

Ethnography of Communication Analysis in the Short Story of Romeo and Juliet

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Abstract:

This research analyzes the ethnography of communication used in the short story of Romeo and Juliet using both S-P-E-A-K-I-N-G and Speech Event theories of Dell Hymes (1972). This research is aimed to explain the elements of ethnography of communication from the point of view of both Hymes' model and describe the inference in the use of the elements of ethnography of communication within the short story of Romeo and Juliet. This research uses a descriptive qualitative research design. Based on the analysis of this research, the researcher finds; there are 4 settings and scenes, 12 participants, entertaining and amusing ends or purposes, 13 act sequences and content, 17 keys or tones, verbal and casual speech styles of instrumentality and channels, norms of loving people, and narrative as well as romance tragedy form of style.

Keywords:

Ethnography, Communication, Speech Event, S-P-E-A-K-I-N-G Model

1. Introduction

Communication is an important aspect in our daily activity. Communication means a process of exchanging ideas between a person to another in order to gain information or something else. As a human, people cannot be separated from social life because human is a social person and need other people's help. In communication, there is an exchange of communication and also a process to give good quality of giving information. Good communication is a communication in which ideas from the speaker can be understood by the hearer.

There are some aspects of life that influence communication like culture and society. Each person has his own culture and society. To know language influenced by culture and society, people need to regard the ethnography of communication. Ethnography of communication is a study of language influenced by the culture and society within. In the 21st century exclusively ethnography of communication is considered a "qualitative method" in the field of communication as well as cultural anthropology. It has also been deciphered as the model of analyzing the use of language and communicative process. A famous scholar, Dell Hymes (1974:9) emphasized that the

starting point is the ethnographic analysis of communication conduct of community. It has also been recognized that the most common flavors in-depth research is ethnography. It seeks to understand human behavior within its own social settings. According to Searle (1969), the ethnography of communication model the basic unit of analysis is considered “communicative event” and meanings are conveyed through “speech acts”.

In addition to that, many more researchers conduct their researches upon this ethnographic analysis. So then, this research analyzes the short story of Romeo and Juliet because of several reasons. Firstly, the story is interesting and valuable. It tells about a struggle of two humans who fell in love till the end of their lives. It begins from the encounter of both of them whose families were actually in quarrel each other. But love conquered all. Secondly, the language use in this story has some cultures and varieties. Those elements influence the social life. Thus, researcher is interested to observe that case and conduct research entitled “Ethnography of Communication Analysis in the Short Story of Romeo and Juliet”.

2. Theoretical Review

2.1. Discourse Analysis

In language, there are important connections among saying (informing), doing (action), and being (identity). If someone says anything to another, he cannot really understand it fully if the person does not know what he is trying to do and who he is trying to be by saying it. To understand anything fully someone needs to know who is saying it and what the person saying it is trying to do.

Language is not only in oral but also written form. It can be visual terms as well as gestures. This is analyzed in the field of discourse analysis. According to Gee (2011:8), discourse analysis is the study of language-in-use. There are many different approaches to discourse analysis. Some of them look only at the “content” of the language being used, the themes or issues being discussed in a conversation or a newspaper article, for example. Other approaches pay more attention to the structure of language (“grammar”) and how this structure functions to make meaning in specific contexts. These approaches are rooted in the discipline of linguistics. Different linguistic approaches to discourse analysis use different theories of grammar and take different views about how to talk about meaning. The approach looks at meaning as an integration of ways of saying (informing), doing (action), and being (identity), and grammar as a set of tools to bring about this integration.

In addition to that, Horn (1952:3) added that discourse analysis is a set of procedures for establishing underlying formal equivalences within a text. Although his work is motivated by the belief that “language does not occur in stray words or sentences, but in connected discourse”, it is the connectedness itself that is focused on rather than on its discourse implication. In short, discourse might be defined as the use of all language forms in combination.

