

## **CHAPTER II**

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

Review of related literature and theoretical framework of this research will be the opening of this chapter. Sociolinguistics and language style will be discussed in the review of related literature, also followed by types of language style, and finally the language functions in language style which reflected in “Avatar: The Way of Water” Movie. Furthermore, there will be comparison of the previous researches with current research in this chapter. As the closing of this chapter, the researcher will present the theoretical framework.

#### **2.1 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 following the 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 society. Additionally, According to Wardhaugh (2006), Sociolinguistics also concerns on how people apply the function of language in communication and make people understand more through the communication. On the other words, Sociolinguistics has relation with the function of language in order to create a better understanding of communication in

the society. Therefore, Sociolinguistics is understood as a study which concerns about the relation of society and language itself.

Since Sociolinguistics has connected with society, Biber and Conrad (2009) stated that Sociolinguistics has affected by social varieties such as registers, dialects, and styles. It means the society classes, ethnics, and others social varieties affected the communication. As well as that, Yule (2010) mentioned that Sociolinguistics has connection with language and culture too. It affects how people express their attitudes in communication depending to which social groups they are in. Therefore, it shows the formal and informal language used in society. In short, Sociolinguistics is a proper approach to be applied in this research to differentiate the formal and informal languages in society.

Formal and informal languages in society can be specified by what and how people use the words in communication. For example, people speak more formally when they are in a ceremony compared to when they are at home. Moreover, Baker (2010) stated that Sociolinguistics can be applied to identify certain groups of people based on how they use the words in society. For this reason, it can be concluded that Sociolinguistics can classify the formal to informal language applied by people even they have different background, culture, age, and other social factors. Definitely, Sociolinguistics is applicable to categorize the formal and informal languages in this research.

### **2.1.1 Language Style**

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

reasons which are to whom a person talks to, place where the conversation happens, and the topic of the conversation. All of these reasons are known as context. Therefore, the context of conversation has an important role in language style. Despite of the people's characters, the language style will still follow the context while they communicate. For this reason, it can be concluded that language styles can be recognized by understanding the context of conversation happened.

Joos (1967) explained that there are five categories of style that may become the measuring level of the formality in a conversation, however it does not show any superiority relation of each category itself. From this explanation, it can be stated that language style has five types with their own particular characteristics that show formal or informal style without presenting which type is higher or lower style. Aside of language style, there is also language function that related to language style that applied in communication. Leech (1981) stated that languages take major role to interaction in society, and there are five functions of language, they are informational function, expressive function, directive function, phatic function, and aesthetic function. In short, the analyze of language style types will also be related with language function.

### **2.1.2 Language Style Types**

Joos (1967) described that there are five types found in language style such as frozen style, formal style, consultative style, casual style, and intimate style. These styles are usually found in conversation by also considering the context of the conversation. Frozen and formal styles can be classified as formal style, while consultative style is classified as semi-formal style, following by casual and

intimate styles are classified as informal styles. Generally, each of language style types has their own characteristics which will be explained in next sub chapters as below.

### **2.1.2.1 Frozen Style**

Frozen style is the most formal style of language style types that mostly found in formal circumstances (Joos, 1967). The formal circumstances that he mentioned can be found in a courts, ceremony, kingdom, church, and state reports. The characteristics of frozen style are shown by how participants in conversation choose the words carefully, which they often involve the overemphasized intonation. In addition, the sentences are mostly constructed long and careful. Last, participants have very less response to each other, mostly there is no response found in this style. For example, there is frozen style found in a conversation as below.

“It is with a sense of reverence and honor that I address you, my Privy Councilors, as your Sovereign and Queen. I mourn sincerely the death of my dear uncle, the King, but I know I may count on you to serve me as loyally as you served him. I am young, but I am willing to learn. And I mean to devote my life to the service of my country and my people. I look for your help in this. I know I shall not be disappointed. Thank you.” (Vitariani, 2022)

From the utterances above, it can be stated that the language style the character applied is frozen style. It shows that the character is doing a speech which occurs in a hall of palace. It also does not need the audiences’ response. Moreover, the character above is as known as a queen in the palace.

### **2.1.2.2 Formal Style**

Joos (1967) stated that formal style is usually found in strangers or less intimacy between the participants. It is mostly applied in formal circumstances which still involves the carefulness of word choices. This style is commonly found

in company business meetings, classrooms, and formal speeches. In writings, it is found with the characteristics of well structured sentences, proper grammar applied in sentences, and proper word decision. For example, it can be found in reports, thesis, business letters, or announcement form. In addition, the participants are usually called each other by using their titles as it shows more formal or professional than just calling by their names.

