

HETEROGLOSSIA IN SOPHIE KINSELLA'S *THE UNDOMESTIC GODDESS*

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ABSTRACT

This study reveals the differentiated languages or heteroglossia in popular novel entitled *The Undomestic Goddess*. Heteroglossia is a terminology which Mikhail Bakhtin introduced in his essay *Discourse in the Novel*. Novel is an arena where the contestation of ideologies take place. It contests from the social interaction among the characters of a novel. *The Undomestic Goddess* tells about a young female lawyer who gets fired from the law firm because she makes a huge mistake, then because of the mistake she becomes a house-keeper. Heteroglossia is applied in this novel known from the utterances used by the characters and narrator of the novel. From heteroglossia or differentiated languages emanate ideologies. This study focuses on the contestation of the two opposite ideologies; patriarchy and feminism. It identifies utterances and categorizes them. It also needs interpretation to elucidate the ideologies found in the utterances. Patriarchal ideology which has put male as a dominant force is not only believed by the male characters, but the female characters also practise them. The opposite ideology, feminism shows that the female character tries to break the social construction that brings female as an important other and often gets discrimination in the binary opposition between male and female. This novel depicts the social problem people experience although they live in this modern era when digital technology cannot be separated from their lives and females can achieve high-education and do career, the patriarchal ideology still works in the society.

Keywords: heteroglossia, patriarchy, feminism, ideological contestation, *The Undomestic Goddess*

1. Introduction

Literary work is an imaginative writing which uses language as the main mean to deliver ideas. Ideas formulated express what the writers think and feel about. Ideas come from the society when and where the writers live in. It will influence the writings. In the works (writings) can be found social influence including norms, beliefs and ways of live depicted in the work. It is a proof that literature cannot be separated from society.

Literature is the reflection of social and political problems or moreover they can influence reciprocally. The writers write stories based on social problems in society or the society adopts what people see in literary work. Some works that show social problem are written by Charles Dickens such as *Great Expectation* (1861) describing the personal growth and development of an orphan, *Oliver Twist* (1846) describing child labors, and *Pickwick Papers* (1837) describing the life of club members named Pickwick Club of London. Charles Dickens' works are categorized as canon literature. There also other writers included as canon literature writers for example Thomas Hardy and George Eliot.

One of literary works which describes social and phenomenon problem is novel. Novel that brings the readers to the condition which depicts reality is defined as a length fictional narrative in prose dealing with characters, incidents, and setting that imitate those found in real life. Besides that, novel is also divided into two kinds according the content and composition; canon novel (as mentioned before) and popular novel. From the name, canon novel means a literary work that is novel, which is composed in good writing from the language, and good moral values known from the content (story). Sometimes, it is written by order to make propaganda from one

powered force. On the other hand, popular novel as known as popular fiction is created using daily languages which common people use and it is about what happens in society.

Popular fiction exposes social life which is known and close to the readers. It is one of the reasons why they are called popular fiction. People tend to like what imitates to their close things. Then, the languages used reflect what they use in daily life; sometimes they speak in good manner, and sometimes in bad manner. Popular fictions without doubt use it. From the languages written in the text reflect ideologies believed by the characters. Popular fiction emerged in the 19th century. Today, people can find the fiction which give profit as industry as Stephenie Meyer gets as a young-adult fiction writer and film producer of a well-known vampire romance series *Twilight*. John Grisham and Sandra Brown are also popular with their popular fiction sold in bookstores.

In novel, readers may find other literary genres such as poetry and drama in it. The authors also cite other text genres for example sermon and letter. Virginia Woolf stated that novel is the most pliable of all forms.

Heteroglossia can be meant as differentiated speech which we often find in daily speech. It enters into literary text that is novel. Heteroglossia can be found in word and utterances in novels. They will have multi-meaning, they change depend on the context delivered. Heteroglossia results from dialogue and context. Novel is the most appropriate object of heteroglossia, because in poetry and drama are not found differentiated languages. They are oriented toward one-singled language (Bakhtin; 1994:266). In novels, writers depict events of social interaction. Thus, differentiated languages internalize in the utterances and words written in novel. The characters of novels will use language relating to the background they have. They will not use national language as a whole, but local languages and background influence them.

