CHAPTER I

INTRODUCTION

1.1   Background of the Research

Linguistics is a study of language that applied by people to communicate in society. It serves as a facility to understand the properties and characteristics of a particular language. Linguistics concerns with how language is being use around the world as one of the most fundamental parts of daily human life. Language carries different aspects and can be perceived as a social fact, as a psychological state, as a set of structures, or as a collection of outputs (Bauer, 2007).

Language in general has important role in life especially for communicating. Moreover, language is applied as the main device for communication and it can accommodate different context and purpose of communication with different styles of language. Also, language does not simply mean to just talk but rather to communicate with or without the use of a voice. In understanding the purpose of language, human deepens the comprehension surrounding the need of a tool to communicate with another human.

Society and language always go hand in hand as human interaction requires the need for communication. Different social setting in society requires different approach in order to fit in. Interaction within the society varies as different individual and setting affect the conversation. In better understanding of the relationship between society and language, Sociolinguistics is studied to deepen the

comprehension as how language affects different interaction found in society and how such social interaction help to shape language.

Language style has to be observed in communication (Joos, 1967). Despite the main purpose of communication is to get information across to the next person, influence from the society must not be ignored. By using different styles of language, the speaker is able to communicate with the interlocutor properly and also appropriately but not ignoring the social influence that co-exist with the purpose of communicating to begin with. Interesting phenomenon regarding language style found as an example in the book by Joos (1967) which is The Structure of English by Charles Carpenter Fries. Fries stated that the hearer providesoral reactions that do not interrupt the flow of the conversation from the speaker butrather to affirm that the hearer is present and listening attentively. As mentioned byJoos (1967) who quoted earlier printed books that inserted the audible and silent together in a text,

> "Now he told me that Royce's have in stock the fourteen-inch carriage typewriters with elite type *oh*" (Joos, 1967)
> "But they are expecting within two weeks or so to be receiving-ah-to start receiving their orders on eleven-inch machines with pica type *oh*" (Joos, 1967)

As seen in the quotation above, the conversation contains information from the speaker and the listener participates by providing vocal cue to affirm that the information is taken. These two signs affirm the existing of consultative style which is the speaker providing the information and the listener participates attentively to the conversation. Joos (1967) stated that consultative style is commonly use when in contact with strangers that does not share the same level of personal information.

In this situation, the speaker and listener are colleagues that discuss work related topic in a semi-formal conversation which means that the conversation and information that the speaker and listener shares with each other is work related topic including this typewrites topic. This represents one of the language styles used in the society that consider the social setting and status for both the speaker and listener.

Holmes (2013) stated that in conversation, people tend to talk differently when it comes to people with different age range such as children or adult. In communicating with different age range, there are different accommodation needed to be made in order to assure the listener understand. Holmes (2013) quoted Monty Python's Flying Circus, Episode 28,

Mrs N *: Oooh, he's walking already*
**Mother*: Oh, yes, he,s such a clever little fellow aren't you?*
Mrs N *: Hullo coogieboo. Eeeee… loo, diddle diddle dur. Ohh eechy, weechy poo poo. Ohh eechy, peachy poo poo. There look at him laughing. Oh he's a chirpy little fellow. Yeees. Whoooo's a chirpy little fellow eh? Yes. Ooooh, can he talk? Can he talk eh eh? (Holmes,2013, p.241)*

As seen in the quotation above, the conversation is done by an adult speaker to a younger listener using a high pitch and baby language. Holmes (2013) stated that when talking to a younger family member, people tend to use a sing song intonation and baby talk up to 3 years old. This indicates that by the speaker adjusts the language style when it comes to having listener with different age range. As when talking to a younger listener should as children, the speaker would use simple vocabulary and sentence structure as most children has limited communication

capabilities compared to adults. Tone and intonation also change when it comes to communicating with children which concluded that language style switches with different age range.

Language style also can be found in movie, short videos, novels, and other literatures as language style used in conversation is not limited to real world conversation. One of the sources that mostly applied for research is movie. Movie is kind of visual art that shows stories or ideas by moving images. In addition, it is one of appropriate sources as it mostly shares similarity with real world social culture. There is one of the interesting phenomena regarding language style is found in "Avatar: The Way of Water" Movie.

"Avatar: The Way of Water" Movie is next series of "Avatar", epic science movie which telling about the survival of Jake Sully, his family, and the army of Na'vi race to protect their race towards the old menace threats by human soldiers. This movie has won many movie awards such as Best Achievement in Special Visual Effects by BAFTA Awards in 2023, Movie of The Year by AFI Awards, Best Film by AACTA International Awards, and others. Moreover, there is different relationship found in the movie portrayed different social settings that require unique approaches which makes the movie appropriate to be analyzed. For example, one of the conversation in the movie shows as below when the character of colonel greeted General Ardmore when they met.

