

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORITICAL FRAMEWORK

2.1 Sociolinguistics Approach

Sociolinguistics is closely related to society. Sociolinguistics is a branch of the society and linguistics. According to Wardaugh and Fuller (2015), sociolinguistics is the study of society in which there are various kinds of languages and how the role of language in the life of the community. It means various languages and how the role of language itself is closely related to society. So, language and society are closely related to sociolinguistics.

According to Meyerhoff (2006), sociolinguistics is the study that analyze language with each understanding. Lots of linguists might describe themselves as sociolinguists, but the people who call themselves as sociolinguists may have rather different interests from each other and they may use very different methods for collecting and analyzing data. So, sociolinguistics according to Meyerhoff (2006) is about how the speaker use the language, how people use the language in different region, and how the nation determines what language is used for example in education.

2.1.1 Language Style

People communicate with a good language. The language that people use has different variety. According to Wardaugh and Fuller (2015), language

style is any situation where we are, it can be adjusted what language style we have to use according to circumstances.

The expert that proposed about the types of language style was Martin Joos., Joss (as cited in Maraden 2016) mentioned that there are five types of language style. Therefore, to analyze the language style in the movie, the researcher used the theory from Martin Joos (as cited in Maraden 2016). The explanation about the type of language style are explained below.

2.1.1.1. Types of Language style

There are five types of language style, they are frozen style, formal style, consultative style, casual style, and intimate style. The definition of language style is the choice of words when the people speak with each other and it depends on the circumstances of what the people do.

2.1.1.1.1. Frozen style

Frozen style is the most formal language style. The most formal style that usually used in respectful situation or formal ceremony. It is also called oratorical style which characterized by the very careful, has fixed form, and has symbolic or historical nature. This style is defined as the most elegant variety that reserved for very important or symbolic moments. In spite of fact, ordinary citizens who attend in the court, religious services, may demand frozen language because it is not an ordinary occasion and it maybe recognize used this style.

Example of frozen style: “Yes, my Lord”, “Yes Your Honor”

2.1.1.1.2 Formal Style

Formal style is the formal language style that commonly used in formal speech, official meeting, formal meeting of directors in some organization, etc. It is used in the formal events, talks about the serious problem such as in the formal speeches and official meeting. Formal style is usually a single topic oriented and it is related to the fact, that formal writing is technical. Formal style used in school by students, teacher, lecturer, headmaster. Thus, most scholar or technical reports use this style such as those taking part should sit during the proceedings. The characteristics are careful and standard speech, low tempo speech, technical vocabulary , avoidance of main word repetition and its use of synonyms. The formal style labels are: yes, sir... okay, sir..and a very few others.

Example: May I present Mr. Smith?

No, you may not.

2.1.1.1.3. Consultative Style

Consultative style is the operational language style that is usually used in school, factory, and corporation meeting. Consultative style is the most operational among the other styles. The sentence tend to be shorter and less well planned. Since it is spontaneous, people tend to repeat some unnecessary words, choose the wrong word choice or use many slang. It is used in some group discussion, regular conversation at school, companies, trade speech conversation, etc. This style is defined into two features. First, the speaker supplies background information and he or she does not assume that he or she will be understood

without it. Second, the addressee participate continuously; mostly often the participated for a very long period. While one is speaking, at intervals the other gives short responses or standard signals such as, yes; no; uhhuh; N'n; Mmm; That's right; I think so; oh; I see; yes I know; etc. The patterns of clause connection in consultative are generally simple and we do not put the grammar in this style. Example of consultative style: "That's right Mr.Simpson"

2.1.1.1.4 Casual Style

Casual style is the casual language variety in conversation, recreation, sport, etc. Casual style is also simply defined as a style that is used for the conversation in our relaxed or normal situation. Casual speech is the omission so fun stressed words, particularly at the beginning of sentences. It is often used in the conversation between friends or family. It is usually applied in daily conversation, in relaxed time such as when they picnic or sport,etc. There are two devices of casual style. First is makes most of the differences between casual grammars, which require a shorter form. For friends, acquaintances, insiders, make use of slang, ellipses, and verbal formulas ("Been there; done that!").

Example of casual style: "What's up?"

