CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL

FRAMEWORK

The using of language style is one of the phenomena that can not be separated from human's daily communication. In communication language style has different variations, it depends on the relationship between the speaker and the hearer. Language style is not only using in direct communication but also in indirect communication, such as communication by using social media. But sometimes social media users communicate using language styles that do not match the speaker's relationship with the hearer. This phenomenon has a close relationship with sociolinguistics study.

2.1. Sociolinguistics

Language is not only meant as a tool for communication, but language also has a crucial meaning in building a relationship in society. According to (Sapir 1921: 7) language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols. It means that language is something that humans use to transfer the ideas, emotions, and desires through organ of speech. Beside, According to (Wardhaugh and Fuller 2015: 28) the word language is used to refer either to a single linguistic norm or to a group of related norms, and dialect, it is used to refer to one of the norms; this includes spoken, written, and sign modes of

communication. It means the language is something that belongs to some people or community, that can be in form of spoken, written and sign language. In social life, language has an important role in interacting with others.

The relationship of language and society have developed a new branch of linguistics named sociolinguistics. There are some experts in sociolinguistics who have given their contribution in the developing of sociolinguistics. First, According to (Wardhaugh and Fuller 2015: 15) sociolinguistics is concerned with investing the relationships between language and society with the goal of a better understanding of the structure of language and how language functions in communications. It means Sociolinguistics is part of linguistics which is concerned with language as a social and cultural phenomenon in society.

Besides, according to (Radford et al. 2009: 14) sociolinguistics is the study of the relationship between language use and the structure of society. It takes into account such factors as the social backgrounds of both the speaker and the addressee (i.e. their age, sex, social class, ethnic background, degree of integration into their neighborhood, etc.), the relationship between speaker and addressee (good friends, employer–employee, teacher–pupil, grandmother–grandchild, etc.), and the context and manner of the interaction (in bed, in the supermarket, in a TV studio, in church, loudly, whispering, over the phone, by fax, etc.), maintaining that they are crucial to an understanding of both the structure and function of the language used in a situation. According to (Bussmann 1996: 1089) sociolinguistics is scientific discipline developed from the cooperation of linguistics and sociology that investigates the social meaning of the language

system and of language use and the common set of conditions of the linguistic and social structure. It means sociolinguistics is the study that developed by the relation of the study of language and the study of society.

It is clear now that sociolinguistics is a branch of linguistics that takes language and the relationship with society as the object study. From the definitions above, it can be concluded that sociolinguistics concerns with who speaks to whom, what language varieties and purpose, where the location takes place, when the time occurs, and how the situation applies in real conversation. One of the phenomena which related to language and society is language style.

2.2. Language Style

Language has an important role in determining the success of a communication and creating a good social interaction if the language is used properly. If not, the information or the ideas of the speaker that want to transfer will not be accepted well by the hearer. According to (Radford et al. 2009: 15) the study of language variation involves the search for consistent patterns in such variable linguistics behavior. That means different people may have the different understanding of giving and receiving information. So it is important to pay attention to what style of language that someone needs to use in reaching the success of good communication.

According to (Keraf 1991: 113) language style is a way to express the idea with special language show the language user's soul and personality. It means language style is something that person use personally when expressing the ideas

to others. Language style may be called higher and lower for convenience in referring to the what kind of style is used. There are some kinds of language style as mentioned by (Joos 1967) that differentiated language style into five styles, they are frozen style, formal style, consultative style, casual style, and intimate style.

1. Frozen style

The frozen style is the most formal style among the other styles. This style is usually used in situations with respectful and legitimate ceremonies. The frozen style is defined by the absence of authoritative intonation in the text, as also by the fact that the reader or hearer is not permitted to cross-question the author (Joos 1967). It means that in frozen style intonation is seen when this style is used in spoken and sometimes intonation is exaggerated. The wording in this style is carefully planned in advance.

The frozen style is printed unchanging language, such as Biblical quotations and the words used in the frozen style are almost the same each time is spoken. There is no variety in frozen style. That means all the words already formed before. Some expressions example in this style; "Yes Your Honor", "Yes my Lord", "I object…", and so on. Not only the sentences are carefully constructed, but also sequences of sentences are intricately related. Obviously, it must be very carefully planned and to do well by requiring high skill. That is why this style is called Frozen style.

