

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK**

#### **2.1 Theoretical Background**

In this chapter, the researcher discusses the relevant theories related to the study, and the researcher's conceptual framework in conducting the research. This chapter divided into four parts; Sociolinguistic, Jargon, Previous Research and Theoretical Framework.

##### **2.1.1 Sociolinguistic**

Sociolinguistics is the study of the relationship between language and society or the various functions of language in society. Sociolinguistics is the study of language in relation to the society. It is concerned with the people in everyday life, the people communication in society. Sociolinguistics is the study of language in relation to social factors like social class, educational level, age, sex or ethnic. The value of sociolinguistics is the light which it throws on the nature of language on general, or on the characteristics of some particular language.

According to Wardaugh (2006:13), sociolinguistic is concerned with investigating the relationship between language and society with the goal being a

better understanding of the structure of language and how languages function in communication. Sociolinguistic is term including all aspects of linguistics applied toward the connection between language and society and the way of the people use language in different situations. It is the study of the effect of any and all aspect of society, including norms, expectations and contexts, on the way language is used, and the effect of language on the society. It is the study of language in relation to social factors pertaining to the study of language in the context. Sociolinguistic also studies how language varieties differ between group separated by certain social variables like ethnicity, religion, status, gender, age and etc.

Based on explanation of Hudson (1981), says that sociolinguistic is the scientific study of language in relation to the society. The equivalent goal in the sociology of language is trying to discover how social structure can be better understood through the study of language, how certain linguistic features serve to characteristic particular social arrangement. Examining the way people use language indifferent social contexts provides a wealth information about the way language works, as well as about the social relationship in a community, and the way people signal aspect of their social identity through the language.

### **2.1.2 Language Variety**

The use of language not only influenced by the linguistic factor but also it is influenced by the nonlinguistic factor. The nonlinguistic factors like social and situational factors. The social factors that influence in the use of language such as social status, educational level, age, gender, and the other hand then the situational

factors like who the speaker is, what the language is, to whom, when, where, and what the problem is. Based on Chaer and Agustina (2007: 17-20) define that there are some language variety such as:

#### **2.1.2.1 The language variety from the speaker aspect**

It is the language variety that has individual characteristic and come from the group who has relative number in the one region or area. There are some examples of the language variety from the speaker aspect:

##### **1. Idiolect**

It is the language variety that has the individual characteristic. Every individual has own characteristic that is different from the other. It is caused by the physic and nonphysical factors.

##### **2. Dialect**

It is the language variety that comes from the groups of the member of society from the certain area or social class. Dialect based on the region or area namely geographical dialect and dialect that based on the social class namely sociolect. Geographical dialect is a regional variety of language in terms of different regions or locations which can be noticed in the differences of pronunciation, choice, and form of words. And sociolect originate among social groups and a variety of factors: occupation, education, income, cultural, ethnic, religion.

##### **3. Slang**

It is the language variety that has up to date vocabulary and contemporary. Slang is used by the youth or the social group and

professional to communicate in the secret. Slang is a label that is frequently used to denote certain informal or faddish usages of nearly anyone in the speech community. The term was first attested in English in the mid-eighteenth century, used in reference to 'special vocabulary used by any set of persons of a low or disreputable character, language of a low and vulgar type'. Slang is the global code for youth culture. Slang appeared as a result of youth and teenagers in large community. They never satisfy with what they have got, so they do in language. They try to make something funny, enjoyable, creative, update, modern, and intimate in their communication or interaction.

#### 4. Jargon

It is the language variety used by certain social group or profession and do not understand by the other group.

#### **2.1.2.2 The language variety from the usage aspect**

The language variety from the usage aspect is the language variety that connected with the function is register. Register is the set of language item associated with discrete occupational or social groups. Register describes the language of groups of people with common interest of jobs or the language used in situations associated with such groups. Register shows the other aspects from the social level that is the social process with the kinds of social activity that usually including the person. In the daily activity often find the register like communication between doctor and patient, teacher and student.

