Form And Meaning Of English Jargon In Andrew Kramer's Keynote Speech At After Effect World Conference 2014

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Abstrak

Ada banyak istilah dalam bahasa Inggris yang muncul dalam sepuluh tahun terakhir ini. Hal ini tidak dapat dipisahkan dari kontribusi hobi atau profesi tertentu. Hobi dan profesi tersebut dengan cepatnya memproduksi jargon untuk menamai konsep-konsep baru dalam bidangnya. Penelitian ini bertujuan untuk mengetahui proses pembentukan kata apa saja yang berkontribusi dalam pembentukan jargon, dan menjelaskan makna istilah berdasarkan konteksnya. Jenis-jenis proses pembentukan kata dikelompokkan berdasarkan teori dari Yule (2006), sedangkan teori dari Louw (1991) digunakan dalam menemukan makna-makna dari jargon. Hasil penelitian menunjukkan bahwa ada 107 jargon ditemukan. Dalam penelitian ini juga ditemukan ada 8 proses pembentukan kata yang berkontribusi dalam pembentukan jargon, sedangkan makna kontekstual jargon dalam penelitian ini cenderung lebih spesifik bahkan berbeda dari makna leksikalnya.

Kata Kunci: jargon, komputer, pembuatan film

1. Background

We live in the time where we can *email* people anywhere and anytime. We need to stay *online* to be able to watch *Youtube*. Sometimes, we decide to *uninstall* a program in our computer to remove them, and even casual computer users use impressive lexicon of new technical terms like *software, digital* and *gigabyte.* Yet, none of those terms existed a few years ago, at least before the invention of computer.

New terms emerged rapidly in the last ten years and it cannot be separated from the contribution of certain hobby or profession. Those hobbies and professions quickly develop jargon to name a concept that people need to talk about. Akmajian (2001:302) states that jargon is special or technical vocabulary that evolves to meet the particular needs of the profession. Since a new jargon emerges whenever there is an invention of technique or technology in certain field, it makes jargon as one of the most productive language variety.

In the other side, there is nothing new in the creation of most jargon that exists today. Some jargon sound familiar since it was adopted from familiar terms and gone through certain formation process, forming a new term. However their meaning could be slightly or completely different. Therefore, it is a good idea to find the formation process that contributes in the creation of jargon and its meaning based on the context where it is being used.

This study is very important since it reveals the process of jargon creation used in computing and filmmaking. It will be useful for those who like to learn about it, especially for students. As for teachers, this research is expected to add a new teaching material.

2. Problems of the Study

a) What are the word formation processes found in jargon used in Andrew Kramer's keynote speech at After Effect World Conference 2014?

b) What is the meaning of the jargon found in Andrew Kramer's keynote speech at After Effect World Conference 2014?

3. Aims of the Study

The aims of this study are to find out the formation process found in jargon used in Andrew Kramer's keynote speech at After Effect World Conference 2014 and to find out the meaning of jargon found in Andrew Kramer's keynote speech at After Effect World Conference 2014.

4. Material and Methods
4.1 Material

The data that support this writing was taken from youtube.com, in form of video by videocopilot.net entitled "AE WORLD Andrew Kramer Keynote Speech (FULL)". The AE World Conference itself was held on 2014 in Seattle, US. There were many jargon that was used referring to some acts, things, or conditions in computing and filmmaking. Most of those terms are well known by common people, since it use common English terms, but some of those are unknown.

4.2 Methods

The method used in collecting the data in this research is documentation method. The data of this study was collected through some steps as follows; first in order to identify jargon in this study, observation in language used by Andrew Kramer in the keynote speech video at AE Conference 2014 is need to be done. Then, the next step is transcribing the speech by Andrew Kramer in his keynote speech video at AE Conference 2014, therefore the data were available in the written form.

The method used in data analysis in this research is descriptive qualitative method. In doing this analysis, the data were processed through the procedures as follows, started by extracting jargon in collected data, which in form of transcription. After the data was collected, it was analyzed based on the theory of word formation proposed by Yule (2006) in order to know what formation processes are contributing in the creation of those terms. Then, in order to discover its meaning, it was analyzed by the theory proposed by Louw (1991) to find out its meaning in context and its comparison with their lexical meaning if it possible.

Yule (2006) states that there are some words formations, there are: coinage, borrowing, compounding, clipping, back formation, conversion, acronym, derivation, and blending. According to Louw (1991:137), there are two distinct meaning in proper semantic analysis, they are: lexical meaning and contextual meaning.

5. Results and Discussion

5.1 The Process of Word Formation

5.1.1 Coinage

One of the least common processes of word formation in English is coinage, that is, the invention of totally new terms.

(5-1) …looking at someone's <u>Tumblr</u> pictures…

It may be that there is an obscure technical origin of this invented term, for instance it derives from the term "tumblelogs". However, it still can be considered as coinage because of there is no regulation in forming the term itself.