The people who use this style are often the people of high level or important figures. Some people that also sometimes use this style are some people who in the court, marriage ceremony, and religious services. Furthermore, a story or proverbial message used this style. Frozen style usually tends to be monolog. It also can be involved in the conversation if each member of the interaction has certain of fix verbal role to be played. For example, in court, there are judges, witnesses, and so on. The example of this style is: "Participants should remain seated throughout the ceremony." This sentence is something that often uses in court when the court is going to be started.

2.   Formal style

Usually, a conversation between strangers begins by using a formal language style. Even the formal is only using in the introduction, whose function is to ensure that no real business shall be impeded by formality. Formal style is designed to inform: it is dominating character and absent in intimacy (Joos 1967). It means in formal style the formal code-labels inform each hearer that the situation in a formal frame.

Formal style is defined as the style of language that is used for the important or serious situation. Formal style is usually a single topic oriented. Thus, most scholar or technical reports use this style. Here is the example of this style "Toyota's sales bounced back in March substantial discounts helped to win back customers who had been shaken by the firm's mass safety recalls." The example

above is a sentence that has complex sentences and noun phrases well structured, logically sequenced, and strongly coherent.

3.   Consultative style

Consultative style or good standard mature is the easiest kind of English to describe (Joos 1967: 22), because the consultative style is typically a dialogue, though formal enough that words are chosen with some care. Business transaction, doctor-patient conversation, and the like are usually consultative in nature. The consultative style used in the most orally conducted everyday business transactions. It is the usual form of speech in small groups except among close friends. The typical occurrence of consultative speech is between two persons. While one is speaking, at intervals the others give short responses, mostly drawn from a small inventory of standard signals. Among them are: "Yes", "No", "well", "I see", "That's right", "I think so".

Consultative is the style most open to give and take of everyday conversation discussed. That is why it is typically a dialogue, at the level where the words still have to be chosen with some care. For example, seller-buyer conversation, doctor-patient conversation, and so on. The example is A: "Would you please stay in your seats?". B: "Yes, thank you." The example above is a conversation between two people when one person is responding to another. Thus, this style is suited to a kind of conversation interaction with a condition where the words still have to be chosen with some care.

4.   Casual style

Casual conversation is between friends or colleagues or sometimes members of a family. There are two devices in casual style ellipsis and slang, the two defining features of casual style (Joos 1967: 23). Ellipsis is the omission of speech or writing of a word or words that are able to be understood from contextual clues. Some ellipsis is only phonological: "Can I help you?" is consultative and "C'n I help you?" is casual. Slang is a type of language that consists of words that are regarded as very informal. Slang is more common in speech than writing. Casual style is also simply defined as a style that is used for the conversation in our relaxed or normal situation that appropriates to the conversation with our friends, the background information so freely inserted into the casual conversation.

Casual style is characterized by the use of the first name or even nickname rather than a little name and last name in addressing one another. The pronunciation is rapid, besides that the use of slang. This is a prime indication of in-group relationship. It is used only with insiders, and only members of the group assume it to known, for example, to teenagers or to some group of adolescents.

Another characteristic feature of casual speech is the omissions of unstressed words, particularly at the beginning of sentences. The part that often omitted in this style are articles, pronouns, auxiliaries, and be. Example "Anybody home?", "Need help?". Example of this style is instead of saying "I believe that I can go with you", the people in casual might say to a friend "Believe c'n go with you", where someone is omitting both 'I' and 'a' of can. Thus, when talking to friends or colleagues casual style will be the language style used because it is

simply defined as a style that is used for the conversation in our relaxed or normal situation that appropriate to the conversation.

5.   Intimate style

The intimate style is private meaning. Intimate speech excludes public information. According to (Joos 1967: 29-30) an intimate utterance pointedly avoids giving the addressee information from outside of the speaker's skin. Talk with family, beloved ones, and very close friends, where someone tends to reveal your inner self. It means Intimate style is a completely private language developed within families, lovers, and the closest of friends. It might embarrass some for non-group members to hear them in-group intimate language.

There are two systematic features of intimate style extraction and jargon (Joos 1967). Extraction is when the speaker extracts a minimum pattern from some conceivable casual sentence. Jargon is one that has no dictionary meaning but serves as a code label for intimate style. There is however a message meaning.

Intimate style tolerates nothing of the system of any other style: no slang and no background information. The addressee in intimate style doesn't need to be told that someone is an insider. Each intimate group must invent its own code. The word that generally signal intimacy such as, "dear", "darling", and even "honey" or "hon" might be used in this situation. On the other names, nicknames might regularly prove embarrassing to hearer as well as speakers outside of intimate situations.