"Comin over tonight? Be there at eight"

2.1.1.1.5. Intimate Style

Intimate style is a completely private language developed within families, lovers and close friends. The intimate labels are: dear, darling, honey and even

Mom, Dad, and other nicknames might use in this situation. Intimate style is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication and private code characterized, it is often unintelligible smallest social units. One of the systematic features of intimate style is extraction. The example of intimate style: “You have to believe me, Dear”

“Wish you all the best, mom”

2.1.1.2. Factor of Using Language Style

There are some factors that happen in the circumstances of speaking. Hymes (as cited in Wardaugh & Fuller 2015) had proposed the factors about how the people speak. He also made the acronym SPEAKING for the various factors that relevant. The SPEAKING theory can be described as follow :

Setting and scene (S) is the first factor declared by Hymes. Setting and scene are important in speech. Setting refers to the time and place. While scene refers to the part of people when they speak in a moment. For example in the movie, when Cady as the main actor talk with their friend in the canteen is the setting and the part of Cady’s talking is scene.

The participants (P) include to the speaker and listener. When two person having conversation for example in the movie there is conversation in the classroom between teacher and student. They speak one each other and know with whom they speak.

Ends (E) is generally accepted by people who have the personal goals to accomplish on particular occasion. For a movie, end is functional for the person

who watch it because the movie itself has its own outcomes or aim to be sent to the viewer.

Act sequence (A) refers to the actual form and content of what is said such as the precise words used, how the word is used, and the relationship between what is said and the actual topic. For example the casual conversation and Halloween party in the movie are all different forms of speaking.

Key (K), the fifth factor, refers to the tone, manner, or spirit in which a particular message is delivered to the participant such as humble, serious, precise, pedantic, sarcastic, arrogant, and so on. The key may also be seen from behavior, gesture or posture.

Instrumentalities (I) refers to the choice of speaking. For example oral, written, signed, and the form of speech such as the language, dialect, code, or register that is chosen. In the movie as example code-switching between Bahasa and English in any subtitle.

Norms of interaction and interpretation (N) refers to behavior or attitude of the people who speak in a certain condition. In every condition or situation there are norms that apply and must be obeyed by the community. In a movie also we can find the norms of interaction from all of the actor.

Genre (G), the final factor of SPEAKING term, refers to clearly types of utterance such as poems, proverbs, prayers, and lectures. These are all marked in specific ways in contrast to casual speech.

Those are the SPEAKING term defined by Hymes (1974). It is concluded that any interaction or conversation done by people, need a complex utterance

because some factors can be seen different in any other people point of view. The utterance can be a complex activity for interaction because the speaker need to consider the eight SPEAKING term to deliver message in order the speaker can deliver it well and vice versa.

2.2 Previous of the Research

The researcher found other researchers that have done on language style research. The first research was from Hamzah (2018). This research focused to the language style which are created by the teenagers, when they wrote the status in Facebook and the most frequency style used by the Facebook users in Indonesia. The researcher in this research used descriptive method which described the phenomenon based on the source of data. From this research, the researcher found that language style used by the teenagers to pre adult in writing their status in Facebook. The result of his research was the teenagers mostly used the casual style in writing the status in Facebook.

The next previous research was from Rasyidin (2016). He used movie as media of collecting the data. This research focused to find out the language syle by seven main characters in movie and the dominant style. In this researh, the researcher used qualitative method that the data was collected by watching the movie then finding out the conversation that contained language style on communication then classifying based on types of language style that was found on the movie, then finding the dominant type of language style. This research obtained two conclusions. The first, the researcher found four types from five

types of language style they are formal, casual, consultative, and intimate style. The second, from those four types, casual style was the dominant type, while frozen style was not found in “Fury” movie.

Furthermore, another research came from Maryam (2013). The analysis focused in beautiful words and many language style meanings in the stories. The writer in this research chose the library research by using source data in entitled *Canterville Ghost* and with instrument like computer, pen, stabilo, pencil and etc. The overall aim was to analyze the language style in short story *Canterville Ghost* by Oscar Wilde's. The researcher found the language style metaphor, simile, rhetorical, hypebole, personification, and cynism.

The next previous was Haqqo (2016). This research focused on the types of language style and how the language style used in advertisement. This research used descriptive qualitative to analyze the data because the critical researcher analyzed the data offered with social conditions in which the form of written language style from Jakarta Post. This research used Well's (2002) theory. The result of this research was three style found in the advertisement hard selling style, soft selling style, and direct style. This research also was different with the thesis. The source of data and the theory was different. The similarities also discussed about language style.

The last is from José, Ángel, and Oliva (2011). The journal talked about progress in the study of morphosyntactic variations made it possible to move beyond the view of variants is only a formal alternative that conveys a single and

convincing meaning with social features and situation formalities. The result from this research is there are some syntactic variation case that found in Spain.

Based on the previous researchers above, there are similarity and differentiations. The similarity between previous research and this research is the topics are the same. It is about language style, but for the differences are the theory and the data sources. The researcher use the theory from Joos (1967) as cited in Maraden (2016) to analyze the types of language style and theory from Hymes (1974) as cited in Wardaugh & Fuller (2015) to analyze the factor of using language style. The data source in this research is from Mean Girls movie.

