

## COVER SONG ANALYSIS OF SELECTED ONE DIRECTION PERFORMANCES IN *THE X FACTOR UK* SEASON 7

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### Abstract

This research's purpose is to find out the type of cover songs sung by One Direction and the employment of ethnography of communication aspects shown from their performances. Two theories have been used to analyze this research's data: cover songs theory by Mosser (2008) and the ethnography of communication theory by Hymes (1972). The descriptive qualitative method is applied because it is aimed at comprehending a specific group case. The researcher herself and some helping tools such as; word processor, referential sources, and YouTube platform are this research's instruments. The data are taken from One Direction's selected performances in *The X Factor UK* Season 7. Data was obtained by watching selected One Direction performances, and interpretation was made by classifying and analyzing selected performances using the underlying theories. The results showed that One Direction mostly used the reduplication cover while singing the songs they had picked together. Besides, two other types of cover song, namely the interpretive cover, are also found, and it consists of major and minor interpretive cover. Six selected performances of One Direction in *The X Factor UK* Season 7 took place around October until December 2010 on *The X Factor UK*'s stage, involving some performers and judges, and having both some patterns and specific behaviors shown from the singing turn by the members and the judges' way of commenting. In addition, the songs One Direction members have performed have several different tones that they successfully sing. The goals-oriented genre makes One Direction the 3<sup>rd</sup> winner of *The X Factor UK* Season 7.

**Keywords:** Cover Song, Ethnography of Communication, One Direction, *The X Factor UK* Season 7

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## INTRODUCTION

Music is one of the literary products loved by people around the world. Music and literature were made as a unity in the past, then separated as different forms of art nowadays (Davis & Mohammad, 2014). The song is an example of a thing that contains music inside it. Since a long time ago, humans have listened to a song from several electronic devices such as; radio and television. People can reach their beloved songs through DVD, VCD, or tape recorder as time passes. Recently, music has been a part of human life and can be easily listened to in many ways mentioned above and some online platforms, for example, JOOX, Spotify, Soundcloud, YouTube Music, Deezer, etc.



Many great musicians rise in the modern era, creating such masterpieces and performing them in some performances around the world. Their success in the music industry cannot be separated from how hard they tried in the past days. One of its examples is One Direction, a band originating from England consisting of four British Men and one Irish. Starting their musical career in the 2010s, this band consists of five members that are both good-looking and talented; their names are Louis Tomlinson, Liam Payne, Niall Horan, Harry Styles, and Zayn Malik (Yeh & Hung, 2022)

*The X Factor UK* was established in 2004 by Simon Cowell and his colleagues which aimed to find out some potentials for the music industry. Many people of around ages joined this British singing competition, performing their best ones and starting to get their musical career including One Direction. The forming of One Direction is believed when the members were in *The X Factor UK* Season 7 (Jameson, 2021). At first, each member of One Direction appeared as a solo singer during *The X Factor UK* Season 7's audition in 2010. They were firstly believed to be failed for their names were not announced after the audition was finished. Then, Simon Cowell, the advisor of One Direction and one of the judges in the *X Factor UK* Season 7, re-thought about them and decided to gather the boys in a group for their voices are unique, and it would be great if they sang together. As a result, the names of One Direction members were announced as a participant in *The X Factor UK* Season 7's boys' group. Harry Styles, the youngest member of One Direction, was the one who named the group.

They successfully sang many different songs in various genres with their unique vocal characteristics, creating joyful yet unforgettable performances both the judges and audiences have ever experienced. The journey of the five soloists who became a boy group is supported by many people, including their families, friends, and fans. Starting from the 1<sup>st</sup> week since their appearance as a group, One Direction had performed 15 performances by covering some artists' popular songs. The songs are; *Torn* by Ednaswap, *Viva La Vida* by Coldplay, *My Life Would Suck Without You* by Kelly Clarkson, *Nobody Knows* by Pink, *Total Eclipse of The Heart* by Bonnie Tyler, *Kids in America* by Kim Wilde, *Something About the Way You Look Tonight* by Elton John, *All You Need Is Love* by The Beatles, *Summer of '69* by Bryan Adams, *You Are So Beautiful* by Joe Cocker, *Only Girl (In The World)* by Rihanna, *Chasing Cars* by Snow Patrol, *Your Song* by Elton John, and *She's the One* by World Party. As a result, their hard work led them to the Final Session of *The X Factor UK* Season 7, and awarded as the 3<sup>rd</sup> winner.