Furthermore, intimate language style is also characterized by ellipsis, deletion, rapid, pronunciation, non-verbal communication, and private code characteristics. The example for this style is if the sentence "Coffee's cold" is used as an example in casual style, where the article of the sentence is omitting, then "cold" is the equivalent sentence in intimate style. Thus, in every intimate conversation, the most important thing is, all the members in their surroundings will understand to each other mean in a conversation, even a sentence only express in only one word or code.

Based on (Joos 1967) explanation about five types of language styles, it can be concluded that there are some characteristics in language styles, that can be seen in the table below:

Table 2.1. Characteristics of language styles

1.	Frozen Style	1. This style is clearly planned.
		2. This style is common in writing than speech.
		3. As the most highly formal style. It uses the most complex grammatical sentence structure and vocabulary known only to experts in a particular field.
2.	Formal style	1. It required advance planning and preparation before it begins to utter. What the speaker says is something that has been prepared before.
		2. The formal style of writing needs careful editing.
		3. It is used in serious texts, for example in official documents, books, news reports, magazine or journal

			articles.
		4.	Well structured, logically sequenced, and strongly coherent.
3	Consultative style	1.	The speaker supplies background information.
		2.	It is unplanned speech.
4.	Casual style	1.	Casual style is carefree way of communicating.
		2.	Defining devices of casual style are ellipsis and slang. Ellipsis comes in the form of omission of phonological, grammatical, or lexical units.
		3.	Some of the vocabulary used only in casual situations are 'dude' (a person), 'nope' (no), 'stuff' (thing), and many more.
		4.	Casual language uses words/phrases that are shortened like "I'm doin' it my way" (instead of doing); "Lemme go!" (instead, let me go); "whatcha gonna do?" (instead, what are you going to do?).
5.	Intimate Style	1.	It such as a private conversation between two persons who know each other extremely well.
		2.	The use of jargon or create own code.
		3.	Contain intimacy meaning.
		4.	The use of extraction, it is when the speaker extracts a minimum pattern from some conceivable casual sentence.

2.3. Previous Study

As the reference in conducting this research, the researcher uses some previous researches which have related topic, that is in the field of language style analysis. First, The analysis of language style in headline of English magazine's advertisements by (Hapsah 2008). She aims to analyze language styles in headline of English magazines which is often used in advertisements. The data are taken randomly from different edition of magazines such as Cleo, Vogue, and Cosmopolitan. Qualitative method is applied in her research. She used theory of Keraf about stylistics and figure of speech approach of language style. In this research, Hapsah classified the language styles that are about simile, metaphor, personification, metonymy, alliteration, assonance, ellipsis, euphemism, prolepsis, and hyperbole that are mostly used in advertisements. After analyzed 15 data, the results showed that personification mostly appears in advertisements.

In the first previous research, the researcher found the similarities and the differences. The similarities are the same field in language style analysis and the same method of analysis that is qualitative method. The differences are the theory used to analyze and the data source. In this research, the researcher used theory of language style by Martin Joos, whereas Hapsah used theory of language style by Keraf.

Second, Analysis of language style found in novel The Last Tycoon written by F. Scoot Fitzgerald by (Sapriyani 2013). She aims to analyzed kind of language style in a novel. The data are taken from characters conversations in a novel The Last Tycoon written by F. Scoot Fitzgerald. She used theory of Martin

and Mandell about language style in analyzing the data. The result shows that this novel used seven kinds of language style, they are; formal, informal, casual, colloquial, consultative, intimate and slang style. Based on 104 conversations in the novel, she found the particular order of the frequently used of language style are; informal 29.80%, colloquial 23.7%, formal 14.42%, slang 11.5%, consultative 10.5%, intimate 6.7%, casual 3.8% dan 0% frozen style.

In the second previous research, the researcher found the similarities and the different. The similarities are the same field in language style analysis, qualitative method and the theory of Martin Joos about language style. The different is the data source. In this research, the researcher used the social media Couchsurfing as a data source, besides Suryani used a novel as a data source.

Third, an analysis of language style used in the slogan of advertisement that found on internet by (Zuliana 2008). She aims to determine the type of language style that used in each kind of slogan. The descriptive method used to explain the data and Agih method by Sudaryanto. In analyzing the data she used theory of Holmes about language style. The result of her research shows that there are three language styles that often used in slogan advertisement, they are; Slang, Colloquial and formal style.