2.2. Communicative Competence

Communicative competence is very important related to interaction in social life. It is human ability to use particular language of every real situation in certain context talking. Paltridge (2000) said that communicative competence refers to a language user’s grammatical knowledge of phonology, morphology, syntax, and the like as well

as social knowledge about how and when to use utterances appropriately. Communicative competence extends to both knowledge and expectation of who may or may not speak in certain settings, when to speak and when to remain silent, to whom people may speak, how people may talk to other person of different statuses and roles, what nonverbal behaviors are appropriate in various contexts, what the routines for turn taking are in conversation, how to ask for and give information, how to request, how to offer or decline assistance or cooperation, how to give commands, how to enforce discipline, and everything involving the use of language and other communicative modalities in particular social settings. Hymes (1972) observed that speakers who could produce any and all of the grammatical sentences of a language would be institutionalized if they indiscriminately went about trying to do so without consideration of the appropriate contexts of use. Communicative competence involves knowing not only the language code but also what to say whom, and how to say it appropriately in any given situation.

2.3. Ethnography of Communication

2.3.1. Definition and the Nature of Ethnography of Communication

The ethnography of communication would fill the gap by adding another subject (speaking) to the anthropologist's list of possible topics for ethnographic description, and expand linguistics so that the study of abstract structure would be only one component of linguistics. Ethnography of communication is an approach to discourse, which is based on linguistics and anthropology. It focuses on a wider range of communicative behavior whose forms and function can represent different ways of life.

Ethnography is a field of study that is concerned primarily with the description and analysis of culture, and linguistics is a field concerned, among other things, with the description and analysis of language codes. According to Hymes (1972), Ethnography of Communication is deciphered the necessary scope, and encourage the doing, of studies ethnographic in basis, and communicative in the range and kind of patterned complexity with which they deal. Dell Hymes proposed a general method of Ethnographic descriptive fieldwork. He was careful to point out that 'sociolinguistic fieldwork is not an end in itself, but rather a necessary part of the progress toward models (structural and generative) of sociolinguistics description, formulation of universal sets of features and relations, and exploratory theories.

According to Carbaugh (1989), Ethnography of Communication is an approach, a perspective, and method to and is the study of culturally distinctive means and meanings of communication. It is a natural way of sharing knowledge, maintaining social status with roles or social relationships is communication of an ethnic group.

2.3.1.1. Hymes' S-P-E-A-K-I-N-G Model

According to Hymes (1972), the following aspects are considered to the ethnography of communication study, they are namely:

- a. S – Setting and Scene. Hymes has considered that the setting refers to the time and place while scene describes the environment of the situation.
- b. P – Participants. This refers to who is involved in the speech including the speaker and the audience.

c. E – Ends. The purpose and goals of the speech along with any outcomes of the speech.

d. A – Act Sequence. The order of events that took place during the speech.

e. K – Key. The overall tone or manner of the speech.

f. I – Instrumentalities. The form and style of the speech being given.

g. N – Defines what is socially acceptable at the event.

h. G – Genre. Type of speech that is being given.

2.3.1.2. Hymes' Speech Events Model

Speech event is a set of circumstances in which people interact in some conventional way to arrive at some outcomes (Hymes, 1974:52). He also described speech event as often coinciding with what other researchers might term “genres”. Furthermore, Hymes (1972) stated that the following aspects are also considered to the ethnography of communication study which commonly refers to communicative events, they are namely:

a. S – Setting and Scene. Hymes has considered that the setting refers to the time and place while scene describes the environment of the situation.

b. P – Participants. This refers to who is involved in the speech including the speaker and the audience.

c. E – Ends. The purpose and goals of the speech along with any outcomes of the speech.

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g. N – Defines what is socially acceptable at the event.

h. G – Genre. Type of speech that is being given.

3. Research Methodology

3.1. Research Design

This research is a qualitative research design. According to Ary et. al. (2010:29), qualitative researchers seek to understand a phenomenon by focusing on the total picture rather than breaking it down into variables. The goal is a holistic picture and depth of understanding rather than a numeric analysis of data. Moreover, Creswell (2001:145) stated that qualitative research is descriptive in that the researcher is interested in process, meaning, and understanding gained through words or picture. In this case, the researcher uses a descriptive qualitative design to analyze the elements of ethnography of communication from the point of view of both Hymes' models and the inference in the use of the elements of ethnography of communication within the short story of Romeo and Juliet. According to Sandelowski (2000:334), a qualitative descriptive study is suitable when detailed descriptions of phenomena and a focus on the presentation of participants' dialogue with the researcher are desired.

