

## **WHAT THE MASS MEDIA REVEALS ABOUT INTRA-SPEAKER VARIATION: THE CASE OF JAVA**

Full presentation  
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There is a shift underway in East Java from the local language, Javanese, to the national language, Indonesian. This talk explores how local mass media outlets negotiate this shift and what this reveals about stylistic variation within the wider community. Under review are the attitudes influencing the language choices of three local radio stations and the perception of those choices by targeted audiences. Semi-structured interviews were conducted with both the designers of language (program directors and D.J.s) and the intended recipients of this language (the targeted audiences). Interviews were stimulated using extracts of radio broadcasts representing each of the three Indonesian varieties used by these stations. The results reveal that private radio stations do not broadcast in the government-prescribed variety of Indonesian because they feel that their audiences will find it 'stiff', 'boring' and lacking the 'spice' necessary for interactive radio. Targeted audiences confirm that this is the case. Consequently, radio stations targeting older audiences or delivering news content aim to mirror the more formal aspect of their audience's Indonesian repertoire. Radio stations targeting younger listeners either aim to mirror the informal aspect of their audience's Indonesian repertoire or use the supra-local Jakarta variety of Indonesian to invoke the modern sophistication of the capital city. This talk first discusses these results in light of what they reveal about the local stylistic repertoire. It closes by discussing how these results suggest a rethink of Bell's (1991) theory of Audience Design's application in the mass media.

Bell, A. (1991). *The Language of News Media*. Oxford and Cambridge, MA: Blackwell.

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