Prince Edward : “Who’s yelling?”  
 The Aide : “A tourist, Sir.” (Salsabila & Permanasari, 2022)

The utterances above shows that The Aide answers the Prince Edward by using the title of “Sir”, which shows the The Aide doesn’t have intimate relation with Prince Edward, therefore he must use formal language style in the conversation.

### **2.1.2.3 Consultative Style**

Different with frozen and formal style, consultative style is a semi-formal language style type that lets the participants interact to each other with the purpose of consulting (Joos, 1967). There must be information receiving in this style because the participants are allowed to give responses in a circumstance of consulting, directing, or suggesting, even though the participants are not too familiar to each other. Therefore, consultative style is commonly found in the conversation between lecturers-students, doctors-patients, or suppliers-buyers.

Albus : “This is it.”  
 Lily : “Wow!”  
 Albus : “Platform nine and three quarters.” (Jamal & Nasrum, 2018)

The utterances above are classified as consultative style because the characters namely Albus shows the direction of Platform nine and three quarters to another character namely Lily. The direction that occurs in the conversation above has provided information that needed in the situation.

#### **2.1.2.4 Casual Style**

Casual style is one of informal styles that mostly found in casual circumstances, such as friends to friends (Joos, 1967). The choice of words applied in this style are mostly slang, shortened word, ellipsis, or non-standard form. Moreover, participants use incomplete sentence in conversation as long as they understand the meaning. It is also very common that participants do not use any title to address each other, they mostly use their nickname or first name in addressing each other. There is an example of casual style found as below.

Ellen : “Wow.”  
 Applegate : “We gotta take a break.” (Cahyanti, Hartono, and Linggar Bharati, 2021)

The utterances above show the casual style in the conversation, because the participants use informal words such as expression of “Wow” and the shortened word of “Gotta”. It can be stated that the situation on the utterances is casual situation where the participants may speak casually as friend to friend.

#### **2.1.2.5 Intimate Style**

Intimate style is applied when the familiarity level of participants is high (Joos, 1967). It is mostly found particular expressions that shows the intimacy or familiarity of the participants which found in a relationship of couple, family, or friends. Often, there is found of jargon or private codes that only can be understood

by the participants. Furthermore, the sentences used are mostly incomplete and many shortened words too. Therefore, intimate style can be categorized as most informal style of language style. The example of intimate style is shown as below.

“Morning, morning mother, morning darling.” (Ramdhani et al., 2020)

The utterance above shows the intimate relationship of the participants, the greetings occurred in a family that has close relationship. The word of “Darling” is usually used only if the participants have high intimacy level or familiarity. Therefore, it can be concluded that intimate level is commonly applied among friends, family, couples, or participants that have close relationship.

### **2.1.3 Language Functions**

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. He described that the language functions have relation with the addresser and addressee as the participants for delivering and receiving messages. Also, the message itself has the function of language. Therefore, the five language functions must be identified by considering the context of communication. Furthermore, the five language functions will be explained as below.

#### **2.1.3.1 Informational Function**

Informational function in language occurs in communication when the participant which as speaker conveying information (Leech, 1981). The information that mentioned can be defined as a fact. Often, it is also scientific data which occurs in conversation. In addition, an utterance can be classified as an informational

function when the utterance contains of truth value or something logical. In summary, information function can be found in conversation that related to instructions, general knowledge, reports, science, and fact information.

#### **2.1.3.2 Expressive Function**

Leech (1981) explained that expressive function occurs when the speakers involve their feelings and impressions in the utterance. It means that expressive function can be found when speakers show their attitude, emotions, and opinions in their utterances. Unlike informational function, specific information is not necessary in expressive function. Therefore, expressive function can be analyzed by the using of exclamations, gratitude words, admiration words, or even swearing words. Generally, this function shows the emotions of the speaker.

#### **2.1.3.3 Directive Function**

According to Leech (1981), directive function can be stated as a directing or influencing function in communication. It is found when the speaker gives command or request that influences the other participants to do something. Furthermore, mostly the utterances occur as short sentences or phrases. For example, “Sit down!” or “Open the gate!”. In short, directive function can be applied when the speakers intend to make other participants react or do something as their requests.

#### **2.1.3.4 Aesthetic Function**

As explained by Leech (1981), aesthetic function is a language function that occurs to add artistic or poetic effect in communication. It does not have any intention of delivering information or messages, nor command or request. However,



it can be applied when speakers intend to add more poetic or aesthetic words when they explain or define something to other participants. Finally, aesthetic function can be found in poem, music, movie, or others art.