One popular fiction written by using differentiated language to convey the story is entitled *The Undomestic Goddess*. This novel was written by Sophie Kinsella. The British author who writes chick lit. *The Undomestic Goddess* is a novel published in 2005 in United Kingdom. It is categorized as a popular fiction with the genre comedy. It tells about a workaholic woman, named Samantha Sweeting who made huge mistake so that it ended up her career. After getting fired from law firm, she wandered around into countryside until she met a rich lady. The lady mistakes her for the new housekeeper. This story takes the setting in London.

The author uses differentiated languages to convey the story. They emerge in utterances and words used by the characters, the narrator, and the author. Social interactions in *The Undomestic Goddess* show heteroglossia adopted by the characters. Sophie Kinsella also adopts jargons which different background characters use in the social interaction.

2. Review of Related Literature

2.1 Heteroglossia

Heteroglossia is a terminology which Mikhail M. Bakhtin used in his essay, *Discourse in the Novel*. Heteroglossia can be meant variously for example other speech, differentiated languages, and other-languagedness. It is applied by different social classes and different from national languages as considered united languages. This study applied Bakhtin theory in *Discourse in the Novel* which focuses on heteroglossia in novel. Heteroglossia is differentiated languages used in text such as profession languages and jargons. It relates to Bakhtin's definition that the novel is a diversity of social speech types (sometimes even diversity of languages) and a diversity of

individual voices, artistically organized (Bakhtin, 1994:262). So, novel is the appropriate field to expose heteroglossia.

Heteroglossia can also be called other-languagedness. Selden states that heteroglossia refers to the basic condition governing the production of meaning in all discourse. It asserts the way in which context defines the meaning of utterances, which are heteroglot in so far as they put in play a multiplicity of social voice and their individual expression” (2005:40). An utterance will have different meaning, if it is used in different context. It needs to understand the meaning of utterances when the social interaction happens.

From the utterances, they have ideological meaning. As stated by Park-Fuller that more generally, heteroglossia refers to the ideologies inherent in the various languages to which we all claim as social beings and by which we are constituted as individuals: the language and the inherent ideologies of our profession, the language and inherent ideologies of our age group, of the decade, of our social class, geographical region, family, circle of friends, etc. (1986:2). The background of the interlocutor will influence the utterance he/she delivers. It will not leave the attribute and ideology which he/she has and believes. Language will not leave the predicate of the interlocutors when and where they live.

Heteroglossia is close to hetero society that the people come from different class and background. Homogenous society will be hard to acknowledge heteroglossia because they use national language which concerns to one meaning. In this way, heteroglossia enters into centripetal and centrifugal forces which bring it into non-standard language. Not only considered as non-standard language, heteroglossia also conveys ideology of the interlocutors. When interlocutors interact with others reflect their ideologies. In delivering utterance, interlocutors express not only one ideology, but also more than one ideology they have. An interlocutor will have some predicate such as she is an independent and educated woman and she lives in a modern era in a big city. What the interlocutor has influence the language. On the other hand, a female interlocutor from a village without education will utter differently and convey different ideology.

2.2 Patriarchy and Feminism

Society has norms which conduct the people to live better. Norms also construct people's way of thinking. From it emerges regulation and judgments that will influence the condition in it. Considering norms as humans' creation, it shows there is dominant force which tries to put the power on it. This force wants people to be able and willing to do norms. In society found male domination, it is called patriarchy. Walby defines patriarchy as a system of social structures and practices in which men dominate, oppress and exploit women (1991:20). Her definition puts women as inferior creatures because they get oppression and exploitation by men. The area oppression and exploitation is not only in domestic area where women do their activities, public area also becomes the oppression and exploitation area for them. Physical abuse is not the only way to oppress women, verbal harassment is also categorized as oppression. Women also get oppression and exploitation in many fields such as social, politics, economy, and psychology.