3.2. Data Source

The source data of the research is a short story entitled *Romeo and Juliet* written by William Shakespeare. It is a romance tragedy in which the story tells about young couples who fell in love first before they actually died in vain. Then the data will be analyzed by using all the elements of ethnography of communication within the story.

3.3. Technique of Data Collection

The research procedure functions are to set up the direction in conducting the research. This research carries out these steps:

1. Choosing the story to be depicted as the data
2. Finding the story of *Romeo and Juliet* in Internet
3. Reading the story in order to find the elements of ethnography communication to be conducted by the students

3.4. Technique of Data Analysis

In this part, the data are identified, analyzed, and described systematically in through two theories from Dell Hymes. The action of analyzing the data use articles and journals, and also related studies with the same topic. Those references are essentially necessary to measure and find out the validity and reliability of the study. The researcher analyzes the data by reading the whole pages of the short story, and identifying all ethnography of communicative events within.

4. Data Analysis and Findings

4.1. Analysis

After analyzing the data, the researcher describes about some aspects and results found during the process of analysis. The descriptive of the analysis is concluded based on the analysis of the data by using the elements of ethnography of communication by Dell Hymes. The findings of this research are divided into two parts. Each part consisted of the analysis of ethnography of communication based on the data analysis to be found the conclusion of each element.

4.1.1. Hymes' "S-P-E-A-K-I-N-G" Model Analysis

a. Setting and Scene

- Setting: Verona (a town in Italy).

Scene: Two great and rich families were mostly having silly quarrels and often made chaos to the town.

- Setting: The Lord Capulet's castle.

Scenes : a grand supper and a dance was held, where the crowd of courtly folk dressed in their velvets and satins, the men with jeweled sword hilts and collars, and the ladies with brilliant gems on breast and arms, and stones of price set in their bright girdles.

- Setting: Juliet's chamber

Scene: In the morning, the old nurse was about to call Juliet to dress but she was not awakened for long time so she cried out loud for help.

- Setting: Somewhere in Verona (where the tomb of Juliet was lying).

Scene: Romeo knelt beside Juliet and was drinking the poison to be with his dear wife. As Juliet awakens from her dead sleep, knowing what had happened, she too was suicide herself using the dagger of Romeo.

b. Participants

Romeo (the only son of Montagu's family), Juliet (the fair daughter of Lord Capulet), Count Paris (a man who wishes to marry Juliet), Lord Capulet (Juliet's father), Lady Capulet (Juliet's mother), Friar Lawrence (a franciscan Priest and Romeo's confidant), Prince Escalus (the Prince in charge to rule Verona at that time), The Nurse (Juliet's personal attendant and confidante), Mercutio & Benvolio (Romeo's best friends), Abram & Balthasar (Romeo's servants).

c. Ends

The story is intended to tell and amuse or entertain readers with the whole past events within as well as give a message to the readers that never be blind because of love and do not ever think to do ridiculous act to run away or refuse something, or perhaps someone's love. Because, one silly and ridiculous act we do, may have an impact to others.

d. Act Sequence

There are several actions in the story. They are:

- Lord Capulet was giving a party and grand supper at his castle.
- Romeo met Juliet for the first time in the feast and stated his love to her.
- Romeo came to Friar Lawrence, begged him to marry him to Juliet without delay and so agreed Juliet as she heard that Romeo did so.
- Tybalt and Mercutio had a fight. But sadly Mercutio was killed. Romeo heard the news and killed Tybalt back.
- Romeo was sentenced to be banished on his very wedding day.
- Juliet refused Count Paris's marriage proposal and left the castle away.
- Juliet came to Friar Lawrence and he gave her a draught to make her look as if she was dead for two days. Then, when her parents took her to church to bury her.
- The nurse came to Juliet's chamber and found her not awoken then she cried for help.
- Balthasar and Abram told the news of Juliet's death to Romeo. They didn't know that she just pretended her death.
- Heart-brokenly, Romeo bought himself a poison from an apothecary, and went straight to Juliet's tombstone to suicide himself there.
- Count Paris who was also heart-broken asked Romeo to kill him and buried his dead body next to Juliet. Romeo did as Count Paris wished to.
- Romeo drank the poison, and died beside his wife.
- Juliet woke up of her fake dead, saw what Romeo had done, and suicided herself with Romeo's dagger.