Several previous studies related to cover songs have been conducted. Among others are articles written by Umenziwa (2017), Setyawati (2022), and Putry et al. (2018). The first two previous studies are focused on the analysis of Dell Hymes' Speaking model applied to a certain situational conversation, while the last previous studies discussed the transition analysis of Indonesian pop songs entitled *Akad* by Payung Teduh and *Pamit* by Tulus and their cover versions. However, all of the previous studies have yet to analyze Western cover songs which are performed in a singing competition by other artists. Exploring both One Direction's types of performed cover songs and Hymes' Speaking model together in one frame are the main purposes of this research. The selected song performances have their characteristics so that they can be classified as a certain type of cover song. Moreover, the Ethnography of Communication theory is employed in the findings, which will explain the performances more by focusing on the seven aspects that become the novelty of this research. Two questions to answer in this research are 1. What cover song types were performed by selected One Direction performances in The X Factor UK Season 7? and 2. How is the Ethnography of Communication employed in their selected performances in The X Factor UK Season 7. The types of performed cover songs by One Direction and the explanation of the Ethnography of Communication aspects shown in the performances become the objectives of this research.

## **LITERATURE REVIEW**

### **Cover Songs**

A cover is a way of refashioning a song to become a newer version that has another musical interpretation but remains the existence of the original (Putry et. al., 2018). The starting point of a singer or a band to begin their musical career is usually marked when they are doing a cover of a certain artist's song. They firstly choose one of some well-known and unique songs that were released already which are loved by them. Then, they cover the song with their version, which may differ from one another. Besides, the original singer sometimes remakes their song to be more attractive than to place them in their newest albums. Thus, a song cover can be defined as both a new version of a song by the original artist or by another (Mosser, 2008). There are four types of song covers, they are;

#### *Reduplication covers*

The reduplication cover is when there are no changes to a song when the others cover it. It is the type called the original's duplicate and is usually used in some performances. The Dark Orchestra Band, who covers the Grateful Dead's song during the

live performance, is one of these cover examples. This band creates the same arrangements as the original one, for example, the tuning breaks of the song.

### *Interpretive covers*

There are two types of interpretive covers that are used to analyze a song's cover. The first is the minor interpretive cover which still keeps the original song's aspects, such as the instruments, lyrics, melody, and tempo. It has a purpose that the listeners of the song can listen easily to the cover but still can remember the real song when it is played. The Beatles' cover of *Twist and Shout*, a song by the Isley Brothers, is an example of a minor interpretive cover. The listener can recognize that it is the newest version of *Twist and Shout* song for the band remakes the original song but still keeps the basic aspects and uses it as a source to recreate theirs.

The second type is the major interpretive cover which also uses the original song as the reference and is remade to become a new version (Mosser, 2008). Some covers of Bob Dylan's songs in his entire album, one of them is a song entitled *All Along the Watchtower*, which Jimi Hendrix sings. The additional sound of the guitar made by Hendrix marks the covered song to be the major interpretive one.

### *Send-up (Ironic) covers*

It is a cover song that contains some jokes, usually related to cultures, which creates an unusual context of both lyrics and meanings from the original piece. An example of this cover type is Sid Vicious' version of Frank Sinatra's *My Way*. Vicious changes the song lyrics' end syllables that cause a contradictory meaning. The original song is supposed to be sung at a wedding, for it tells someone's amazement at their beloved one, but the covered song shows a depressive feeling of Hendrix after his girlfriend's death.

