

Stylistic Analysis of Body Positivity Movement Campaign on Pinterest

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Abstract:

The emergence of body positivity movement has been popular in online media as the result of society's awareness towards the phenomenon of body image shaping by media, culture, as well as society itself. The concept of ideal body image has forced people especially women to meet the standard that is often demanding and endangering. Moreover, the rise of social media worsens this phenomenon as social media users are now more exposed to those images. Many parties that have concern in this issue show their concern in bringing awareness to people by posting banners containing body positivity campaign in online media platform, one of which is Pinterest. This research is aimed at investigating the use of figurative language in body positivity movement campaign from the perspective of stylistic analysis. The lexical and syntactic structures of the utterance are also identified. The result shows that from 33 data collected, the type of figurative language used are personification, metaphor, paradox, hyperbole, simile, and synecdoche in which personification is found to be the most frequent figurative language in the banners. The use of phrase and simple sentence are also the most dominant lexical and syntactic structures used by the creator.

Keywords: *Stylistics, Figurative Language, Body Positivity Movement*

1. INTRODUCTION

Body image has been a popular discussion in many different discipline areas such as psychology, anthropology, including linguistic studies. The popularity of this discussion is due to the fact that body image or self-image is changing from time to time following the trends created by society as well as media. The standard of current body weight has been declining if compared to what was considered normal in the 1970s. According to Hawkins, Richards, Granley and Stein (as cited in Flygare, 2019) most women portrayed in the media weighed 15% less than the average women as of 2004.

Many fashion industries in western countries has set the ideal size of their models into size zero. The portrayal of unrealistic image of women's body may be the cause of the change of society perception towards ideal body image. Through television, magazines, billboards, and other

media, women frequently encounter images of female beauty that are highly uncommon and largely unattainable (Greenfield, 2018). The quality of visual attractiveness becomes a fundamental component among women since it is linked with better career prospects, society recognition, or even better relationships.

The contribution of media in shaping the ideal body image also plays important role within society. Beauty brands intensively invested their ideology through advertisement that often includes explicit advice about what is considered as beauty and what is not. Even health-related products are also advertised by evoking insecurity in society. People's concern about health is not built by the real facts of health but more into the response from their insecurity. Most fashion brands use unrealistic mannequin to showcase their products that is far from the

condition of normal people size. These intensive portrayal given by the mentioned parties has caused the change of society's perception about acceptable beauty and body image that leads to a more serious problem i.e. body shaming.

According to Fredrickson & Roberts (as cited in Lind & Elíasdóttir, 2016) body shame is a concept that is used for the individuals' self-conscious, negative emotional response against one's self. It appears in the individuals' misstep to meet the ideal body standards, and the acknowledgement of this failure.

The issue of body shaming has been part of our society moreover by the rise of social media. Everyone is prone to body shaming including but not limited to celebrities and social media influencers. Society has already been exposed to this misleading standard of body image, thus they have a reference for what is considered beautiful or ugly.

The case of body shaming has spread widely among society. People do not hesitate to call someone fat or ugly and the worse thing is that it comes from teenagers and children. Many celebrities and social media influencers also become the target of body shaming.

Unrealistic ideal body image portrayed by media and body shaming have caused emotional pain and insecurity among women. This may destroy confidence and the worse thing is that it can cause depression. According to Roberts & Goldenberg (as cited in Lind & Elíasdóttir, 2016) shame related to our bodies is an emotional state that can be quite painful. This may originate from social rejection from others, as well as the fear of inducing disgust. Responding to this phenomenon, some movement such as self-love awareness and body positivity campaign rise among

society. This movement aims to show support as well as awakening our society about the importance of self-acceptance related to our physical figure.

The 21st century can be identified as the period of online media in which it plays very crucial role in our daily life. We become very much attached to online media, moreover it comes in the form of application that can be downloaded from any smartphone. This is of course becomes the reason behind the rise of body-positivity and self-awareness movement. Many activists, be they work individually or representing particular organizations, utilize online media platform to voice their movement, one of them is Pinterest.