The system which men dominate creates rules to establish their domination in society. It creates social construction which put the roles of men and women different. It also makes women get stigma as weak, inferior, unintelligent and submissive creatures. Here, men get superior place, because they are considered strong, intelligent, and tough creatures. As Darwin stated in *The Descent of Man* (1871) cited by Bressler, women are of a characteristics of...a past

and lower state civilization, such as being inferior to men, who are physically, intellectually, and artistically superior (1999:145).

Thinking of the characteristics of women causes debate whether people agree to the attribute or disagree. Some women disagree to the statement and reject the gender discrimination. Gender is created by society as Kate Millet states. So, these women can defend their personal and role in society. They struggle to achieve equality between men and women. They are often called feminists. Nan Van Den Bergh defines that feminism is a conceptual framework and made of analysis that has analyzed the status of women (and other disempowered group), cross-culturally, historically to explain dynamic and condition undergirding disparities in socio-cultural status and power between majority and minority population (1995:xii). This definition shows that majority and minority relation has already happened that place women as the minority. It is not a good place for them, so that patriarchy as a system should be broken down. Feminism wishes the minority including women can empower themselves.

3. Method of the Research

This is a descriptive research. The research will explore the text of a popular fiction, Sophie Kinsella's *The Undomestic Goddess*. As cited by Cohen et.al., Best (1970) said that descriptive research is concerned with condition or relationship that exist; practices that prevail, beliefs, points of views, or attitudes that are held; processes that are going on; effects that are being felt, or trends that are developing (2000:169). The researchers try to find out the differentiated languages in the text and ideological contestation in the popular fiction.

This research is conducted by (1) reading the text, (2) identifying the differentiated languages and ideological contestation, and (3) interpreting the identification.

4. Discussion

The Undomestic Goddess is a popular fiction which tells about a young career woman, named Samantha Sweeting. This novel uses London as the setting and it takes place in modern era. Sophie Kinsella, the author puts Samantha Sweeting as the narrator of the story. It means that the story is delivered using her point of view. Pronoun "I" indicates Samantha Sweeting as the narrator, and it is categorized as first person point of view.

Heteroglossia is found from the utterances of the characters of the novel. Because heteroglossia is shaped by various languages which people meet in society, background of interlocutor becomes an important thing. The backgrounds of the characters influence their utterances in interaction with others. Age, gender, profession and education may form their utterances. This study focuses on female characters with various backgrounds in their lives. The characters convey their own messages as the author created. In conveying the messages hides the meanings related to ideologies. The ideologies are not stated explicitly, but the meanings of their utterances support ideologies. In this novel does not only expose one ideology, but two or more ideologies come and go in the text as a contestation in it. This novel represents a stage where a contestation takes place. The readers can enjoy the ideological contestant performing their utterances to show what they have.

The Undomestic Goddess presents two ideologies, feminism and patriarchy which are also revealed in this study. Both of them come up and go out in the utterances of the characters. This novel underlines the woman's personal and role in modern era in which allows woman to live in public area (working at office). It uncovers women personal in society which results

controversy. This novel also highlights women role in public area, it is contrast to social construction that put women in domestic area, house. This fiction describes that not all women want to leave the domestic area where they should stay in from patriarchal point of view. This kind of woman supports patriarchy which she still puts herself as dependent and inferior person.

The Undomestic Goddess reveals the contestation of patriarchy and feminism as the ideologies in some areas. In patriarchy ideology this novel depicts social construction that results women and men have different stereotypes. The social construction creates women as weak, dependent, unintelligent, domestic and submissive persons. On the other hand, men should be brave, strong, intelligent, and public persons. This novel presents these portrayals. The ideologies do not try to defeat to each other.