### *Parody covers*

This kind of cover not only uses the original song as its reference but also produces a different version of the original's lyrics and contexts. One of Green Day's songs entitled *American Idiot* is parodied by the *Canadian Idiot* song. The changing of the first word of both songs and the improper aim of covering the song make the cover belongs to a parody.

## **The Ethnography of Communication**

The humans' life cannot be separated from the communication activity between them. Some theories of the linguistics field have analyzed people's conversations, but the one which fits in studying the relationship between the speaker and the situation they are speaking in is the Ethnography of Communication proposed by Dell Hymes. This theory focuses on

analyzing speaking activity, the communication's flow, and some factors affecting it (Setyawati, 2022). According to Hymes (in Umenziwa, 2017) the seven aspects of The Ethnography of Communication are;

#### *Setting and Scene*

Setting refers to the time and place a particular physical situation occurs, while scene refers to the context of a situation. The setting where performance is usually done is on a stage, whether it is an indoor or outdoor stage. Meanwhile, the scene in this research's discussion refers to the name of the event's program.

#### *Participants*

It refers to the doers, both speaker and listener, who take part in a particular situation or event. They may vary in sex, age, and role. Both performers and judges are the participants in a singing competition. The performer performs a selected song then the judges evaluate it.

#### *Ends*

It refers to the conventionally recognized and outcomes of an exchange of a specific situation or event. The end of a performance or singing competition is that the performers must sing as well as possible. Besides, the other expected outcomes are both high scores and votes.

#### *Act Sequence*

It refers to the form and choices used in a selected situation, including the words' choices and their relatedness to the topic. Besides, it also relates to some parts shown in it, such as; opening, participants' turns, and closing. The action sequences of a singing competition are usually opened by the flashing lights that indicate its opening, followed by the participants' turn during a performance and the stopping instruments that marks the closing.

#### *Keys*

It refers to the tone, manner, message, etc., shown in a situation or event. In a singing competition, there are only two keys; the tone and manner. The tone is the song's character, for example, its instrumental's timbre and voice. The manner, on the other side, relates to both verbally spoken words and non-verbal signs used in a performance.

#### *Instrumentalities*

It refers to the choice of a particular channel used in a distinctive situation, which can be divided into two kinds, namely, the use of verbal communication such as speech form and non-verbal ones. The verbal form used in a singing competition is the spoken conversation between the participants. In contrast, the non-verbal form is the sounds of musical instruments

that play during the performance.

### *Norms*

It refers to the behaviors and properties performed by the doers of a selected situation or event. The examples of norms in a singing competition can be seen through the participants' body movements and the chosen type of utterances.

### *Genre*

Genre relates not only to the demarcated types of utterance but also to the situation where an event occurs. The type of performance used in this study is a singing competition that focuses on its goals.

## **RESEARCH METHOD**

This research employed a descriptive-qualitative method by collecting and interpreting the data based on the selected theories. Its purpose is to seek and comprehend particular phenomena such as; ethnographies, descriptive, and case studies of individuals (Savenye & Robinson, 2013). In addition, the researcher herself becomes the main instrument while conducting this research by finding the research's objects, watching the video sources, selecting the necessary videos, then analyzing them all using the theories. Besides, the supporting instruments are some referential sources, word documents, and YouTube platforms.

Selected performances consisting of cover songs sung by One Direction in *The X Factor UK* Season 7 become this research's data. Apart from the performances, only six were taken as the data. The song titles selected include *Viva La Vida* by Coldplay, *Nobody Knows* by Pink, *Total Eclipse of The Heart* by Bonnie Tyler, *All You Need Is Love* by The Beatles, *Chasing Cars* by Snow Patrol, and *Your Song* by Elton John. As cited in Thompson (2020), the themes and weeks of the covers' performances in order are; Number One Singles for Week 1, Guilty Pleasures for Week 3, Halloween for Week 4, Songs by The Beatles for Week 7, Song to Get You to The Final for Week 9, and Free Choice for the Final or Week 10. The online YouTube platform is the source where the data are found, which are then collected through some steps such as finding the cover songs' performances of One Direction, watching them all, and classifying the performances based on the theories that are used, Cover Song theory by Mosser (2008) and the Speaking theory by Hymes (in Umenziwa, 2017).