According to Chaer and Agustina (2000: 81) states that the use of language variation based on the usage that is dialect and register. It is based on the field, style, formal level, and media. For example register in journalistic, literary, military, economy, and education. The important characteristic in register is in the vocabulary. Register connect with the language problem that used for what activity. It is point out with the basic utterance or speech of human.

### **2.1.2.3 The language variety from the formality aspect**

There are five language varieties from the formality aspect:

1. Frozen style

Form of language which is unchangeable from time to time whoever the speaker is, for example language in praying, ceremony, trade agreement.

2. Formal style

It is the standard form of language which usually used in formal situations like language in the office formal meeting and letters.

3. Consultative or business style

The form of language which is used between formal and non-formal situation such as language used by businessmen.

4. Casual style

The form of language which is usually used in common speakers in daily activities and in relaxed situations between friends and family members.

5. Intimate style

The form of language which is usually used by speakers having very close relationship like between parents and their children, a couple.

#### **2.1.2.4 The language variety from the media aspect**

It can be seen from the use of media. It contains two parts such as spoken and written language variety. They are used by people in all activities in this life. Every activity need and caused the language variety. If the speakers are the homogeny in the ethnic, social status, profession so there is no language variety because the language is same.

#### **2.1.3 Jargon**

According to Allan and Burridge (2006: 56), jargon as the language weird to particular context like a trade, profession or other group. It is the language used in a body of spoken or written texts, dealing with a circumscribed domain in which speakers share a common specialized vocabulary, habits of word usage, and forms of expression. Moreover, they state that jargons are used among people who have common work related or recreational interest. It binds not only professionals, but also members of any groups who use a particular jargon.

In addition, Yule (2006: 211) says that jargon is a special technical vocabulary associated with a particular area of work or interest. In social terms, jargon helps to create and maintain connections among those who see themselves as 'insiders' in some way and to exclude 'outsiders'. It is often taken place inside a register. Hornby (1995: 296) also states that jargon consists of technical words or Expressions used by a particular profession or group of people and difficult for others to understand. The group here can be a professional or social group.

Furthermore, Spolsky (1998: 33) defines jargon as speech used by marked group of people such as a trade or occupation. A specialized bond between members of in group and enforce Boundaries outside. If the people do not understand a certain jargon, it means that they do not belong to a certain group. Jargon can be useful for conveying meaning precisely and effectively for specific communities. However, it may also exclude and/or confuse those who are not “in group”. Thus, speakers and writers need to be aware of their audiences when deciding to use jargon appropriately.

Moreover, Crystal (2010) defines jargon as the technical vocabulary or idiom of special activity or group. The reality is that everyone uses jargon; it is an essential part of the network or occupation and pursuits which make up a society. All jobs present an element of jargon, which workers learn as they develop their expertise. All hobbies require mastery of a jargon. All sports and games have their own jargon. Each society grouping has its jargon. The occupation of person causes his language to vary, particularly in the use he makes of technical terms.

Jargon is sometimes compared to slang because both have the same senses as kinds of shorthand of language. However, the line of demarcation between jargon and slang is open to dispute because slang is sometimes defined in such way to overlap almost completely with the definition of jargon Allan and Burridge, (2006: 68). Allan (2001: 172) proposes three criteria identifying a jargon. First, it can be identified by its lexical markers such as specialized used vocabulary, idiom, and abbreviations. Second, a jargon can be identified by its syntactical markers e.g. imperative and passive sentences. Third, a jargon is

identified by its presentational markers in terms of prosodic (voice quality, amplitude, rhythm) and format in which the context is presented. In conclusion, jargon is technical language of some fields such as a trade, profession, or similar group using unusual vocabulary, complex phrasing, and unclear meaning.

Jargon is varieties of language created for specific functions by the people who engage in them regularly. It is like mini dialects but used only for the activity for which they were created. Other definition about jargon is more specifically stated in Oxford Dictionary (2001: 693) states that jargon is technical words expression used by a particular profession or group of people and difficult for others to understand: medical/ legal/computer jargon. So, people in certain groups or communities use jargon on many purposes.