The contestation starts from working area where in patriarchy women should work at home as the domestic area. In this area they do household, such as cleaning, cooking, and washing. On the other hand, feminism rejects to this discrimination which make them hard to achieve working in public area such as an office. This novel shows this difference in some characters where they work at office and at home. Samantha Sweeting is the main character of this novel described as a lawyer. As a lawyer, she must get well-education which influence the way of thinking. Her background has already broken down the system which women get education to have skill, for example sewing and knitting. It indicates she supports feminism ideology. How she loves her job as a lawyer vanished the stereotype of women who like to use kitchen as the working place. "I love my job. I love spotting loophole in a contract. I love the thrill of negotiation." Samantha states the utterance which contains different characteristics of women when the phrases 'loophole in a contract' and 'the thrill of negotiation' used. Two phrases mentioned before drives the utterance into centrifugal force, it is the language of women who want to get equality between men and women. They represent male characteristic when they work and face problem. She likes to challenge something especially at work. Moreover, it means that the female character works outside, in public area where she meets other people to negotiate and interact.

Another character also has the same portion as Samantha who works in public area. Samantha's mother, Ms. Tennyson contributes to perform feminism side of a woman in this modern era. 'There's my mother who's a barrister. She's quite well-known, in fact. She started her own chambers ten years ago and last year she won an award for Woman in law.' This citation shows a woman can also do as a man can. A barrister is a profession dominated by men and her mother can be the best one. The word 'barrister' points into centripetal force as far it is identical of men's job. When the subject is not a man anymore, replaced by a woman, this utterance goes outside into different layer of language. This citation gives information on the background of Ms. Tennyson who is well-educated woman and works in public area.

On the other hand, the minor character, Mrs. Farley as Samantha's neighbor represents patriarchy in her utterances when she interacts to the main character, Samantha. She states statements which patriarchy ideologies. She is an old woman. The utterance in the fiction participates in centripetal forces and centrifugal forces at the same time. "In my days, says Mrs. Farley, shaking her head, all well-educated girls were taught how to sew on a button, darn a sock and turn a collar". This utterance is stated by Mrs. Farley. It contains centrifugal force in 'all well-educated girls' which directs into outside of the unitary language that feminism supports girls to get well education. But, the continuing utterances are not relevant to the previous phrase. The next utterance tends to go to centripetal force where patriarchy as the dominant force that

male domination is considered as the appropriate one. This puts women as a domestic person that household is the area for their work.

Feminism disagrees to domestication. Women should also have the same chance as men to voice what they think. Samantha's utterance indicates it. 'We were taught to have opinion. We were taught to use our brains.' The word 'we' in the utterance means women. This utterance replies what Mrs. Farley believes in being a woman. Having opinion and use our brain for women are the ways to voice what the women think and express which in patriarchal society they are devoiced not to speak what they want. But, Mrs. Farley responds Samantha's utterance as a shame thing. 'Mrs. Farley does not seem impressed. "It's a shame," she says at last and pats me sympathically.'

The role of men dominates in patriarchal society. One of the example, married women will attach their husband names in theirs. It shows that the male name has already had the woman. A woman with husband name can be meant a property of him. The woman is not a subject, but object. Ms. Tennyson, Samantha's mother disagrees to this case. Moreover, her husband has left her. 'That's Mum. She disapproves of women taking their husband name. She also disapproves of women staying at home, cooking, cleaning, or learning to type, and thinks all women should earn more than their husbands because they're naturally brighter.' She thinks that women are brighter than men, so that they should not work in domestic area, house. Women should perform in public area, because they also have the same quality as men.

Besides women role, personal also becomes the object of discrimination toward woman. Their personals or stigmas attach to them wherever they are. Stigmas are close to women which cause them treated unfairly. Beautiful and weak are the characteristics of women in social construction. These characteristics can ruin themselves, although some women like to be beautiful by focusing how to make them as beautiful as possible. It means they only spend time for being beautiful. It will not happen for women who held feminism ideology as Samantha. 'I quickly rifle in my bag for my new makeup case. I nipped into Selfridges in my lunch hour the other day when I realized I was still using the old gray eyeliner and mascara I bought for a Law Society dinner a year ago. I didn't have time for a demonstration, but I asked the girl at the counter if she could just quickly sell me everything she thought I should have.' Samantha as a career woman does not have time to think to be a beautiful by makeup. She has no time for it, until she forgets that she has had the mascara since a year ago. Being beautiful is not her priority, she only thinks her career as a lawyer. If she only thinks her beauty, she will lose her clients.

