CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL

FRAMEWORK

2.1 Review of Related Theories

2.1.1 Sociolinguistics

Hudson (1996:1) Sociolinguistics is the study of the relationship between language and society. Sociolinguistics are interested in how we speak differently in varying social contexts, and how we may also use specific functions of language to convey social meaning or aspects of our identity. It is concerned with the function of language. Sociolinguistics is concerned with investigating the relationship between language and society with the goal being a better understanding of the structure of language and how language of function in communication.

Sociolinguistics is the part of linguistics which concerned with languages, social and cultural phenomenon. Here, people know how and why language changes, when and why people in different communities use language varieties and political educational aspect of the relationship between language and society. It is obvious that the relationship between language and society can been seen in relation of certain language from such a variation, styles of language or dialect in its application of society. For example, in our educational activities we normally use a Formal Style, in our daily activities or when we talk with our friends we use Casual Style and in our daily business activities we use Consultative Style, Frozen Style for real formal and ultimate for most Casual Style.

2.1.2 Language Style in Sociolinguistics

Sociolinguistics investigations are based on the view that language is varied. Several points of view have been taken to analyze and classify the language varieties. For example, they may classify according to the users of the language. In the line with these varieties can be further divided into two types, namely the individual and the social language varieties. Sociolinguistics has classified further societal varieties according to several points of view, including for example the region where the language is used. It is using language divided into the spoken (standard) and written (texted) variety. The spoken variety is basically distinguished from the written one as it involved supra segmental features, such as pronunciation, intonation, stress, tempo as well as the non-verbal ones, such as gesture and facial expression is also usually more flexible than the written ones.

According to the formality there are formal and informal language varieties. The formal language variety is referred to the variety used in writing, official letter, government documents, research reports, business meeting with officers, writing condolence letters and speaking to people that we are supposed to respect socially, maybe all considers as the formal variety too. In other occasions when people talk in supermarket, hospital and bus stations, informal or casual variety is preferred. The informal English variety is very often to use casual style. We used informal words when talking with family, relative, neighbors and friend in meal time, break session at school, at work, or among colleagues (Moni Lelita Tamsar, 2019).

The difference between formal and informal language variety should not be deemed as two contrasting poles. Thus, according to the formality of its uses, language may alternatively be classified into five varieties language according Martin Joos (1967:278) divides terms of formality into five kinds, those are Frozen Style (oratorical), Formal Style (deliberative), Consultative Style, Casual Style and Intimate Style.

2.1.2.1 Frozen Style

Frozen Style is the most formal style. It usually use in situation that is very formal and has symbolic value, such as in formal ceremonies and court, constitutions, state documents, in castle, church, ritual, kingdom, speech, state ceremony and others. The structure sentences are used complicatedly. This style uses for people who have high skill such as specialist, professional orators, lawyers and preachers. Frozen style with unchanged sentences sequence, it uses with long and careful sentences construction and use of great intonation.

2.1.2.2 Formal Style

Formal Style is used in addressing audiences, usually audiences are too large to permit effectively interchange between speaker and hearer, though the form is normally not as polished as those in an oratorical styles such in a typical university classroom lecture where is often carried out in a deliberative style. Formal style is a style which deals with one way communication and it uses in formal. It always uses in formal style usually used a standard language.

2.1.2.3 Consultative Style

Consultative Style or business style is usually used in semi-formal situation. Consultative style is typically a dialogue though formal enough that words are chosen with some cares. It is using the transaction, information exchange and operational process. This style also used in such conversations are seller-buyer conversation, doctor-patient conversation, teaching and learning process and small group discussion. Consultative is the language style open to give and take of every day conversation discussed so far. Both participants are active in case when one is speaking, the other will give short responses.