e. Key

Love, romantic, sweet, fair, dancing, anger, quarrel, gentleman, your majesties, castle, sword, knights, dreadful, death, wedding, despair, forgiveness.

f. Instrumentalities

The speech forms found in the story is that the story mostly use verbal communication. Mean, the story is told through dialogue between characters even though it is in the form of written text. The dialogues also use casual style in the text. It also provides some pictures in some essential sections of the paragraphs.

g. Norms

The story tells us how a true love conquers all and how a true love should be. But we should always see the bright and opportune side of something before deciding what to do.

h. Genre

The genre of the story is a Narrative Text in which the style is a Romance Tragedy.

4.1.2. Hymes' Speech Event Model Analysis

a. Setting and Scene

- Setting: Verona (a town in Italy).

Scene: Two great and rich families were mostly having silly quarrels and often made chaos to the town.

- Setting: The Lord Capulet's castle.

Scenes : a grand supper and a dance was held, where the crowd of courtly folk dressed in their velvets and satins, the men with jeweled sword hilts and collars, and the ladies with brilliant gems on breast and arms, and stones of price set in their bright girdles.

- Setting: Juliet's chamber

Scene: In the morning, the old nurse was about to call Juliet to dress but she was not awakened for long time so she cried out loud for help.

- Setting: Somewhere in Verona (where the tomb of Juliet was lying).

Scene: Romeo knelt beside Juliet and was drinking the poison to be with his dear wife. As Juliet awakens from her dead sleep, knowing what had happened, she too was suiciding herself using the dagger of Romeo.

b. Participants

Romeo (the only son of Montagu's family), Juliet (the fair daughter of Lord Capulet), Count Paris (a man who wishes to marry Juliet), Lord Capulet (Juliet's father), Lady Capulet (Juliet's mother), Friar Lawrence (a franciscan Priest and Romeo's confidant), Prince Escalus (the Prince in charge to rule Verona at that time), The Nurse (Juliet's personal attendant and confidante), Mercutio & Benvolio (Romeo's best friends), Abram & Balthasar (Romeo's servants).

c. Purpose

The story is intended to tell and amuse or entertain readers with the whole past events within as well as give a message to the readers that never be blind because of love and do not ever think to do ridiculous act to run away or refuse something, or

perhaps someone's love. Because, one silly and ridiculous act we do, may have an impact to others.

d. Key

Love, romantic, sweet, fair, dancing, anger, quarrel, gentleman, your majesties, castle, sword, knights, dreadful, death, wedding, despair, forgiveness.

e. Channels

The speech forms found in the story is that the story mostly use verbal communication. Mean, the story is told through dialogue between characters even though it is in the form of written text. The dialogues also use casual style in the text. It also provides some pictures in some essential sections of the paragraphs.

f. Message Content

- Lord Capulet was giving a grand supper at his castle.
- Romeo met Juliet for the first time in the feast and stated his love to her.
- Romeo came to Friar Lawrence, begged him to marry him to Juliet without delay and so agreed Juliet as she heard that Romeo did so.
- Tybalt and Mercutio had a fight. But sadly Mercutio was killed. Romeo heard the news and killed Tybalt back.
- Romeo was sentenced to be banished on his very wedding day.
- Juliet refused Count Paris's marriage proposal and left the castle away.
- Juliet came to Friar Lawrence and he gave her a draught to make her look as if she was dead for two days. Then, when her parents took her to church to bury her.
- The nurse came to Juliet's chamber and found her not awoken then she cried for help.
- Balthasar and Abram told the news of Juliet's death to Romeo. They didn't know that she just pretended her death.
- Heart-brokenly, Romeo bought himself a poison from an apothecary, and went straight to Juliet's tombstone to suicide himself there.
- Count Paris who was also heart-broken asked Romeo to kill him and buried his dead body next to Juliet. Romeo did as Count Paris wished to.
- Romeo drank the poison, and died beside his wife.
- Juliet woke up of her fake dead, saw what Romeo had done, and suicided herself with Romeo's dagger.

g. Message Form

The form or genre of the story is a Narrative Text in which the style is a Romance Tragedy.