Jargon usually means the special language of a group that people outside the group do not understand. Trades and profession have specialized terms that people who work in the field know. When the people are writing for general a general audience however avoids jargon and use terms that everyone understand. Jargon use as the label for vocabulary peculiar to some field or occupational. Other group or communities who want to know the language should learn and interact with those communities. The language often can't be understood in the general society or the society in the society in the outside of the group. For example in the jargon of computer likes *mouse*, *keyboard*, *RAM*.

The people know about these words but still confuse to interpret the meaning because jargon consists of technical words used by certain people in a certain social or professional group. Jargon used to communicate and interact



between the people in one group in the society. Jargon has many forms like in word, meanings, and functions.

### **2.1.3.1 Forms of Jargon**

Form of jargon is the physical appearance of a term or combined terms that results important technical meanings. Halligan (2004) elaborates four kinds of jargon. They consist of acronym, abbreviation, word, and phrase.

#### **1. Word**

Generally, word is the smallest unit of language that the people can understand if it is said or written on its own. According to Leech (2009: 109) , mentions that a word is not merely defined as the smallest form that can occur by itself as an utterance as it can also be manipulated by syntax such as what occur in sentence structure of an active sentence and passive sentence. Meanwhile, Finegan (2004: 40) proposes there are four information dealing with a word. First, people should be able to identify a word's sound and the sequencing. It is related with phonological information. Second, people should be able to identify a word's meaning which is related to semantic information. Third, people should be able to identify how related words such as the plural form of a noun or past tense of a verb are formed. It deals with morphological information. Fourth, people should be able to identify a word's category and how to use it in a larger composition in sentence.

In relation to a word's class, word is divided into content word and function word Fromkin (1991: 64). A content word is a word which determines thing, quality, state, or action. It has meaning when it is used

alone. It consists of nouns, verbs, adjectives, and adverbs. On the other hand, a function word is a word which has little meaning on its own. It is used to show grammatical relationships in and between sentences. It consists of conjunctions, prepositions, articles. There are some examples of word jargon that always found in computer such as; hardware, software and so many else.

## **2. Phrase**

A phrase is two or more words that work together as a unit. There is example of jargon in phrase forms especially in economic like *delivery order* (a document from the owner or holder of the goods requesting the release of goods held under warrant). According to Leech (2009: 130-135), a phrase is a group of words which form a grammatical unit, has a main word that is called a head. It is the only word that has to occur in the phrase. A phrase does not contain a finite-verb and does not have a subject-predicate structure. The modifier, putting before as well as after the head, is optional.

## **3. Abbreviation**

The first theory of abbreviation is proposed by (2009: 109 ), who mentions that an abbreviation is formed by taking the initial letters which does not result in well-formed syllables. Thus, unlike an acronym, an abbreviation cannot be pronounced as if a word. The people should spell as what the initial letters are, such as USA which is pronounced /yuesai/ instead of /yusa/.

The second theory of abbreviation is proposed by Fromkin, (1991: 84). They say that abbreviation is intended to simplify words or combined words by putting one or some syllables of the original word/ words. It can be formed

by longer words or phrases such as phone for telephone, math for mathematics, board for blackboard, and fridge for refrigerator. By taking the only initial letters of each word that has already contained complete information such as BBC standing for British Broadcast Corporation, using abbreviation might increase more efficient communication (Allan and Burridge, 2006: 89).

#### **4. Acronym**

According to Yule (2006: 57), acronyms are formed from the initial letters of the words in name, title or phrase. It can be pronounced as a single word, for example UNICEF that stands for United Nations Children's Fund, NATO for North Atlantic Treaty Organization, NASA for National Aeronautics and Space Administration, and UNESCO for United Nations Educational, Scientific and Cultural Organization.