According to their official website, Pinterest is a visual discovery engine for finding ideas. Users can discover Pins they love and save them to keep the ideas organized. Users can also share their ideas with other people in this platform by creating their own Pins.

The existence of platform such as Pinterest provides a vessel for people with awareness to channel it widely. This awareness includes but not limited to body positivity and self-love movement. People create Pins containing messages to evoke people's awareness to start loving and respecting themselves no matter what size and what shape they are in. Pins that read *"Treat your body like a temple"* or *"Don't let your mind bully your body"* are some examples of body positivity campaign that can be found in Pinterest.

The role of language in body positivity awareness campaign cannot be taken for granted. It is known that the use of language is inseparable from social phenomenon like campaign. It is the language that becomes the media for the campaign to be delivered. Investigating utterances such as in body

positivity awareness campaign can be done under linguistic analysis.

Speaking of language use in a campaign, we will deal with utterances. People who runs this body positivity movement campaign must produce an utterance that is attention grabbing in order to attract people to read as well as to make sure the message given is delivered. As also happen in political campaign, politician use different kind of approach such as by using slogan. This is of course intended to attract the readers' attention as well as to explicitly channeling their purpose.

Language style is one component that clearly manifests in any campaign including body positivity movement campaign. Linguistic subfield that discusses the style in texts is stylistics. According to Simpson Stylistics is a method of textual interpretation in which primary of place is assigned to language. The reason why language is so important to stylisticians is because the various forms, patterns and levels that constitute linguistic structure are an important index of the function of the text (Simpson, 2004: 2). Stylistics is concerned with evaluating word choices in a text, as well as how a sentence is arranged and what kind of intonation and gesture used by the speaker that later will determine the speaker's style.

From this point of view, in a simple explanation, it can be understood that stylistics is the study of style. According to Leech and Short (1982) the term style is related to the domain of the language use for example the choices made by a particular author, in a particular genre, or in a particular text. This means, style is how a language is utilized by a particular writer or speaker to communicate with the readers. A text or utterance is produced in order to deliver a message be it explicit or implicit. The use of

style can be considered as a way to emphasize or to refine the message contained in the utterance. Style is also used to evoke people attention and awareness from its unique way of deliverance.

According to Leech and Short (1982) the analysis of style can be done by investigating the use of figurative language in the text. This can be accommodated by analyzing the choice of figurative language and its meaning as well as the purpose behind the use of figurative language to capture the specific meaning that the author intend to deliver. Figurative language should not be interpreted from its denotative meaning as it carries more rather than what is seen in the utterance.

There are several types of figurative language. Richard Gill (1995) stated there are 14 types of figurative language, but there are only 6 types that will become the focus of this research i.e. personification, metaphor, metonymy, paradox, hyperbole, simile, and synecdoche.

Personification is a figure of speech when inhuman entities are given the human qualities to give dramatic effect. The use of personification is to invite readers to use their imagination as if this inhuman object manifests in human form.

Metaphor is the type of figurative language when we make indirect comparison between two objects. Its function is to present a new and different meaning. A metaphor is a process of mapping between two different conceptual domains. The different domains are known as the target domain and the source domain. The target domain is the topic or concept that you want to describe through the metaphor while the source domain refers to the concept that you draw upon in order to create the metaphorical construction (Simpson, 2004).

The next figurative language is metonymy. Simpson (2004) stated that metonymy is different from metaphor as it is based on a transfer within a single concept.

Simile is a figurative language that is used when we directly compare two different objects by using connectors such as “like”, “as”, “similar to”, “resembles”, or “seems” (Gill, 1995).

Paradox is a term in rhetoric for a situation that is or seems self-contradictory but might contain an insight into life (Kennedy, 2005). It is a statement that reveals a normally hidden truth if seen closer. Paradox is used to evoke readers’ interest as well as to emphasize a part in a text.

Synecdoche is a figurative language that uses part of individual for a whole. It is a helpful device to express an idea in a different way that gives particular effect to the reader.

Stylistics has a goal to show how technical linguistic features of a literary work such as grammatical structure contribute to the overall meanings (Barry, 2009). There are two linguistic structures that can be applied in stylistic approach.

