

# Analysis of Register Used in Reader's Digest Magazine's Food Columns

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## ABSTRACT

This research is qualitative applying content analysis. The objectives of this research are to describe the types of register, and to describe the meanings of register based on the Reader's Digest magazine's food columns. The source of the data in this research was the food columns in Reader's Digest magazines. Technique of data collection was carried out by reading and taking note. The main instrument of this research was the researcher herself while the secondary instruments were data sheets. The trustworthiness of the data analysis was achieved with the employment triangulation technique. The research findings show 138 register items. The results reveal that the forms of register found in this research are the oratorical frozen register (12.3%), the deliberative/formal register (60.2%), the consultative register (11.6%), the casual register (12.3%), and the intimate register (3.6%). Of the five types of register, the deliberative/formal register ranks first. This means that the writer honors the reader beside the intimacy between them.

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## 1. INTRODUCTION

Finding new information is needed by people. One of ways to get the information is by reading. Reading is not just looking at words and spelling of a written text and it is not just following the letters carefully line by line of the text, but more than that, reading is done to understand a written text. To understand a written text, one should be able to extract the required information from the text as efficiently as possible. However, reading always has a purpose. It is something that readers do every day, and it is an integral part of their daily lives, taken very much for granted and generally assumed to be something that everyone can do.

The reason for reading depends very much on the purpose for reading. Reading can have three main purposes, namely for survival, for learning, and for pleasure. Reading for survival is considered to be in response to the readers' environment, to find out information and can include street signs, advertising, and timetables. It depends very much on the day-to-day needs of the reader and often involves an immediate response to a situation. In contrast, reading for learning is considered to be the type of reading done in the classroom and is goal oriented, while reading for pleasure is something that does not have to be done.

People like reading for pleasure. It gives them news in their free time. They usually read magazines, novels, short stories and some other books that give them pleasure. A

magazine is a periodical that usually contains a miscellaneous collection of articles, stories, poems, and pictures and is directed at the general reading public. The publisher tries to present the material to be interesting in order to be able to appeal the target reader. All of the material should be presented in an attractive way, including the articles. They are the reasons why people choose magazine for pleasure reading.

One of an interesting English magazine is Readers' Digest. Reader's Digest is an international magazine. It is published monthly by Reader's Digest Association. Inc. In Asia, Reader's Digest is published monthly by Reader's Digest Pte. Ltd. The editorial content of Readers' Digest magazine consist of stories, entertainment, quizzes, advertisement, article on health, pets, romance, and health. There are always present food column and some recipes in each issue.

The language that is used in column texts varies. The language of columns uses informal and conversational language rather than formal language. It is understood because the function of columns is to give suggestion to readers. In order to be understandable, the language should be familiar to the people. Besides, a conversational language is used to create warmth and intimate situation.

According to the language that used in magazines, columnist usually use uncommon words or phrases. The words or phrases are used by some group of people. The articles are written in specific language variation. Language varies according to its uses as well as its users, according to where it is used and to whom, as well as according to who is using it. It is distinguished in pronunciation, grammar or word choice within language (Holmes, 2001).

Language variations are associated with discourse activities in which they play an important role in ego boosting as impact from the everyday speech activities of a social group. Register is another complicated factor in any study of language varieties. Registers are sets of language items associated with discrete occupation or social groups (Wardhough, 1986: 48).

In line with the interesting details which occur in Reader's Digest magazine, so the writer has made limitation. Firstly, the focus of this study is only the food columns in Reader's Digest magazine which is published from January to November 2007. Secondly, this study is focused merely on the register used in those food columns. The objectives of this research are to describe the types of register, and to describe the meanings of register based on the Reader's Digest magazine's food columns.

## **2. LITERATURE REVIEW**

### **2.1 Register**

Holmes (2001) defines register as an occupational style. She explains that register describes the language of a group of people with common interests or jobs, or the language used in situations associated with such groups. The language of surgeons, bank, managers, sales clerks, jazz fans, and pimps could all be considered as examples of different register.

The term register is widely used in sociolinguistics to refer to 'varieties according to use'. In contrast with dialects, defined as 'variety according to user' (Hudson, 1980: 48). The distinction is needed because the same person may use very different linguistic items to express more or less the same meaning, or different occasions and the concept or dialect

cannot reasonably be extended to include such variation or in a simple way. It can be said that a person's dialect shows who (or why) he/she is, whilst a person's register shows what you are doing.