There are many acronyms that become everyday terms such as laser ('light amplification by stimulated emission of radiation') and radar ('radio detecting and ranging'). Names for organizations are often intended to have their acronym represent an appropriate term, as in 'mothers against drunk driving' (MADD) and 'women against rape' (WAR). Some new acronyms come into general use so quickly that many speakers do not think of their component of meanings. Innovation such as PIN ('personal identification number') is regularly used with one of their element

##### **2.1.3.1 The Meanings of Jargon**

Meaning is what is referred or indicated by sounds, words, or signals. Meaning can be divided into two elements like lexical and grammatical meaning. Lexical meaning is the meaning given to linguistics element. Grammatical meaning is meaning brought the pattern in the language. Meaning is the way or how the people utter the words so the hearer understood what the people speak or write.

### **1. Denotative Meaning**

Denotative is the natural meaning and no addition. The meaning in the word not connected with the other thing, not explain in the connection with the other event. The denotative meaning is the meaning that suitable with the definition in the dictionary and it is limited. For example *medicine* has the denotative meaning the art and science of the prevention and cure of disease.

### **2. Connotative Meaning**

The connotative meaning must be learnt and mastered based on the language experience and the usage. It is the subjective because there are many additional feelings and values. If the denotative meaning can be understood by many people, the connotative meaning only can be understood by the small number of people. The connotative meaning is depending on the personal interpretation. For example *itchy* has the connotative meaning having or producing irritation on the skin.

#### **2.1.4 Email**

Based on oxford dictionary, Email is the way of sending electronic messages or data from one computer to another to do communicate. Based on Merriam Webster's definition, email is a system for sending messages from one individual to another via telecommunications links between computers or terminals using dedicated software. Email is very important for the people who work in the company and in another place.

### **2.1.5 PT Racer Technology Batam**

PT Racer Technology Batam is one of company that is located in Batam Centre and it stands about 1999. It is one of manufacturing company that make plastic product (Molding) and Assembly and all products distributed to another country in the world. Totally of employee work in PT Racer Technology Batam about 500 peoples. All of people work in different department and also different position as from production operator and staff. Every people work in there come from different ethnic such as; Chinese, Javanese, Batakness, Indian ad so many else. The differential make the style when do communicate not same. Every people spoken with their dialect and make others sometimes not understood.

The usages of languages also make the people who work in there confused especially for the people who just understand their nation language. Can speaking and writing English are the qualification to work in there especially for the staff position. To easier communicate with others, the people use email as the tools for saying or writing something. Every people not waste much time to convey new or important information. No need time for the people to meet another directly if say something. The people just use email, and give information to another by it. The

people who work using email every day. It is help them to do communicate for all the people who have email too. The usage of email at PT Racer Technology Batam is very important. The researcher also use email in there and help her to do her job and interact every day especially for the people who from different nation.

## **2.2 Previous Research**

After doing some research, the writer found Jargon has been analyzed by some students and the writer chooses three of them, they are as bellow;

The first researcher that is used by the writer as previous study is SartikaLayliana (2000), she is a student of Muhammadiyah university of Surakarta. She wrote her research with the entitled "*An Analysis of English Jargon of Digital Photography; A Sociolinguistic Study*". In her research, she analyzed the linguistic forms, the function of jargon. She use qualitative descriptive to analyzing the data. In her analysis she found that the forms of Jargon of Digital Photography are: words, phrase, and abbreviation. The dominant form of Jargon in her analysis is word. In her analysis she also found that the function of jargon of digital Photography is effective as signals for identification.

The second researcher that is used by the writer as previous research is CintyaPutri. She is a student of Indonesia University Education. She wrote her research with the entitled "*An Analysis of Computer Jargon in Macbook Users Guide*". In her research, she analyzed the form, meaning, word relation, and function of jargon. In analyzing the data, the researcher uses quantitative research. There were 94 computer jargons found from MacBook operation. Based on structural formation, there are 24 words (26%) and 21 phrases (22%). Meanwhile,

based on unpredictable formation, there are 5 clippings (5%), 4 blends (4%), 4 acronyms (4%), and 36 abbreviations (39%). The meaning of jargon in this study was analyzed using intention list approach which every jargon has different meaning compared to the language used in other major.