#### **2.1.3.5 Phatic Function**

Phatic function is applied in communication to maintain the communication between participants (Leech, 1981). In society, communication should be maintained to keep going in purpose of keeping the relationship of the community. Therefore, the phatic function can be found when participants maintain the conversation such as discussing daily weather, or any topic they can relate. For this reason, the phatic function has a function to let participants interact to each other without involving any emotions.

## **2.2 Previous Research**

The researcher has taken several researches with the purpose to be comparison and references to current research. Firstly, there is a journal article written by Jamal and Nasrum (2018), which discussed about kinds of language style and social factors that are found in the novel entitled “Harry Potter and The Cursed Child” by J.K. Rowling, focusing on the character named Albus. The theory used to identify the types of language is by using Martin Joos’ theory. The results of the research had showed that the character Albus had used all types of language style as theorized by Joos (1967) with total 10 data, with each types have 2 data.

Next, there is Syukri, Herawati, and Sukmawaty (2019) who conducted an analysis on language style that can be found in novel “The Great Gatsby” by Fitzgerald. The study is descriptive qualitative research, and the data of the research

is analyzed by using the theory by Geoffrey Leech and Mick Short about figure of speech with seven categories. The results showed that seven categories figure of speech were found in the novel with total of 105 data, with simile as the most used figure of speech.

Then, Muziatun, Achmad, and Samidu (2020) had analyzed five language style that are used by the host, Jimmy Fallon in “The Tonight Show” talk show. This study also used the theory of language style by Joos (1967), and was supported by Holmes with the theory of sociolinguistics. As the research’s results presented, it was concluded that Jimmy Fallon had used two types of language style in hosting the talk show, out of five language styles types theorized by Joos (1967). They are consultative style and casual type, as casual type is dominantly used type in the conversations with 18 data, while consultative style with 11 data.

Wuwur (2021) conducted the analysis of language style that are used by Katy Perry and the hosts of “Tonight Show” in exclusive interview. Martin Joos’s theory of language style is used to analyze the data in this research, and it was found that Katy Perry and the “Tonight Show” hosts had used four types of language style out of five. With total of 64 data, casual style of language became the most dominant language style used in the interview with 29 data, while the other is consultative style with 22 data, formal style with 9 data, and intimate style with 4 data.

Lisdawati (2021) had written an article that has the purpose to analyze language style and register that is used by famous content creators from a social media named TikTok. The researcher had survey on the research’s subjects in order to choose and determine the most favorite content creator in TikTok. The results

showed that most of the subjects chose RiaRicis, while SiscaChol followed. It was also found that the data from both content creators that, they had mostly used the casual type of language, as it was to attract viewers by being friendly and not too formal.

Next, an article conducted by Cahyanti, Hartono, and Linggar Bharati (2021) had its focus in analyzing the language style that are used by the guests that appeared in “The Ellen Show”, and then determined the comparison of language styles that are used between native and non-native English speakers. The results of the research revealed that native English speakers naturally used all types of language style as theorized by Joos (1967), while non-native English speakers only used three types of language style, which are formal, consultative, and casual style.

Lastly, Salsabila and Permanasari (2022) had analyzed on the language style that are used in a movie with the title “The Princess Switch”. The research had used the method of descriptive qualitative, and the data collection had used the method of observation and documentation. It was concluded as the research’s result that there were 90 data found from the movie’s dialogue regarding to all types of language style as theorized by Joos (1967). The most frequent language style used in the movie is formal style with 43 data, followed by casual style with 26 data, intimate style with 11 data, consultative style with 9 data, and the least used type is frozen style with only 1 data.

Among all seven previous researches, there are similarities and differences towards the present research. First of all, the main purpose of the researches is to find out the language style used in a certain object, which has the same purpose as

the present research. The previous researches as explained above used the same theory as present research, which is the language style theory by Joos (1967), except there is one research which used the theory of Geoffrey Leech and Mick Short about figure of speech with seven categories to analyze language style. Meanwhile, the difference laid on the choice of data source or object, which the present research used the movie “Avatar: The Way of Water”, which differentiate from the other researches’ data source.

### **2.3 Theoretical Framework**

This research began with the explanation of Sociolinguistics study as the general topic of the research analysis. Then it specified the analysis to language style as theorized by Joos (1967). The theory indicated that language style is divided into 5 types, they are frozen style, formal, consultative, casual, and intimate style. In order to understand language function which directly influenced the use of language style, the researcher applied the theory of language function by Leech (1981) , which consisted of five functions. They are informational, expressive, directive, aesthetic, and phatic function.