In order to validate the data, researchers usually use the triangulation method that includes multiple sources, multiple validators, multiple theories, or multiple methods. In this case, the researcher used multiple methods to validate the research's data by doing two steps, including observation (finding and watching the performances) and interpretation (classifying

and analyzing the performances) using two main theories of a cover song by Mosser (2008) and ethnography of communication by Hymes (in Umenziwa, 2017). All of the data are then analyzed based on Spradley's analysis method (1980) which consists of four stages; domain analysis, taxonomic analysis, componential analysis, and cultural theme. In the first step, the cover songs and the ethnography of communication theories are selected as the domain. Next, the taxonomy analysis relates to the types of cover songs and seven aspects of the ethnography of communication. Third, componential analysis was conducted by arranging a table consisting of the song title, the study of cover song types, and the ethnography of communication aspects. Lastly, the cultural themes are the result or correlation of the cover songs' types and seven elements of ethnography of communication analysis.

## FINDINGS AND DISCUSSION

### Types of Cover Songs in Selected One Direction Performances

Several cover songs' performances have been selected as this research's object. All of them have different types of cover songs. Four types of cover songs proposed by Mosser (2008) are; reduplication cover, interpretive cover, send-up (ironic) cover, and parody cover. The types of cover songs performed by One Direction can be observed in *Table 1*.

*Table 1. The Distribution of Cover Song's Types Shown in Selected One Direction Performances in The X Factor UK Season 7*

Song Title	Contributing Artist(s)	Genre	Type of Cover Song	Sources*
<i>Viva La Vida</i>	Coldplay	Baroque Pop, Soft Rock	Minor Interpretive Cover	<a href="https://youtu.be/-lINAdS73SI">https://youtu.be/-lINAdS73SI</a>
<i>Nobody Knows</i>	P!nk	Pop, Ballad	Reduplication Cover	<a href="https://youtu.be/eT9uetpvT9I">https://youtu.be/eT9uetpvT9I</a>
<i>Total Eclipse of The Heart</i>	Bonnie Tyler	Pop Rock	Major Interpretive Cover	<a href="https://youtu.be/xcLwZehjrV8">https://youtu.be/xcLwZehjrV8</a>
<i>All You Need Is Love</i>	The Beatles	Rock	Major Interpretive Cover	<a href="https://youtu.be/o8OFtJMoeU8">https://youtu.be/o8OFtJMoeU8</a>

<i>Chasing Cars</i>	Snow Patrol	Alternative Rock	Reduplication Cover	<a href="https://youtu.be/iNqWdfGCa">https://youtu.be/iNqWdfGCa</a>
<i>Your Song</i>	Elton John	Pop, Soft Rock	Reduplication Cover	<a href="https://youtu.be/3lcXYEn4Dv">https://youtu.be/3lcXYEn4Dv</a>

\*Accessed on March 4, 2023

Three types of cover songs are found in selected performances by One Direction during *The X Factor UK* Season 7: Reduplication cover, Major Interpretive cover, and Minor Interpretive cover. The reduplication cover is characterized by no differences between the original song and its cover. In this case, the members of One Direction make neither addition nor changes to the songs' lyrics and musical arrangements of the music entitled; *Nobody Knows*, *Chasing Cars*, and *Your Song*. Meanwhile, the major interpretive cover in which singer creates a new song version that differs from the original is shown from two songs entitled *Total Eclipse of The Heart* and *All You Need Is Love*. The change includes the musical arrangements of the songs that are made to be livelier and sound more like modern songs, for the two songs were released around the 1960s-1980s, by producing some sounds of drums, guitars, and keyboards. The minor interpretive one maintains the original songs' arrangements, but there is a little bit of addition. This is seen from the cover of *Viva la Vida* in which One Direction's members, for example, Niall Horan, produced a sound "aaa...aaa" while the rest of the group still continued to sing the *Viva La Vida* song.