5.1.2 Borrowing

One of the most common sources of new words in English is the process simply labeled borrowing, that is, the taking over of words from other language

(5-2) Montage

The word montage is a word from French that means "mounting"

5.1.3 Compounding

Compounding is a joining of two or more separate words to produce a single form. Compounds may be written as one word (closed form), as a hyphenated word (hyphenated form), or as two words (open form).

(5-3) Closed form compounding: Hyper+Card --> **Hypercard**

(5-4) Hyphenated form compounding: Built+in --> **Built-in**

(5-5) Open form compounding: After+Effect --> **After Effect**

5.1.4 Clipping

This occurs when a word of more than one syllable is reduced to a shorter form, often in casual speech. Clipping means cutting off the beginning or the end of a word, or both, leaving a part to stand for the whole

(5-6) Composition --> **Comp**

The term *comp* is considered as clipping because it is a shorthand of composition

(5-7) Panorama --> **Pan**

The term *pan* is considered as clipping because it is a shorthand of panorama

(5-8) Moving Pictures --> **Movie**

The term *movie,* according to Yule (2006:55) is considered as special type of clipping known as hypocorism clipping, which is done by reducing the term moving pictures into one syllable "mov", then –y or –ie is added to the end (movie)

5.1.5 Backformation

A very specialized type of reduction process is known as backformation. Typically, a word of one type (usually a noun) reduced to form another word of a different type (usually a verb).

(5-9) Emulation --> **Emulate**

The term *emulate* is a verb that derives from the noun *emulation*. The word emulation first came into use around 1550s and then verb *emulate* was created from it around 1580s.

5.1.6 Conversion

Conversion is a change in the function of a word, as for example, when a noun comes to be used as a verb (without any reduction).

(5-10) …go out and <u>film</u> something…

The term film originally is a noun denotes a series of moving pictures that tells a story. However here it is used as a verb that denotes an act of recording a video.

5.1.7 Acronym

Acronyms is the process whereby a word is formed from the initials or beginning segments of a succession of words.

(5-11) …like the <u>MIDI</u> guys in the back…

The term MIDI stands for Musical Instrument Digital Interface

5.1.8 Derivation

Derivation is the forming of new words by combining derivational affixes or bound bases with existing words. Derivation is achieved by adding affixes; there are prefix, suffix, and infix.

(5-12) Beyond <u>digital</u>

Digital is formed by adding derivational suffix –al into existing noun *digit*, which denotes any of the numeral from 0 to 9. This term is an adjective that literary means something to do or related to those number.

5.2 The Meaning of Jargon

According to Louw (1991:137), there are 2 different kind of meaning, they are; lexical meaning and contextual meaning. Lexical meaning is the meaning that is what the word itself, on its own, contributes to the understanding to an utterance, while contextual meaning is what features of meaning derives from the context, enable one to define the event precisely by adding particular context features. The comparison of both kind of meaning in this study can be seen as follows:

(5-13) …I'm learning <u>3D</u>

Table 1: Jargon 3D

Lexical Meaning	Contextual Meaning
Quality of appearing to have three dimensions	Emulated three dimensional object (not real three dimensional object)

3D is a quality of appearing to have three dimensions, like any object in the real world. However, in computing, what is meant by 3D object is not the same with the real world. When we try to touch what is 3D in computing, it would feel flat just like 2 dimensional object. That happens because we are touching a flat lcd panel that displays those 3D-like images.

(5-14)…I can't find a higher <u>resolution</u>, I'm sorry

Table 2: Jargon Resolution

Lexical Meaning	Contextual Meaning
Act of solving a problem	A degree of sharpness of displayed or printed image

In common usage, the term resolution means the act of solving or settling a problem, disagreement, etc., and apparently this term has existed long before the computer was invented. However, the term was later adopted in computing to describe the degree of sharpness of a displayed or printed image. As we can see, this term has completely different meaning with its lexical meaning.

(5-15) …Youtube videos, not the greatest <u>effect</u> I've seen..

Table 3: Jargon Effect

Lexical Meaning	Contextual Meaning
A change that something causes in something	Illusion or tricks of the eye used in the film, television, etc., to simulate the imagined event in a story

The term effect generally means a change that something causes in something else. However, in this context, *effect* or *special effect* or simply *SFX* is the illusions or tricks of the eye used in the film, television, theatre, video game, and simulator industries to simulate the imagined events in a story or virtual world. Therefore it can be concluded that the term *effect* has different meaning in this context.

6. Conclusion

It can be concluded that there are eight word formation processes found in the formation of jargon in this study, they are coinage, borrowing, compounding, clipping, back formation, conversion, acronym, and derivation. The entire word formation

processes excluding blending were found in every jargon in this study. However, the term that is resulted by blending only found in the word *bit* in hyphenated-compounding *4-bit*.

There are also two kinds of meaning found in those jargon, they are lexical and contextual meaning. Based on the comparison of these meanings, it is found that contextual meaning is usually have more specific sense, even completely different meaning from its lexical meaning.

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