4.2. Finding

The findings of the analysis from both theories show that there are similarities but also a slight difference in the result, as follows:

There are four settings as well as scenes within the story. Both S-P-E-A-K-I-N-G and Speech Event models show the same. They are firstly, Verona (a town in Italy)

and the scene is two great and rich families were mostly having silly quarrels and often made chaos to the town. Secondly, the setting is at the Lord Capulet's castle and the scene is a grand supper and a dance was held, where the crowd of courtly folk dressed in their velvets and satins, the men with jeweled sword hilts and collars, and the ladies with brilliant gems on breast and arms, and stones of price set in their bright girdles. Thirdly, the setting is at Juliet's chamber and the scene is in the morning, the old nurse was about to call Juliet to dress but she was not awakened for long time so she cried out loud for help. The last of the setting is somewhere in Verona (where the tomb of Juliet was lying) and the scene is Romeo knelt beside Juliet and was drinking the poison to be with his dear wife. As Juliet awoken from her dead sleep, knowing what had happened, she too was suiciding herself using the dagger of Romeo.

The participants or characters within the story are Romeo (the only son of Montagu's family), Juliet (the fair daughter of Lord Capulet), Count Paris (a man who wishes to marry Juliet), Lord Capulet (Juliet's father), Lady Capulet (Juliet's mother), Friar Lawrence (a franciscan Priest and Romeo's confidant), Prince Escalus (the Prince in charge to rule Verona at that time), The Nurse (Juliet's personal attendant and confidante), Mercutio & Benvolio (Romeo's best friends), Abram & Balthasar (Romeo's servants). Both of S-P-E-A-K-I-N-G and Speech Event models show the same result.

The story has some ends or purposes. The various ends or purpose are happened because the story content is influenced by different participant, topic, and situation. The story is intended to tell and amuse or entertain readers with the whole past events within as well as give a message to the readers that never be blind because of love and do not ever think to do ridiculous act to run away or refuse something, or perhaps someone's love. Because, one silly and ridiculous act we do, may have an impact to others.

Act sequence is related to the sequence of the events. In the speech event model, it is known as Message Content. Both of act sequence and message content discuss about the chronological event of the story. Each event has different sequence in order to the several of the topic based on the analysis; there are 13 sequences of acts within the story. The chronological events can be noticed on the finding and analysis section.

In the content of the story, there are some tone and manner that called as Key. The researcher finds the keys in the story are love, romantic, sweet, fair, dancing, anger, quarrel, gentleman, your majesties, castle, sword, knights, dreadful, death, wedding, despair, forgiveness.

Instrumentalities include both channels and forms of speech. Probably the most commonly used channel or written transmission of a message, but message can also be transmitted by such means as telegraph, semaphore, signal, code, many more, in the spoken text instrumentalities are related to both verbal and non-verbal communication. In the story, the speech forms found in the story is that the stories mostly use verbal communication. Mean, the story is told through dialogue between characters even though it is in the form of written text. The dialogues also use casual style in the text. It also provides some pictures in some essential sections of the paragraphs.

The norms existed within the story is that it tells us how a true love conquers all and how a true love should be. But we should always see the bright and opportune side of something before deciding what to do. The Speech Event model does not provide

norms, but it can be included in the message content instead. The genre of the story is a Narrative Text in which the style is a Romance Tragedy.

In conclusion of the part of the discussion is that the researcher finds all the elements of ethnography of communication from both of the Dell Hyme's S-P-E-A-K-I-N-G and Speech Events Model and makes the inferences in the use of the elements of ethnography of communication that mentioned in the part of research finding and discussion.

5. Conclusions

Based on the findings in the previous chapter in analyzing the elements of ethnography of communication, the researcher concludes that there are 4 settings and scenes, 12 participants, entertaining and amusing ends or purposes, 13 act sequences and content, 17 keys or tones, verbal and casual speech styles of instrumentatilities and channels, norms of loving people, and narrative as well as romance tragedy form of style.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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