is representing the four reasons of using hedges. The modal verbs is minimizing the "threat-to-face" with not to forceful in delivering the main idea of those gossip articles. Even the modal verb hedge would contained with possibilities, it still make those gossip articles more precise in reporting the case of "Kesha VS Dr. Luke". Because the would hedge is followed by the belivable report from some other parties. Beside minimizing "threat-to-face" and make

more precise the gossip articles of "Kesha VS Dr. Luke", the would hedge also became positive and negative politeness strategies to say "Kesha VS Dr. Luke" gossip article to the readers. By three of the four reasons of using hedges that represented by the modal verb hedge, it concluded that the "Kesha VS Dr. Luke" gossip articles are already conform to established writing style.

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