The reduplication cover becomes the most dominant finding of this research. This is the type also called the original's duplicate and is usually used in some performances by the singers (Mosser, 2008). Regarding its use of the songs such as; *Chasing Cars*, *Nobody Knows*, and *Your Song*, the members of One Direction keep using the reduplication cover because they want to keep the originality of the songs they have picked. Moreover, the reduplication cover is a 'duplicate' of the original song, so the audience can easily recognize the cover. The judges and supporters are supposed to easily recognize the selected songs One Direction picked, so they can give their best scores and votes.

Sometimes, a singer creates a different version of a song made on their own by doing major interpretive cover (Mosser, 2008)(Mosser, 2008) . This is another dominant finding of this research. Two songs that are sung using this type of cover are *Total Eclipse of The Heart* by Bonnie Tyler and *All You Need Is Love* by The Beatles. All of the music arrangements of the two songs are different from the originals, for both are a little bit old songs' type. *Total Eclipse of The Heart* was released in 1983 while *All You Need Is Love* was in the 1967. The



use of a major interpretive cover aimed at creating a brand-new atmosphere of the songs' arrangements so the audiences, judges, and supporters can enjoy then appreciate it by giving some scores and votes.

The minor interpretive cover shown through selected One Direction performances is when they perform *Viva La Vida* song. It happens when a singer still keeps the original song's aspects such as the tempo, melody, instruments, and lyrics (Mosser, 2008). Its purpose is to make the audience enjoy the cover but still can remember the actual song when it is played. At first, their cover seems to be like the reduplication one, but then Niall Horan adds some sound like "aaa...aaa" when they reach the first refrain of the song.

To sum up, the three types of cover songs shown through selected One Direction performances are; reduplication cover as the most dominant finding, major interpretive cover as the second dominant, and minor interpretive cover as the least dominant finding of this research. The reduplication type of cover is shown when One Direction performs the songs *Chasing Cars*, *Nobody Knows*, and *Your Song*. In addition, both major and minor interpretive covers are shown through One Direction's performances of the songs *Total Eclipse of The Heart*, *All You Need Is Love*, and *Viva La Vida* respectively. The reduplication cover, which is mostly found in the data, agrees Mosser's statement related to the type of cover used in the performances. As stated by Mosser (2008), it is the type that is also called as the original's duplicate and is usually used in some performances. The transition of two original songs and their covers taken from the related previous studies arranged by Putry et al. (2018) have the same types of minor and major interpretive covers. The title of the songs can be written in order as in *Pamit* by Tulus Band and *Akad* by Payung Teduh Band. The cover song of *Pamit* is delivered by a cappella without any instruments in it. Meanwhile, the original version uses a string orchestra. Moreover, the *Akad* song mostly uses a trumpet as the main instrument while its cover creates a different vibe by employing a ukulele.

### **The Employment of Hymes' Speaking Model in Selected One Direction's Performances**

The Ethnography of Communication approach was established by Dell Hymes around the 1972s and was marked by the famous Speaking theory. At first, Hymes introduced the new theory as 'ethnography of speaking,' but later he called it by 'ethnography of communication' (Johnstone & Marcellino, 2010). The acronym of Speaking stands for eight terms: Setting and Scene, Participants, Ends, Act Sequences, Keys, Instrumentalities, Norms, and Genre.

#### *Setting and Scene*

Setting refers to the exact time and place of a situation, while scene refers to the context

of a situation (Umenziwa, 2017). As shown from selected One Direction performances, the physical setting is inside the studio of the X Factor UK, especially its stage. The performances took around two months long, started from October until December 2010. The scene is the seasonal British singing competition, *The X Factor UK* Season 7.

*Participants*

Participants are those who are included in a particular situation as a-communication-doers. In this case, the participants of selected One Direction's performances are the judges and the group members that differ in their ages, sexes, and roles. The need for every singing competition, which always includes a finalist/performer and the judges that give some comments toward the performance, is why the research object's participants are divided into two kinds. The distribution of the participants in selected One Direction performances in *The X Factor UK* Season 7 can be observed in *Table 2*.