In the third previous research, the researcher found the similarity and the differences. The similarity is the same field in language style analysis. The differences are the data source, method used and the theory used. The data of her research are taken from slogan of advertisement in internet, method of her research is agih method by Sudaryanto and the theory is by Holmes.

The last, the impact of language style on consumers' reaction to online reviews (Wu et al. 2017). She examines the impact of an online review's language style (figurative vs. literal) on consumers' attitudes towards a hotel and their reservation intention. She used theory of language style by Fogelin about literal and figurative language style. The data were taken from online reviews toward hotel in China. As a result, their findings indicate that consumers exhibit less favorable attitudes and lower reservation intention after reading a figurative (vs. literal) review posted by a low expertise reviewer. When the review was posted by a high expertise reviewer, the language style effect was attenuated and again figurative language did not exhibit any advantages over literal language.

In the last previous research, the researcher found the similarity and the differences. The similarity is the same field in analyzing the language style. The differences are the data source and the theory used, the data of their research are taken from hotel reviews and the theory is by Frogelin about literal and figurative language style.

2.4. Theoretical Framework

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│   Language Style    │
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┌──────────────┐  ┌──────────────────────┐
│ Casual       │  │ Intimate language    │
│ language style│  │ style                │
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│ Personal messages in a  │
│ social media Couchsurfing│
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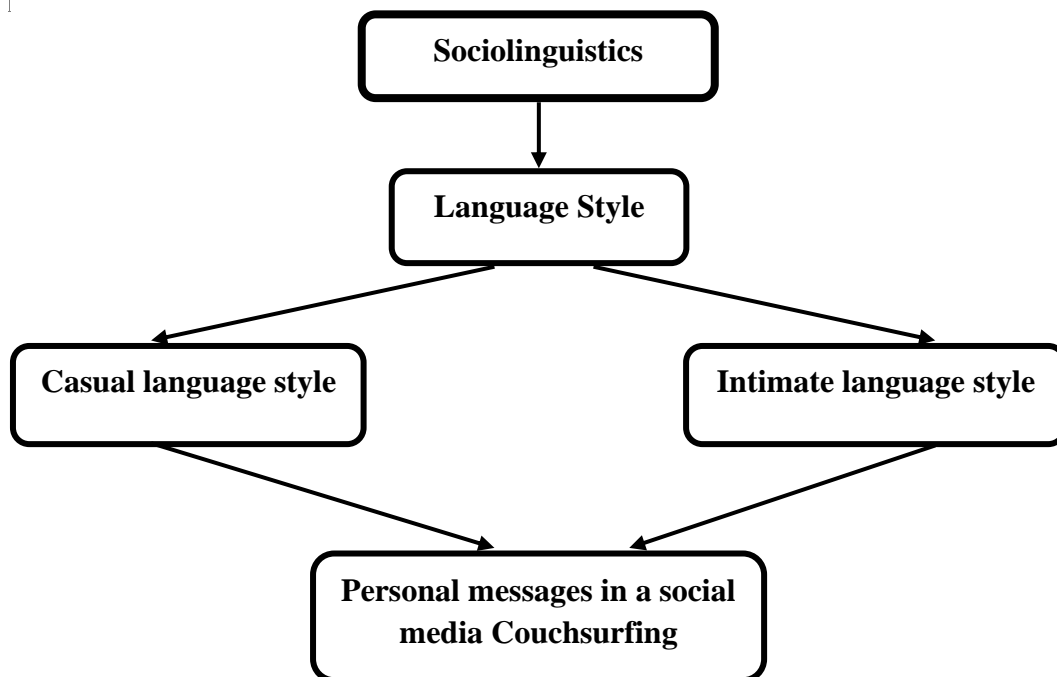
Figure 2.1. Theoretical Framework

Sociolinguistics is one of the main branches of linguistics study. Sociolinguistics is concerned with language in social and cultural context, especially how people with different social identities speak and how their speech changes in different situations. In sociolinguistics, the researcher is choosing to focus on language style analysis. Language style theory that used in this research was proposed by (Joos 1967) that divided language style into five, they are frozen style, formal style, consultative style, casual style and intimate style. Based on classifications above, the researcher only used casual and intimate language styles to analyze the personal messages in a social media Couchsurfing.