Register is a style of speech associated with a particular social occasion (Chaika, 1982: 38). Thus, it is also called as a functional variety of speech. Moreover, Halliday (1985:41) states that register is what a person is speaking at that time, depending on what he/she is doing, and the nature of the activity in which the language is functioning. Hence, Hudson (1980: 49) states that one's register shows what a person is doing. Register is a concept of situation: a concept of the kind of variation in language that goes with variation in the context of situation (Halliday in Halliday and Hassan, 1980:38).

Bolinger (1980) defines that a register is a variety that is not typically identified with any particular speech community, but tied to the communicative occasion. Everyone is conscious of the appropriateness or the lack of it, between languages on the one hand and occasion, audience or channel on the other. They also classify the register into three groups. They are (1) oratorical frozen register, (2) deliberative or formal register, and (3) consultative register. For convenience, one may divide the up and down continuum of formality and familiarity in two levels. Finch (2000: 235) adds two more classifications of registers. They are: (1) Casual register and (2) intimate register.

Wesche (in Munandar, 2019) identifies two types of registers that can enhance input comprehensibility. The first is a typical utterance expressed by a native speaker (NS) to non-native speaker (NNS), in which is known as "Foreigner Talk" (FT). He defines FT as a "simplified" speech used by a native speaker with a non-native speaker who lacks full understanding of the target language. FT helps learners to understand the utterances. FT is distinguished by systematic speech modification resulting in sentence structure and vocabulary simplification, clearer articulation, and modified discourse (Hatch in Boulima, 1999).

## 2.2 Reader's Digest Magazines

Hornby (1995: 706) explains that a magazine is a type of a large thin book with a paper cover, containing stories, pictures, etc., and it is issued usually every week or every month. The paper stock is of finer quality than newspaper stock and permits clear, crisp, black and white production and excellent colour reproduction.

Reader's Digest is an international magazine. It is published monthly by Reader's Digest Association, Inc. In Asia, Reader's Digest is published monthly by Reader's Digest Pte. Ltd. The target readers of the Reader's Digest magazines are everyone in all occupational especially who speak English. According to Mediamark Research, Reader's Digest reaches more readers with household incomes of \$100,000+ than Fortune, The Wall Street Journal, Business Week and Inc. combined. The global edition of Reader's Digest reaches an additional 40 million people in more than 70 countries, with 50 editions in 21 languages.

Over the past 70 years, the company has published versions in various languages in different countries, and for different regions, and for people around the world. Usually these started out as mere translations of the American version of the magazine, but over time the international editions often became unique, providing local material more germane for local readers ([www. Reader's Digest Magazines. Com](http://www.Reader'sDigestMagazines.Com)).

The editorial content of this magazine consist of stories, entertainment, quizzes, advertisement, article on health, pets, romance, health and many more. The publisher tries to present the material to be interesting in order to be able to appeal to the target reader. All of the material should be presented in an attractive way, including the articles. There are always food column and some recipe in each issue.

### **3. RESEARCH METHODOLOGY**

This research study was classified as descriptive qualitative research, since this research refers to an investigation with the purpose to describe current condition; register in Reader's Digest magazine's food columns. Considering that this study employed a descriptive qualitative method, it used the researcher as the key instrument (Creswell, 2003: 200). The researcher acted as the planner, data collector, analyst, and finally the reporter of the research findings.

The source of data in this study is the Reader's Digest magazines published from January to November 2007 because this magazine is considered as one of the most popular English magazines in Indonesia. The types of column texts used in this study are products and food recipes.

In analyzing the data, this research used an inductive analysis as one of the characteristics of descriptive research (Ary, et.al, 2010:486). The collected data were identified, categorized and analyzed on the basis of the knowledge of the researcher. The data were described systematically to increase understanding of them and to present what has been discovered t others (Wahyuningsih, 2018). In detail, the steps of data analysis are as follows:

- a. Identification. Here the researcher identified the data by determining the kinds of register.
- b. Categorization. Here the researcher classified the data into certain categories according to their kinds of register (grouping the data cards).
- c. Counting. In this step the frequencies of data finding were counted.
- d. Analysis. Here the data were analyzed accurately by describing them based on their kinds of language style.

Triangulation was used to test the validity of the research data. Triangulation is the combination of the sources and methodologies in cross-validation of the phenomena (Sugiyono, 2010:372). The determination of the validity of the research data was done by comparing observational data with interview data and by using a related data triangulation. The validation of the research has also been conducted by discussing and analyzing the data with people considered knowledgeable and competent.

### **4. FINDINGS**

A food column has its own register and it refers to the technical terms which are created for certain functions. These are some findings related to the use of register in food columns. The use of register in food columns is important to make communication easy to grasp. In other words, it is used to understand the information in food columns efficiently. In reference to the data analysis conducted by the researcher, there are 138 items which are classified as register in Reader's Digest magazine's food columns issued from January to

November 2007. Those data reveal five classifications; oratorical frozen register, deliberative or formal register, consultative register, casual register and intimate register.

