

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter is designed to give brief descriptions of the review of literature related to the topic of this paper. This chapter discussed accents, the reasons for accent utilization in rap songs, and the biography of Cardi B.

#### **2.1 Accent**

An accent is part of a singer's identity, which shows where the singer's identity comes from. An accent is also identified with the locality during which its speakers stayed. Abbasi (2021) clarifies that accent may be a sort of pronunciation in a specific language that refers to the sounds in an individual's articulation. When it involves spoken English, the problem is not acquiring an accent, and the matter is when pronunciation errors are caused by miscommunication. Correcting pronunciation errors does not abolish the accent, but makes it easier for the listener to know what interlocutors said. Nordquist (2018) claims that an accent is a special way of pronouncing a language. Accents are not a characteristic only of native speakers of English but are also a component of English users worldwide.

##### **2.1.1 Types of English Accent**

A person's accent is part of their history and personality. Some accents almost have the same sound, and difficult to detect what people hear. The accent shows where a speaker originates, about social identity, and status. According to Abbasi (2021), the classification of English accent is divided into two types namely Standard English and accented English. The Standard English accent is the basic accent used by native speakers while the accented one is an accent that is adapted from the Standard English accent. Orelus (2020) claims that the difference between

Standard English and 'accented' English is Standard English is the accent created by local speakers, while non-native speakers deliver 'accented' English. Standard English is British, American, and Australian English. Besides, 'accented' English is used in African-American accents, Indonesian, Singaporean, and many more. Chong (2013) gives the example that Singaporean English (SgE) is included as an accented English accent because of the contact with Southern Chinese languages like Hokkien and Malay the accent develops as a nativized variety of English.

One of the Standard English accents is called as American accent. American accent is an accent that is used in America and reflects the contributions of many lands from the different dialects in America. Widney (2015) claims that American regional dialects include a Standard Midwestern dialect (Findlay, Ohio), a Southern dialect (Atlanta, Georgia), and an Eastern dialect (Staten Island, New York). American accent is utilized in some general terms for example employed by a broad sort of people worldwide.

One example of a famous figure who uses a Standard English accent is Taylor Swift. She is a singer-songwriter who was born in Pennsylvania, United States. According to Cao (2023) Taylor Swift used an American accent when performing on stage to maintain the characteristics of country and pop music. The other famous figure is Barack Obama, a former president of the United States who was born in Hawaii. Barack Obama is the first Afro-American president in the history of America. Sari (2014) explains that Barack Obama uses strong American diction and accent in delivering each of his speeches.

One of the Accented English accents is called African-American English. According to Holt & Rangarathnam (2018), African American English is the accent

used by African Americans who have an African family line. African-American accent is the original source of rap music (Cutler & Røyneland (2015). Knox (2016) supports the idea that African-American cultural characteristics, such as accents, are strongly maintained in rap music. African-American English has a range of Southern American English, it has several characteristics. Those characteristics have a few contrasts from the typical American accent.

Cunningham (2018) explains the African-American accent has a few highlights in terms of phonological design. First, words with double consonant endings either voiced or voiceless do not exist, for example, the word *hand*, is pronounced as *han*. Second, if the double consonant ending contains one voiced and one voiceless, both are articulated, as within the words *plant*, both the *n* and the *t* are articulated. Third, the African-American accent does not include the *th* voice, they usually replace it with the „d“, „t“, or „f“ sound. Fourth, the final „r“ sound replace with vowels, as in the words *your* transform into *yo*, and *cool* become *coo*. The last one is, that African-American English usually puts one extra vowel even though the words allegedly have one vowel, as in the word *no*, is pronounced as *naw*.

The following are famous figures that use an accented English accent; the first is Snoop Dogg, a rapper-songwriter born in California in 1971. According to Vříčanová (2020), Snoop has an African American English accent because he comes from the Eastside of Long Beach, California. He has a little of a Southern accent from his ancestors because, during the Great Migration, the majority of African-Americans in California came from Texas and Louisiana. Second, Kanye Omari West, or known as Kanye West, is an African American rapper and music

producer who was born in Atlanta in 1977. As stated by Vričanová (2020) Kanye uses an African American accent because he grew up in a middle-class family and within the African American urban community.

An individual accent or idiolect is an accent that is obtained from a person's native accent and combined with an accent made up individually. Hirniak et al. (2022) underpins that individual accent is people's distinctive way of using language, even in speech; vocabulary, grammar, and pronunciation are all included in this innovative use. It shows individual accent characteristics. The singer who has a unique accent is Iggy Azalea, an Australian-born rapper. According to Rachmadhani (2021) Iggy Azalea has an Australian accent that combines with the strong influence of Southern American music.

## **2.2 The Reasons for Accent Utilization in Rap Songs**

Some rappers indirectly change accents for several points to build the singer's character, catchy, and comfortable to use. de Paor-Evans (2020) suggests, rappers tend to change their accents to fit various needs. Paor-Evans also states that rappers in the rap music industry must maintain personal originality, captivating the audience, and the rappers are accustomed to speaking comfortably with their accents.

In conclusion, there are three reasons for the accent utilizations in rap songs. The primary is to build the singer's character in the rap music industry and make the rapper stand out among the other rappers. The second reason is to further popularize rap music by the singer's captivating accent. According to Golomb & Vogel (2023), the reason for rap's popularity is that singers maintain distinctive accent that fits all generations. The lyricism is always hyped and interesting. The

final reason is because the rapper is comfortable with their accent. Some rappers have specific reasons especially because of preference.

### **2.3 The Biography of Cardi B**

According to Giant of Rap and Hip-Hop magazine by Kallen (2020) Belcalis Almanzar known as Cardi B was born on October 11, 1992, in Bronx, New York. She is mixed of Caribbean culture; her mother is Trinidadian, and her father is Dominican. Cardi B is well known as an internet celebrity after several of her posts and videos became viral on social media. She studied at Renaissance High School majoring in Musical Theater and Technology.

At the beginning of 2015, she showed up on VH1's TV show Love & Hip Hop: New York and cleared out the appearance in 2017 to seek after deiced to focus on her music career. Cardi B's debut single, "Bodak Yellow," peaked at number one on the Billboard Hot 100 on September 26, 2017. Cardi B is one of the many artists under Atlantic Records. She won the Billboard Music Awards 2018 for Top Rap Female Artist Cardi B and Megan Lee Stallion released their single "WAP" on August 7, 2020. She was recognized as Billboard's 2020 Woman of the Year in December Chen et al. (2022) Furthermore, this study only analyzes three rap songs titled Bodak Yellow, Be Careful, and Money Bag.

#### **2.3.1 Cardi B Accent's Employment**

As clarified before, Cardi B is an American rapper who does not employ an American accent during performance. Cardi B continuously utilizes a distinctive accent in her songs. Widiawati (2019) The accent she used in her songs does not reflect the American accent in terms of the pronunciation of the word. The word's

pronunciation inside the songs does not execute the highlights of the American accent. Cardi B likely has particular reasons for her accent.