The first one is lexical structure. According to Leech and Short (1982), lexical structure in stylistics deals with the style related to word choices. Lexical structure in stylistics can be observed from how the authors use vocabularies such as simple or complex words, general or technical terms, idioms, or word class choices. In a simple way, the lexical structure is dealing with words, phrases and clauses within a text.

Word is the unit of language that composes every verbal language. Word can be defined as the smallest free form found in

language (O’Grady & de Guzman, 1997). In general, words are divided into parts of speech that includes verb, noun, adjective, pronoun, preposition, adverb, and conjunction.

A larger linguistic unit is phrase. Phrase is a group of words that is not complete but makes sense. Phrase can be categorized into noun phrase, adverb phrase, adjective phrase, prepositional phrase, and verb phrase.

The next larger unit of linguistic is clause. It is a group of words that contains at least one subject and one verb. Clause is divided into dependent clause and independent clause. Independent clause consists of a subject and a verb and carries a complete idea, meanwhile dependent clause do not convey a complete thought. That means, in order to make it meaningful, a dependent clause still needs an independent clause. A dependent clause is marked by the presence of a coordinator. There are three kinds of clause i.e. noun clause, adverb clause, and adjective clause.

Another strategy in stylistic analysis is by investigating syntactic structure. It can be performed by investigating the composition of the sentences (Short & Leech, 1982). One of the syntactic levels that can be employed in the analysis is by looking at the complexity of a sentence such as simple, compound, or complex structure. Simple sentence is a sentence in which there is only one full predication and in the form of independent clause. Compound sentence is a sentence which has the structure of two independent clauses connected by a coordinator. The last one is complex sentence which is arranged in one independent clause and one dependent clause and connected by a subordinator.

Previous research discussing similar topic has been done under different subject

and theories. Stella Flygare (2019) conducted a research with the title “CELLULIT: a pragmatic study of Body Positive Language on Instagram.” Her research focused on investigating how Instagram users linguistically reveal their position on body positivity as well as finding linguistic and pragmatic strategies deployed to form group identity within the body positivity. This research was conducted using Appraisal Theory by Martin and White and Politeness Theory by Brown and Levinson.

Another research was from Brigitta Busch (2021) entitled “The body image: taking an evaluative stance towards semiotic resources.” She discussed language portrait as a window towards body image and as a method to empirically investigating how people evaluate their resources in positioning themselves in regards with communication ideology. This research was done by using semiotic theory.

This research is aimed at fulfilling the following objectives: (1) investigating the use of figurative language in body positivity movement campaign found on Pinterest; (2) identifying the lexical and syntactic structures which trigger the presence of figurative language in body positivity movement campaign found on Pinterest.

The writer believes this research carries a novelty from the perspective of showing how the application of stylistic features such as figurative language as well as lexical and syntactic structure in a text could enhance the effectiveness of the message deliverance since it shows the pattern used by body positivity movement activist in doing their work. It is expected that this research could fulfill the burden of prove to show how language takes fundamental role in social phenomenon.

This research is conducted by applying descriptive qualitative approach.

The data collected in this research are in the form of utterances which deal with words, phrase, or clause. Selinger and Shohamy (1989) proposed that descriptive research involves a collection of techniques that is meant to determine, to portray or to represent the phenomenon that naturally occurs without manipulation of experiment. Some stages performed in this research are collecting the text containing body positivity movement campaign through Pinterest search engine, analyzing the data by doing a classification based on figurative language used, as well as classifying them into which type of lexical and syntactic structure they belong to. The last step is withdrawing a conclusion from the data analysis.

2. METHOD

It is Action research. Anna et al. (2006) define that action research is a self-reflective study of participants' social and education contexts (the teachers and the students). Furthermore, classroom behavior analysis is carried out through a well-organized, which involves a plan, action, observation, and reflection. It was conducted for accounting major students at the Islamic University of Indragiri Tembilahan, Riau, 37 students. In collecting data, the researchers used tests and questionnaires. The research tool test was also carried out to get accurate results using the validity test. In this case, the researchers use content validity by seeing whether the test items are by the existing indicators (Azwar, 2013). Then in analyzing the data, they utilized quantitative and qualitative analyses.