The third researcher that is used by writer as previous research is Aditya Fadly. He is a student Yogyakarta State University. He wrote his research with the entitled “*An Analysis of Military Jargon in a Video Game: Call of Duty 4 Modern Warfare*”. In his research, she analyzed the form, function, and meaning of jargon. She uses quantitative method to analyzing the data. There are 107 jargons 34 found in this study. The result of form classifications shows that 55 jargons belong to word, 25 phrases, 21 abbreviations, and 6 acronyms. The jargons function to serve as a technical or specialist language for precise and economical communication. Here, the researcher for this research will analyze the form of jargon and the meaning of jargon that have in email at PT Racer Technology Batam.

### 2.3 Theoretical Framework

The following is the theoretical frame work of this research which taken from some expert.

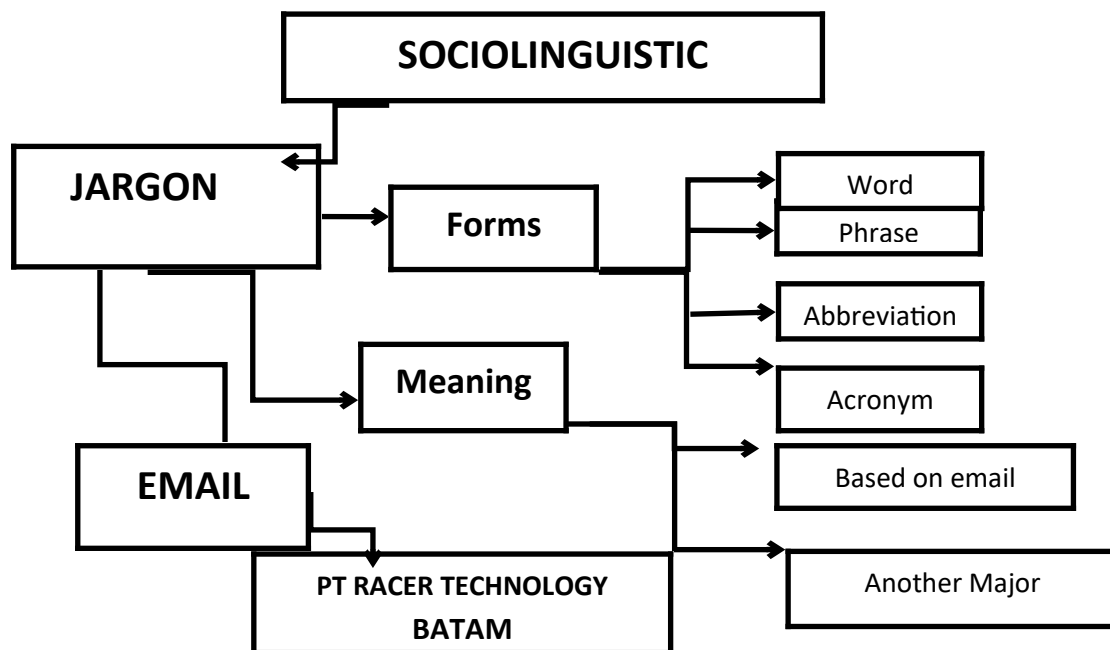


Figure 2.3 Theoretical Framework

The researcher makes the theoretical framework above to make easier the writer to do analysis. Below the writer explains the theoretical framework above. The writer analysis sociolinguistic of English jargon in email at PT Racer Technology Batam. Based on her opinion, Sociolinguistics is the study of language in relation to the society. How the language are used by the people in every life, and where they live. Jargon is always used in anywhere when do communication. Jargon is means that the special languages of a group that people outside of group do not understand.



Above, jargon divided for three categories, they are as; form of jargon, meaning of jargon and function of Jargon. The form of Jargon divided for three types namely; words, phrases, abbreviation and acronym. The meaning of Jargon can divided for two types, they are denotative meaning and connotative meaning and also what the function of jargon for the people who used it. The jargon is analyzed in email that is used for the people to do communication. Email is the tool for the communication of the people who work in one company. So, PT Racer Technology Batam is one of company that the researcher used it to do analysis.