Table 1. The frequency of occurrences of forms of register in Reader's Digest magazine's food columns

No	Form of register	Frequency	Percentage
1.	The oratorical frozen register	17	12.3%
2.	The deliberative or formal register	83	60.2%
3.	The consultative register	16	11.6%
4.	The casual register	17	12.3%
5.	The intimate register	5	3.6%
Total		138	100%

The table above shows the total frequency of the occurrence of register Reader's Digest magazine's food columns, the most prominent form is the deliberative or formal register with the occurrences of 83 (60.2%), followed by the oratorical frozen register and the casual register (17 or 12.3%). The consultative register covers 16 (11.6%). The intimate register is the less prominent forms, they cover 5 (3.6%).

## 5. DISCUSSION

Based on the data, there are 17 registers classified as the oratorical frozen register. This register usually contains literary, religious, and legal works, which are fixed in expression e.g. scriptures, treaties, initiations, wedding/funeral services. The prominent features, which become the characteristics of this style, are the sentence structures which are often archaic, the use of archaic vocabulary which is frequently Latinized. This register is a sophisticated style that used by professionals. OFR is the code of the oratorical frozen register.

(1) Datum 25/ OFR/ February 2007/ sodium benzoates

Sodium benzoate, is used as a preservative in margarine, pickles, jams soft drinks and fruit juice (Reader's Digest, February: 139).

(2) Datum 26/ OFR/ February 2007/ benzoic acid

Benzoic acid is found in flavourings such as chocolate added be beverages and sweets (Reader's Digest, February: 139).

(3) Datum 28/ OFR/ February 2007/ benzoates

Benzoates is a preservative in margarine, pickles, jams soft drinks and fruit juice and flavourings such as chocolate (Reader's Digest, February: 139).

From the example above, the underlying words used the origin name of archaic. The writer serves the original form of preservative names. It means that the writer brings the reader to the professional discussion.

Next, the deliberative or formal register covers 83 registers or 60.2%. The deliberative or formal register is the most prominent form. DFR is the code of the deliberative/formal register. This register aimed at any large listeners. It must be very cohesive, to make up for the distance between the writer and the reader. The problem presents the examples of the deliberative/formal register.

(1) Datum 93/ DFR/ June 2007/sushi

Going to sushi restaurant needn't be daunting.

Sushi is Japanese dish consisting of small cakes of cold rice, especially with pieces of raw fish.

Everyone knows sushi is a kind of Japanese food, although they did not know the table manner in 'sushi' restaurant. That shows how sushi makes distance between the writer and the reader.

(2) Datum 68/ DFR/ April 2007/ hormone

People who drank normal black tea distressed more quickly and had lower or cortisol (a stress hormone) in their blood after harrowing event.

Hormone is a substance produced within the body and carried by the blood to an organ which is stimulates to assist growth, etc.

(3) Datum 103/ DFR/ June 2007/ enzyme

Harvard researchers have found that resveratrol also switches on an enzyme that slows ageing.

Enzyme is a chemical substance that occurs naturally in living creatures and assists in performing chemical changes, for example in processing food in the stomach, without being changed itself.

Above are the examples of The Deliberative/Formal Register. This register is informative. Every sentence of each article mostly conveys the information that the writer wanted to deliver. Reader Digest's Magazine's food Columns has the features of The Deliberative/Formal Register, because the most prominent form belongs to this form.

The consultative register covers 16 registers or about 11.6%. CR is the code of the consultative register. The consultative register is a public mode. It is used for conversing with strangers and small group discussions. The consultative register is a two-way participation and the background information is provided. It is typically a dialog, at the level where the words still have to be chosen carefully. Here are some examples:

(1) Datum 55/ CR / March 2007/ cork

You can ask for a cork so you can take your unfinished wine home, or a doggy bag for uneaten food.

Cork is a small round object made of cork plastic, used for closing bottles especially wine bottles.

(2) Datum 56/ CR/ March 2007/ doggy bag

You can ask for a cork so you can take your unfinished wine home, or a doggy bag for uneaten food.

Doggy bag is a bag used to keep uneaten food in restaurant and brings it home.

(3) Datum 117/ CR/ August 2007/ lethargic

If we don't eat something first thing in the morning then we don't get the metabolic boost our body needs and we can feel tired and lethargic and find it hard to concentrate.

Lethargic is an extreme lack of energy or enthusiasm for doing anything.