Weak, unintelligent and dependent are other stigmas of women in patriarchal society. These stigmas cause women have no chance as men get. Feminism movement rejects them. Women also have the same characteristics as far as society gives them chance. Ms. Tennyson shows being a single parent is not weak and shame thing. Samantha admits what her mother did to her and her family, so that she can raise her children and they get well-education. 'My mother's got enough energy for two parents'. The phrase 'for two parents' means that her mother acts as father and mother at the same time. Her father does not help her in educating and raising the children. Samantha's mother proves that she is independent and strong in this way.

Being unintelligent for women is caused by no chance to get better education. Women are not educated as men get. They will be clever and intelligent if they also learn what men learn. Studying at school gives them place in public are. 'She's also not interested in most people, as they generally less intelligent than her'. Samantha claims her mother as an intelligent woman and

different from other women who like to socialize with other people. The utterance tends to go outside in feminism area that not all women have stigma as patriarchy judges to them.

The area for women that is house is depicted when Samantha meets Mrs. Trish Geiger. 'This woman cannot have a life. All she seems interested in is housework. As we trail round the first floor, viewing one splendid room after another, she keeps pointing out things that need special dusting and polishing, and how careful you have to be with the soft furnishings. I'm sure silk drapes do need special treatment—but why tell me?'. Showing all parts of her house and giving instruction to Samantha to do household in her mansion make her think that Mrs. Geiger does not have life outside of her big house. She is busy by taking-care the house to be clean and beautiful. She does not do the household by herself, but she manages it. The mansion she has is like a golden cage for her. She does not think others except her house. Samantha as the narrator states the utterance. Of course, she will disagree to what Ms. Trish does. Here, Samantha believes that women should not work at home.

The Undomestic Goddess tries to show that the main female character, Samantha Sweeting who does not recognize domestic works is brought into the area. It is a turning point for Samantha. She has to do the household which she never did before. 'Trish clicks her tongue in exasperation. "Your role as full-time housekeeper," she says, more slowly, "will comprise all cleaning, laundry, and cooking. You will wear a uniform and maintain a courteous and respectful..."' Samantha has a new job as a full-time housekeeper. In the Geiger's mansion, she learns how to work in domestic area. Cleaning, washing, and cooking are activities she does where she lives in it.

5. Conclusion

The Undomestic Goddess written by Sophie Kinsella is one of popular novels which the language contains heteroglossia. The utterances of the characters of the novel do not only go straight into one unitary language. They do not mean in one meaning, but it disperses into different areas. They have meanings in it and ideologies that the characters believe exist in them. Ideologies are the target when the meanings of utterances disperse. What the characters believe emerges when they make interaction using utterances. Besides that, the main character also has a role as a narrator in this novel. As a narrator also contributes what she utters as a part of her ideology.

Heteroglossia found in *The Undomestic Goddess* shows a contestation of feminism and patriarchy ideologies. Both ideologies highlights the women role whether in public area or in domestic area. This fiction depicts how to work in public area as Samantha does in Carter Spink and how to work in domestic area when Samantha lives in the Geiger's mansion. The novel uses modern era which women may work in public area, but this novel also depicts that women cannot leave the household although they have chance to work outside as portrayed when the main character must work as a housekeeper. Then, heteroglossia directs to women characteristics in patriarchal ideology, but feminism represented by Ms. Tennyson shows different ways. Ms. Tennyson is portrayed as an independent and intelligent woman. Not all women act as patriarchy wants, but Mrs. Farley and Mrs. Trish Geiger represent the patriarchal women.

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