Colonel: General Ardmore.
General: Nice to meet you, Colonel. I hear good things.
(00:23:32 – 00:23:39)

As seen in the quotation above, both colonel and general greet each other using their military title. Joos (1967) stated that formality is used when in a formal situation such as formal events, speeches and meetings. As a subordinate in a work setting, it is common to address superior or people that have higher rank than us with a polite or more formal title such as "sir" or "ma'am" as a sign of respect but in this case, they use military title for a sign of respect. It is concluded that Colonel and General use formal style because he is talking to General which is his superior in a work setting.

As language style accommodates the need of communication along with the social influence to fit within the society, the function of the language style used is categorized differently. As in Leech's (1981) categorization of the function of language which contains informational function, expressive function, directive function, aesthetics function and phatic function. In the quotation above, Colonel's utterance is considered expressive function. Leech (1981) stated that expressive function shows the speaker's attitudes and feelings which in this case Colonel is showing his respect and appreciation toward General as his superior. The respect can be seen from Colonel calling General with his military title and vice versa. General's statement of "I hear good things" as he appreciates the opportunity to meet Colonel for the first time.

There were previous researches concerning language style that are used in the making of current research. First, Rahayu and Parmawati (2020) conducted research on language style along with illocutionary act in Indah Riyana's "The Perfect Husband" novel. In identifying the language style used in the novel, the

researchers utilized Martin Joos' theory and along with Searle's theory to identify the illocutionary act found. As a conclusion, casual style and intimate style was found to be the most prominent as the novel was a teen lit which contains ranges of casual conversation used by teenagers in the society. Similarly, directives and expressives acts were found the most prominent as well in the novel.

Secondly, Vitariani (2022) researched the topic of language style uttered by Victoria from "The Young Victoria" movie. In aid to analyze the topic, the researcher utilized Joos' theory in identifying the language style along with Holmes' theory of context of situation to understand the social influence that affects the use of the language style during the conversation. In conclusion of the research, Victoria used all five languages style in the movie in different occasion with the social influence that affect the style change according to the settings, participant, topic and the purpose.

The previous researches similarly use the same expert which is Martin Joos in researching the topic of language style found. Previous research and current research share similarity such as the use of Joos' theory of language style. However, this research also analyzed the function behind language style used utilizing the theory of Leech. And there is different of the data source between previous research and current research. Therefore, "Avatar: The Way of Water" movie is appropriate to be used as the data source of current research.

Based on the phenomena found and explained above, the researcher is interested in analyzing the types of language styles found in "Avatar: The Way of

Water" movie by utilizing Joos (1967) theory along with the function of language style by utilizing Leech theory on the "Avatar: The Way of Water" movie. Hence, the research is entitled as "Language Style Found in "Avatar: The Way of Water" Movie; Sociolinguistics Approach".

1.2   Identification of the Problem

In this research, the researcher has identified problems from the background as found in previous phenomenon which consist of;

1. The need for language for communication within the society

2. Different aspects that influence the use of language in communication

3. The use of language style that varies in accordance of social situation

4. Types of language style found in "Avatar: The Way of Water" Movie

5. Functions of language styles found in "Avatar: The Way of Water" Movie

1.3   Limitation of the Problem

In this research, the problem identified previously is constraint for analysis to specific problems which consist of;

1. The types of language style found in "Avatar: The Way of Water" movie

2. The functions of language styles found in "Avatar: The Way of Water" movie

1.4   Formulation of the Problem

In this research, the problem identified is formulated as the focus of the analysis which consist of;

1. What are the types of language style found in "Avatar: The Way of Water" movie?

2. What are the functions of language styles found in "Avatar: The Way of Water" movie?

1.5   Objective of the Research

This research consists of objective of the research upon analysis such as;

1. To analyze the types of language style found in "Avatar: The Way of Water" movie.

2. To reveal the functions of language styles found in "Avatar: The Way of Water" movie.

1.6   Significance of the Research

This research consists of significance of the research whether theoretically and practically such as;

1. **Theoretically**

Theoretically, this study is expected to be able to give contributions on the study of sociolinguistics. First, the research's result will be able to provide more discourses and information about the types of language style in society and its function. This research also will be able to be useful as a reference to readers especially towards students who are interested in conducting research with the same approach.

2. **Practically**

This research is expected to be useful for readers practically in understanding how to identify language style that is used in the society. This study is able to expand the knowledge regarding linguistics form as in language style found in the society, along with the purpose in accommodating the need of communicating with

the social influences that caused the shift of language style used in different situations.

1.7   Definition of Key Terms

This research consists of elaboration to related key terms on the analysis such as;

Sociolinguistics: Sociolinguistics is a study of language which focuses about how people choose and apply proper words related on the social context (Holmes, 2013). Particularly, it purposes to enhance the importance of considering the social factors around people in communication. For example, people speak differently followingthe communities they are in. According to Fasold (2006), Sociolinguistics studies about languages in social context. For this reason, social contexts become the consideration of how people speak in

Language Style : Holmes (2013) stated that style in language shows the different formal to lessformal style used in a language. The different speech style is also affected by some

Language function :Language has some functions for communication in society. Leech (1981) mentioned that there are five functions that can be identify in language applied by people in society, they are informational, expressive, directive, aesthetic, and phatic functions.

reasons which are to whom a person talks to, place where the conversation

happens,and the topic of the conversation