3. FINDINGS AND DISCUSSION

In this section, the writer starts with showcasing the appearance of figurative language combined that is employed in lexical and syntactic structure. There are 33 representative data that are being analyzed in this research. The data was considered representative for the appearance of

figurative language in the text of body positivity movement campaign posters on Pinterest. The findings is presented as follows:

The use of figurative language

The first type of stylistic feature to be present in the data is the use of figurative language. There are six types of figurative language employed in the text i.e. personification, simile, metaphor, synecdoche, paradox, and hyperbole.

The type of figurative language with the most frequency are personification metaphor. Both have equal frequency of appearance. The least one is synecdoche. The detail explanation of each type can be seen as follows.

Personification

1. *Make your confidence your best friends.*
2. *Don't let your size hinder your style*
3. *Apologize to your body, maybe that's where the healing begins.*
4. *It is not my body's fault that it is not society's definition of perfect.*
5. *The shape and size of my body does not define me*
6. *Weight does not dictate your worth*
7. *Don't let your mind bully your body.*
8. *When life throws you curves, embrace them!*
9. *YOUR BODY LOVES YOU. LOVE IT BACK*

Personification rank the most frequent type to appear in body positivity movement campaign on Pinterest. It appears nine times in the data. The employment of personification by the author is meant to give human characteristics to inhuman entities. As seen from the data, it is clear that the authors try to give clear example for the audience. Especially, the data contains the

message about self-awareness in appreciating their body no matter what shape and size. The feeling of empathy or emotion is developed within the object by the employment of personification.

Simile

1. *You are so much more than just a body*
2. *Treat your body like a temple*
3. *Your confidence is like your soul.*

Simile appears three times in the data. From the data, it is seen that a direct comparison is addressed in the use of this figurative language. The use of connector such as “like” and “than” marks the appearance of simile in the text. It is visible that the authors try to attract reader's attention by evoking their imagination when a direct comparison between two things which are human's body and other related things that are considered to have resemblance is made.

Metaphor

1. *Don't look at yourself through their eyes*
2. *I have an hourglass figure too... Mine just contains more sand.*
3. *Your body is your sanctuary*
4. *Self-confidence is the best outfit, rock it and own it.*
5. *It's normal to outgrow your clothes!*
6. *IT'S TIME TO MAKE PEACE WITH YOUR MIRROR*
7. *Body image is just the shell of a true beauty*
8. *All Bodies Are Bikini Bodies*
9. *It's not about what size you wear. It's about how you wear your size.*

Metaphor also ranks the most frequent type of figurative language use

along with personification. It appears nine times in the data. An indirect comparison between two things are presented by the use of metaphor on the campaign text. One object can be seen to have resemblance with another one. It presents the understanding of different meaning about what is written. In the data above we can see how the authors make an indirect comparison between body and other things that resemble the quality of human body itself.

Synecdoche

1. *Social media has a distorted perception of beauty*

This is the least type of figurative language used in body positivity movement campaign posters. In the example above, the text “social media” shows that it actually represents the whole society since social media is just a platform in which people as part of society who operate it. As we know that our society is now inseparable from social media. But actually, it is not the social media to be blame, instead, it is the users of social media that is actually mentioned by this message.

Paradox

1. *I didn't discover curves; I only uncovered them.*
2. *There is no one I need to change for except myself.*
3. *EXERCISE IS A celebration OF WHAT YOUR BODY CAN DO. NOT A PUNISHMENT FOR WHAT YOU ATE*
4. *You don't exist solely to lose weight and be pretty*
5. *NO ONE IS GOING TO STAND UP AT YOUR FUNERAL AND SAY "SHE HAD A SMALL WAIST AND A GREAT THIGH GAP"*

6. *Don't lose your pride for having curves.*
7. *I am too wide for your narrow mind.*

Paradox appears seven times in the data. As seen above contradictory idea is presented by the use of this figurative language. It is

Hyperbole

1. *Body shaming kills like a speeding bullet.*
2. *Cut yourself from the pressure to be perfect*
3. *YOUR BODY DESERVES YOUR UNCONDITIONAL LOVE*
4. *Love your body to the moon and back!*

From the data above, we can see that the authors try to exaggerate something by using hyperbole. Hyperbole appears four times in the data. The interpretation of hyperbole cannot just be simply taken from what is written literally. This is meant to emphasize the message of how important body positivity or self-love awareness is as well as the danger of body shaming.