*Table 2. The Distribution of Participants Shown in Selected  
One Direction's Performances in The X Factor UK Season 7*

<b>Name of Participant(s)</b>	<b>Age</b>	<b>Sex</b>	<b>Role</b>
Simon Cowell	51	Male	Judge
Louis Walsh	58	Male	Judge
Dannii Minogue	39	Female	Judge
Cheryl Cole	27	Female	Judge
Louis Tomlinson	19	Male	Performer
Liam Payne	17	Male	Performer
Niall Horan	17	Male	Performer
Harry Styles	16	Male	Performer
Zayn Malik	17	Male	Performer

*Ends*

Ends relate to the expected outcomes of an exchange whenever a certain situation happens (Umenziwa, 2017). During their performances in *The X Factor UK* Season 7, One Direction must perform the cover songs as great as possible. All of their performances are supposed to get a good score from the judges and high votes from supporters as many as possible.

*Act Sequences*

It refers not only to the form and choices used in a specific physical situation but also to some parts shown in it, such as opening, participants' turns, and closing (Umenziwa, 2017).

The sequences of One Direction performances are the opening, some turn while the members of One Direction sing together, and the closing. It can be written in the following order;

1. *Viva La Vida*, the 1<sup>st</sup> week performance: Lights on, instruments play, Liam starts to sing, Zayn continues singing, Niall continues singing and acts as a back song singer, all members sing together, Liam continues singing, instruments stop, performance finishes, lights dim, judges giving comments, the group passed the 1<sup>st</sup> week audition.
2. *Nobody Knows*, the 3<sup>rd</sup> week performance: Lights on, instruments play, Liam starts to sing, Zayn starts to sing as a back song singer, Liam takes the turn, all members sing together, Harry takes the singing turn, Zayn continues singing, instruments stop, performance finishes, lights dim, judges giving comments, the group passed the 3<sup>rd</sup> week audition.
3. *Total Eclipse of The Heart*, 4<sup>th</sup> week performance: Lights on, instruments play, all members sit down, Niall starts to sing, Liam continues singing, all members stand up and sing together, Louis and Liam take the singing turn, Zayn continues singing his part, instruments stop, performance finishes, lights dim, judges giving comments, the group pass the 4<sup>th</sup> week audition.
4. *All You Need Is Love*, 7<sup>th</sup> week performance: Lights on, instruments play, Liam starts to sing, Harry continues singing, Zayn acts as a back song singer, all members sing together, Niall takes the singing turn, Harry continues singing, all members sing together, audiences come up to the stage and dance together, Harry sings the rest song which also closes the performance, instruments stop, lights dim, audiences out of the stage, judges giving comments, the group passed the 7th week audition.
5. *Chasing Cars*, 9<sup>th</sup> week performance: Lights on, instruments play, Liam starts to sing, all members sing together, Harry takes the singing turn, all members sing together, Harry takes the singing turn back, instruments stop, performance finished, lights dim, judges giving comments, the group passed the 9th week audition.
6. *Your song*, 10<sup>th</sup> week performance: lights on, instruments play, Liam starts to sing, all members sing together, Harry takes the singing turn, all members sing together, dancers come up to the stage, Harry & Liam sing their solos, instruments stop, performance finished, lights dim, judges giving comments, the group passed the 10th week audition as the 3rd winner.

### **Keys**

Keys are closely related to the types of tone, manner, and message shown through a

certain physical event (Umenziwa, 2017) As shown from the selected performances done by One Direction during the *X Factor UK* Season 7's weeks, the keys are only divided into two kinds namely tone and manner. The distribution of them can be shown in the *Table 3*.