2.3 Theoretical Framework

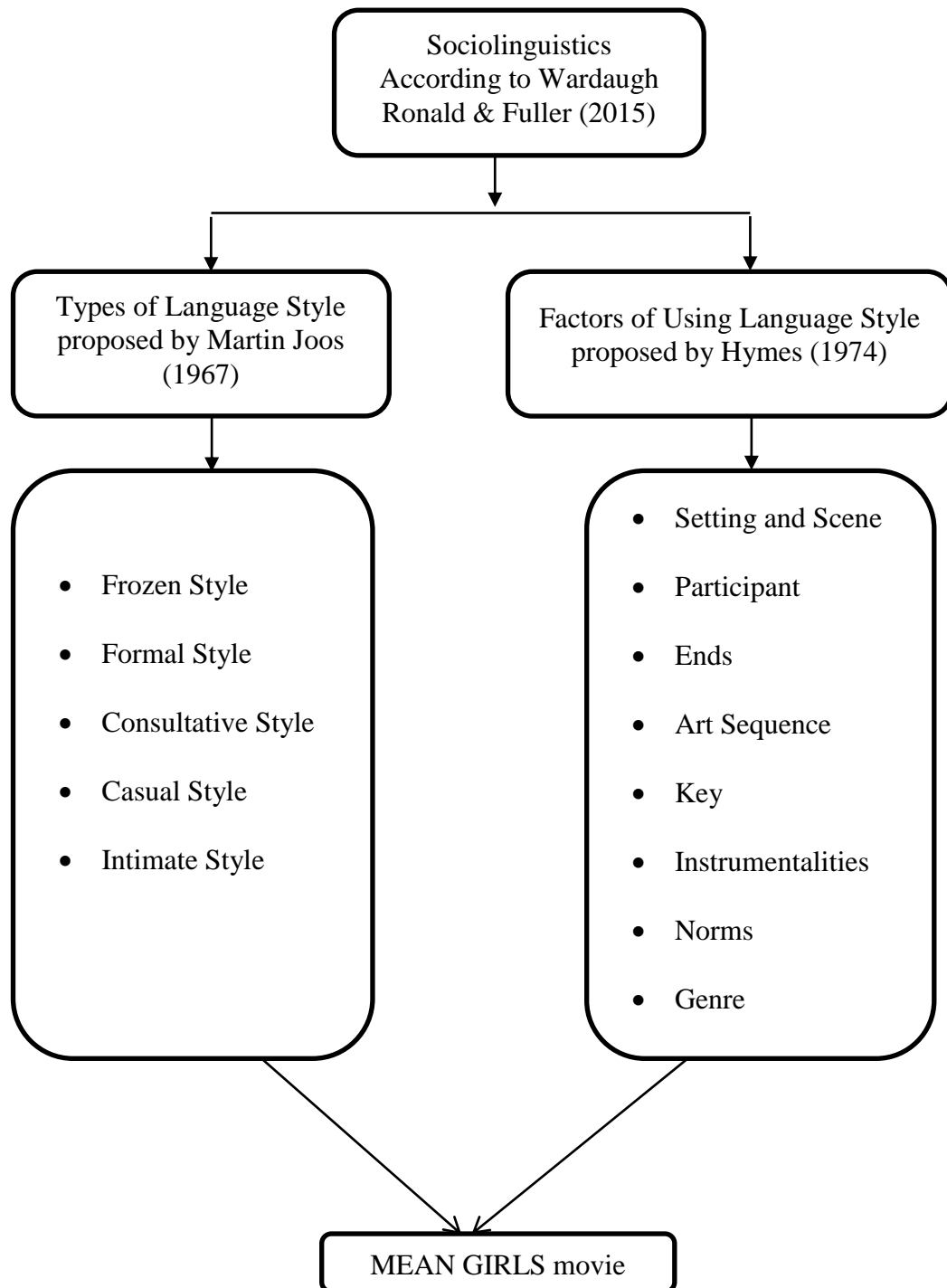


Figure 2.1. Theoretical Framework

Theoretical framework in this research begins with movie entitled “Mean Girls” which was published on 2004. In the movie, there are some kind of language style found. This research just focuses on language style that will analyze using Martin Joos theory and the factors of using language style by using Hymes theory. The researcher will analyze the five types of language style and eight factors that using the language style from the script of the movie. Then, the researcher analyze the language style by using sociolinguistics approach in order to find the types of language style and the factors that using language style in “Mean Girls” movie.