

ABSTRACT

With the advent of Internet and the possibilities of evolutions of new patterns or styles of language, this study was conducted to analyse the structure of language along with its contextual use in a particular group of netizens with regard to the Hindu matrimonial context. Focus was on descriptive texts displayed for public view via online matrimonial sites. For this purpose, the data comprising of 240 samples of digital transcripts produced by the netizens participating in the matrimonial sites are extracted, processed and analysed accordingly. The experimental groups consist of both the genders categorised into three different age groups, namely age groups 20 to 29, 30 to 39, and 40 – 49 years old with 40 samples per category (20 per gender). The methods of Structural Linguistics and Sociolinguistic Analysis were applied on the processed data whereby an in-depth analysis was done to identify the structures contained in terms of lexical items, key vocabulary and culture-bound forms, and how these correlate with the contextual use in concern. Discourse analysis was done and the elaborate findings are presented in Chapter 4: Data Analysis in the Report. Data analysis showed that there is an acceptable level of cohesion in the sentences (and phrases) with regard to structure and lexically cohesive group of words, and the texts are usually comprehensible, even with incomplete sentences. This has therefore resulted in more coherent discourses which depict various linguistic and non-linguistic features with an inclination towards the socio-cultural significance of the texts. Also, there is a remarkable use of descriptive adjectives which adds on to the coherency of the discourse. Besides, the discourse appears very much appealing with these adjectives and the culture-bound forms especially. The fact that the netizens who produced the discourses are all Hindus is evident through the use of culture-bound forms and there seems to be an overt expression of cultural values by the male writers when compared with their female

counterparts. Other than this, there was no other observable distinctness between both the genders and different age groups. Most of the discourses appeared to have a biographical-cum-socio-cultural nature, with a minor count on that which portrayed family emphasis, occupation emphasis and culture emphasis. As a conclusion, the aims of the study have been achieved, and based on the findings, we can say that the netizens (all with a common goal – that is, to identify a suitable marriage alliance by digital means) produced discourses that are structurally quite common between one another, and are coherent in terms of contextual meanings with regard to the Hindu matrimonial context, that too online.

ABSTRAK

Dengan kemunculan Internet, terdapat kemungkinan untuk berlakunya evolusi dalam gaya penulisan atau gaya bahasa yang baharu. Berdasarkan kenyataan ini, suatu kajian telah dijalankan di mana struktur bahasa serta penggunaannya oleh sekumpulan netizen dalam konteks perkahwinan kaum Hindu dalam talian telah dianalisis. Fokus diberi terhadap teks deskriptif yang dipaparkan untuk tatapan umum melalui laman-laman web perkahwinan Hindu. Data yang digunakan untuk kajian ini terdiri daripada 240 sampel transkrip digital (wacana) yang dihasilkan oleh netizen-netizen yang menjadi ahli dalam laman-laman perkahwinan tersebut. Transkrip-transkrip itu diekstrak, diproses dan dianalisis menggunakan kaedah-kaedah linguistik struktural dan analisis sosiolinguistik. Kumpulan-kumpulan eksperimen dibahagikan mengikut jantina dan usia. Terdapat tiga kumpulan usia yang berbeza, iaitu 20 hingga 29 tahun, 30 hingga 39 tahun, dan 40 hingga 49 tahun dengan 40 sampel dalam setiap kumpulan, iaitu 20 sampel daripada netizen lelaki dan 20 lagi daripada netizen wanita. Analisis secara terperinci dilakukan untuk mengenal pasti struktur yang terkandung dalam wacana-wacana tersebut berasaskan komponen-komponen leksikal, kosa kata penting dan perkataan (atau frasa) yang berkaitan dengan budaya serta bagaimana komponen-komponen tersebut berhubung kait dengan penggunaan dalam konteks. Analisis wacana juga telah dilakukan dan keputusan terperinci ditunjukkan dalam Bab 4: Analisis Data. Keputusan analisis pada amnya menunjukkan bahawa terdapat unsur-unsur kepaduan (cohesion) pada tahap yang boleh diterima dalam ayat (dan frasa) yang berdasarkan struktur dan perkataan-perkataan yang memiliki ciri-ciri kepaduan secara leksikal. Teks dalam wacana dapat difahami walaupun terdapat ayat-ayat yang tidak lengkap dalam wacana-wacana tersebut. Ini sekaligus menjadikan wacana-wacana yang berkaitan lebih koheren dengan penggambaran pelbagai ciri-ciri linguistik dan bukan linguistik yang lebih

cenderung terhadap kepentingan dari segi sosiobudaya. Selain itu, penggunaan adjektif yang ketara dalam wacana-wacana juga menyumbang kepada unsur-unsur kekoherenan (coherency). Penggunaan perkataan-perkataan (dan frasa) yang menampilkan ciri-ciri kebudayaan kaum India membuktikan bahawa wacana-wacana tersebut ditulis oleh netizen beragama Hindu. Ekspresi yang memperlihatkan ciri-ciri kebudayaan ini lebih jelas pada frasa-frasa yang ditulis oleh penulis lelaki berbanding penulis wanita. Selain pemerhatian ini, tiada lagi perbezaan ketara yang diperhatikan di antara gaya penulisan berdasarkan jantina dan kategori-kategori usia yang berlainan. Sebahagian besar wacana kelihatan seperti memiliki sifat biografi merangkap sosiobudaya, dengan sejumlah kecil yang juga memberi penekanan kepada hal-hal yang berkaitan dengan keluarga, pekerjaan dan budaya. Pada amnya, objektif kajian telah dicapai, dan berdasarkan keputusan yang diperoleh kesimpulan boleh dibuat bahawa netizen-netizen yang berkaitan (di mana matlamat mereka hanya satu - iaitu, untuk mengenal pasti jodoh yang paling secocok menggunakan teknologi digital) telah menghasilkan wacana-wacana yang setara antara satu sama lain dari segi struktur bahasa dan penggunaannya. Wacana-wacana yang dihasilkan juga memiliki ciri-ciri koheren dalam konteks perkahwinan kaum Hindu, dalam talian.

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