Table 1. The Frequency of Figurative Language

No	Types of Figurative Language	Frequency	Percentage
1	Personification	9	27%
2	Simile	2	6%
3	Metaphor	9	27%
4	Synecdoche	1	3%
5	Paradox	6	18%
6	Hyperbole	4	12%
Total		33	100%

As seen from the table above, there are six types of figurative language that appears in body positivity movement campaign. Personification and metaphor are the types of figurative language with the most occurrence in the data and synecdoche happened to be the least in frequency. The interpretation can be drawn from the characteristic of each type of figurative language itself. The message is about loving our own physical figure.

The use of personification in this campaign is meant to give more concrete image of thoughts that could result to the emphasis of the message. Metaphor also appears to be the most frequent figurative language in the data. The implicit meaning that cannot be taken literally gives dramatic effect to the readers. This is meant to emphasize the message since the text is made in such unique way that evokes our attention.

Types of Lexical Structure

Table 2. The Frequency Lexical Structure Types

No	Types of Figurative Language	Lexical Structure		
		Word	Phrase	Clause
1	Personification	2	2	5
2	Simile	1	2	-
3	Metaphor	1	7	1
4	Synecdoche	-	-	1
5	Paradox	6	1	-
6	Hyperbole	1	3	-
Total		11	15	7

From the table, it is seen that each figurative language is marked by different kind of lexical structure. The data shows that the use of phrase appears to be the most frequent while the use of clause appears to be the least. It can be interpreted that phrase

has bigger possibility to attract readers' attention for it is presented in a more simple form. Word becomes the second frequent and it can be understood that word also gives strong effect to the readers. Some words carry very strong meaning and by looking at one specific word, the message is already delivered to the readers. Clause is the least frequent syntactic structure that marks the appearance of figurative language. It is clear that the structure of a clause which is more complex than phrase and word and it makes readers need to take some time to digest the meaning since it comes in longer structure

Types of Syntactic Structure

Table 3. The Frequency of Syntactic Structure

No	Types of Figurative Language	Syntactic Structure		
		Simple	Compound	Complex
1	Personification	8	-	1
2	Simile	3	-	-
3	Metaphor	9	-	-
4	Synecdoche	1	-	-
5	Paradox	2	3	2
6	Hyperbole	4	-	-
Total		27	3	3

From the table above, it is seen that simple sentence becomes the most frequent type of syntactic structure that appears in the data. It can be interpreted that the use of sentence with one full predication appears in the majority of text in the body positivity movement campaign posters on Pinterest. By employing each type of the sentence, the authors create the presence of figurative language in the text. Simple sentence could be considered to be more effective since it is formed in shorter structure as well as more simple form that might make the message delivery to be more straight to the point as

well as it could give more emphasis to the meaning of the message.

4. CONCLUSION

Based on the data analysis, it is found that there are six types of figurative language in the body positivity movement campaign posters on Pinterest i.e. personification, metaphor, synecdoche, paradox, and hyperbole. Personification and metaphor are the type of figurative language that equally appears to be the most frequent. It means, the authors prefer to make indirect comparison between two objects that are not related as well as to give the sense of human characteristics to inhuman objects. This is related to the message carried out by the text which is about evoking society's awareness towards body positivity. The figure of human body is linked to other entities to create an emphasis towards the message. In terms of lexical structure, the use of phrase appears to be the most frequent and this fact can be interpreted that the structure of phrase is more effective in delivering the message for it carries complete idea but in longer form compared to the structure of words. The type syntactic structure that is most frequent is simple sentence. This is again explaining that a message of a campaign campaign such as in body positivity movement campaign will be effectively delivered in simple structure. From this pattern, it is seen that for a message to be effectively delivered, it should be presented in a more simple way for it is more comfortable for the readers to understand.

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