Table 3. The Distribution of Tone and Manner Shown Through  
Selected One Direction Performances in The X Factor UK Season 7

Song Title	Tone	Manner	
		Verbal	Non-verbal
<i>Viva La Vida</i>	Full of spirit, joyous	The performers'	Hand and body
<i>Nobody Knows</i>	Painful, sorrow	sing the songs, the	movement of
<i>Total Eclipse of The Heart</i>	Attractive, fascinating	conversation between judges and	performers while sing together, eye
<i>All You Need Is Love</i>	Cheerful, delightful	performers, the judges' comments	contact and hand movement of the
<i>Chasing Cars</i>	Full of expectation, hopeful	toward performers	judges while commenting.
<i>Your Song</i>	Full of love, heart- warming		

### *Instrumentalities*

Instrumentalities refer to the choice of a particular channel including the forms of language used by the participants. In the case of One Direction's selected performances, the forms of language used in the communication is verbal language (oral speech) using the English language. In addition, the channel shown in them all is the formal type of spoken English language. Other instruments are the musical arrangements, including guitars, keyboards, and drums, that accompany the boy group's performances.

### *Norms*

It includes several specific behaviors done by both the judges and performers. The norms shown from selected One Direction performances in *The X Factor UK* Season 7 are; communications between the performers and judges after the song finished, the judges clapping their hands after the performance finished, the performers agreeing and thanking the judges' comments, the judge started commenting whenever the other judges are finished their words, the judges sometimes arguing or looking into each other to seek a mutual response.

### *Genre*

Genre relates not only to the demarcated types of utterance but also to the situation where an event occurs. Thus, the selected One Direction performances have 'singing performance' and 'goals oriented'. The performers sing their best cover version of the song and the judges give comments to raise them.

The researcher thus stated that selected One Direction performances are taken place on the stage of *The X Factor UK* Season 7 from around October until December 2010. The participants involved in these events are One Direction members and the judges that differ based on their roles. All of the performances done by One Direction have a pattern shown by the singing turns done by each member. The goal of One Direction performances is to get both good scores and high votes from the judges and supporters whenever they sing several different songs with various tones and manners having by the songs. While singing, One Direction members often make some hand and body movements that are enjoyable, and the judges also make some whenever they are commenting. From the explanation above, it is clear that selected performances of One Direction are goals oriented for in the end, this boy group gets an award as the 3<sup>rd</sup> winner of the 7<sup>th</sup> season's *The X Factor UK*.

Although the related studies are analyzing two other cases as their objects, each object's participants realize the speaking aspects of Ethnography of Communication. The first study relates to the conversation between a husband and wife who have no child and the second one discusses the bargaining activity in a market done by seller and buyer. The instrumental aspects namely verbal and non-verbal, and the goals oriented genre finding are found in the previous studies and this research. Meanwhile, the five aspects of the Ethnography of Communication shown through the previous studies differ from the research's findings since each study has a different focus.

## CONCLUSION

All of the songs performed by One Direction have various types of covers, as proposed by Mosser (2008). It includes reduplication cover, major interpretive cover, and minor interpretive cover. As a result, all of the songs performed by One Direction have various types of cover as proposed by Mosser (2008). The setting and scene shown through selected One Direction performances took place on the stage of *The X Factor UK* Season 7 around October until December 2010. The participants involved in these events are One Direction members and the judges. All of the performances done by One Direction have a pattern shown from the singing turns done by each member and are aimed to get good scores and high votes from the judges and supporters whenever they sing several different songs with

various tones and manners. While singing, One Direction members and the judges often make some movements to make the performances more enjoyable. Selected performances of One Direction are goals oriented. It is marked by their award as the <sup>third</sup> winner of the 7<sup>th</sup> season's *The X Factor UK*.

A cover of a song may be more attractive than the original one. Technology-related factors, such as television and other online platforms like YouTube, make the cover more popular. As a result, the cover version gets some viewers and high votes that make the singer famous and successful in the following days. The study of Ethnography of Communication explains the relationship between the speaker, listener, and the situation they are speaking in. It can be easily applied to daily events, mores, or an activity with a specific purpose, for example, a singing competition. The result of this research will be helpful for those focusing their analysis on songs, especially cover songs. In addition, researchers focusing on the Ethnography of Communication can use this research as their reference. The researcher hopes for other scholars to analyze cover songs from other perspectives and related linguistics theories.

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