Those three sentences show a two-way participation and friendly intonation. Below are the examples of the consultative register which is a public mode. It is used for conversing with strangers and small group discussions.

(4) Datum 104/ CR/ June 2007/ histamine

Researcher at the Vienna Allergy Clinic tested the role of histamine in 28 patients with a history of red wine intolerance.

Histamine is a chemical compound that is present in the body and can cause usually unpleasant reactions in certain people.

(5) Datum 107/ CR/ June 2007/ tannins

The tartaric acid in red wine can wear away tooth enamel and red wine's tannins may also cause staining.

Tannin is astringent, bitter plant polyphenols that either bind and shrink protein.

(6) Datum 136/ CR/ November 2007/ aligot

Many dishes come in threes, such as 'Le Saint-Pierre'- a filled of john dory pan-fried in spicy butter; spinach cream 'aligot' and filled of haddock, and chopped rocked salad.

Aligot is a spinach cream (Reader's Digest, November, 137).

The distance between writer and reader is show from the word *histamine*, *tannin* and *aligot*. Although the writer serves it in the casual situation, those words still a new word for some people.

After that, there are 17 items or 12.3% register that belong to The Casual Register. CASR is the code of the casual register. In the casual register the writer may be elliptical language and use slang. Familiarity is presupposed or established as exemplified bellow:

(1) Datum 76/May2007:

If you're lucky enough to have a bottle of bubbly left over from Christmas, don't save it for too long.

The word 'bubbly' refers to the alcohol which is drunk in the Christmas time. The writer did not write the name of the drink, but he/she called it bubbly. From the sentence above, it means that both the writer and the reader have the same perception about what they drink in Christmas time.

Another example can be found in the datum 10/ January 2007. This sentence has a feature of casual register, that is, semantically empty words:

(2) Datum 10/ CASR/ January 2007/ plate envy

Sudi Pigott, *author of How to Be a Better Foodie*, believes the trend has occurred because dinners are sick of plate envy and restaurants know one bad choice often prevent a return visit.

Plate envy is a jealousy because there are different compositions in one plate than the others.

The last is the less prominent form of register that is the intimate register. IR is the code of the intimate register. In the intimate register the writer may take ellipsis to its ultimate degree. It is used between people who know each other very well, such as lovers, members of an athletic team, and so on. In the intimate register, intonation is more important than wording or grammar, including some features such as non-verbal communication (shrugs, groans, raising eyebrow), private vocabulary, sometimes exaggerated and also dialect broader. From 138 registers, there are 5 items or 3,6% which belong to The Intimate Register.

(1) Datum 9/ IR/ January 2007/ foodie

Sudi Pigott, *author of How to Be a Better Foodie*, believes the trend has occurred because dinners are sick of plate envy and restaurants know one bad choice often prevent a return visit.

Foodie is containing a lot of food.

- (2) Datum 108/ IR/ July 2007/ fruity

Add chunks of persimmons to a curry to give a fruity flavour.

Fruity means like fruit in smell or taste, containing a lot of fruit.

- (3) Datum 127/ IR/ September 2007/ fatty

To cut calories, replace a fatty dressing.

Fatty is containing a lot of fat.

- (4) Datum 132/ IR/ October 2007/ creamy

This South American fruit has a creamy white pulp.

Creamy is thick and smooth like cream, or containing a lot of cream.

- (5) Datum 138/ IR/ November 2007/ puree

While I was cooking dinner and pureeing butternut squash for the baby, I had the crazy notion to stir a little of the puree into the macaroni and cheese I was making.

Puree is food in the form of thick liquid made by crushing fruit or cooked vegetables in a small amount of water.

This is in small possibilities that the writer and the reader know each other. The writer used this kind of register to get closer with the reader, so that the reader trust the writer's advanced easily. The sentences above are taken from the sharing section. The word *foodie*, *fruity*, *fatty*, *creamy* and *puree* are used to get the intimacy between the writer and the reader.

## 6. CONCLUSION

Dealing with the previous explanation of the register used in Reader's Digest magazine's food columns, it can be concluded some points of the following. There are five types of registers. They are oratorical frozen register, deliberative or formal register, consultative register, casual register and intimate register.

The total number of register items is 138 register items. Of the five types of register, the most prominent form is the deliberative or formal register (83 or 60.2%), followed by the oratorical frozen register (17 or 12.3%), the casual register (17 or 12.3%), and the consultative register (16 or 11.6%). The intimate register is least prominent form with only 5 or 3.6% items. This means that the writer honors the reader beside the intimacy between them.

The meanings of registers are interpreted with the use of the reference to explain the meaning of register. Most registers can be interpreted by their references as they exist in the world while the rest can be interpreted.

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