2.1.2.4 Casual Style

Casual Style is communication between friends or comrade sometimes member of family. In this style sometime use social varies are moderately low, informal and relaxed situational. Casual style is also simply defined as a style that is used for the conversation in our related or normal situation that appropriate to the conversation with our friends, the background information so freely inserted into casual conversation. This style is characterized by using allegro, which is a shortened form of words, phrases or sentences. In this style sometimes it doesn't have subject or predicate. Casual style is used, for example, between friends or between family members. This style has some characteristics, they are namely the use of nickname when addressing one another, the use of rapid and slurred pronunciation, the use of slang, the repetitions and the use of non-standard form.

2.1.2.5 Intimate Style

Intimate Style is the most casual style and it is usually used between family members, couple and intimate friends. This style uses the private codes, the use of words signaling intimate relation, the use of rapid and slurred pronunciation, the use of non-verbal communication and the use of non-standard forms. Intimate style usually uses a short and incomplete language and unclear articulation.

2.1.3 Factors Influencing Language Style

According to Sankoff (1977:35) there are dominant factors in choosing language variation. These are three factors of the participant, setting and topic. He claims of those, the three which have been discussed most widely and which often the most powerful in predicting language choice, those are involving participant, setting and topic. Sankoff's opinion is reinforced by Holmes (2001:8) by adding the function component. Here those explanation:

2.1.3.1 Participant

In communication, whether direct or indirect communication, there must be participant. Participant consist of who is speaking and who are speaking to or the speaker and the hearer. These participants are needed in order that communication is running well, that is feedback between speaker and hearer.

2.1.3.2 Setting

It covers social context of the interaction and where are participant speaking. Setting refers more to the scene of a communication under way, such as the communication between teachers and students in the class, the conversation between father and child at home, the conversation among friends in the salon.

2.1.3.3 Topic

There is certainly a more focuses discussion on talk. For example discussion among students about examination, the meeting of the members of parliament in relation to taxes. In this case, topic is what being talked about by participant.

2.1.3.4 Function

When participants are doing interaction with others, there must be a reason why they do that.

The explanation of the factor language variation choice are more influence by social factor. According to Holmes (1992:11), the social factors are the participant, setting, topic and function. From those explanation of the influencing factors of language variation we will know the difference between formal and informal language variety should not be deemed as two contrasting poles.

2.2 Previous Studies

The first research has been conducted by Haqqo (2016) in his thesis *"An Analysis of the Language Style in the Jakarta Post Advertisement."* He analyzed five Language Styles that are classified based on Martin Joos theory (1962). He defined that every situation has different Language Style whether they are Frozen Style, Formal Style, Consultative Style, Casual Style and Intimate Style. He was using qualitative research to conclude the Language Style.

The result of Manurung (2014) in her thesis "An Analysis of Language Style Found in Barack Obama's Speeches" analyzed Language Style based on Martin Joos's theory (1962). She concluded the five types Language Style occurs in Barack Obama's Speeches, they are Frozen Style, Formal Style, Consultative Style, Casual Style and Intimate Style. She used qualitative descriptive method. She analyzed 6 speeches then found Frozen Style 2 data (0, 38%), Formal Style 117 data (21, 85%), Casual Styles 405 data (75, 69%), Consultative Style 4 data (0, 76%) and Intimate Style 7 data (1, 32%). She analyzed and found that every situation Obama used different style.

The last previous study entitled "Language Style of Muluk in Alangkah Lucunya Negeri ini Movie" by Siti Zulaekho (2011). From English Department Faculty of Letters and Humanities, Diponegoro University. In her study, she analyzed an utterances in the movie. In the movie she found Casual Style is dominant type used by Muluk. Her research is the same as this research. Both of them use the same theory, that is theory of Martin Joos.

In this study, I use observation method in collecting data and use qualitative descriptive method in analyzing the data. But the object in this study is different, this study analyzed the data from the movie script, only focuses on analyzing the types of language style and factors that influence the use of language style in "Cinderella 2015" movie script. While the previous studies discussed more about functions which have different ways of analyzing them, there are also those that recognize variation in language and mostly used the same theory to find out the types.

2.3 Theoretical Framework

Language Style is the choice among the other alternative in using language. It refers to the way to convey the same information by using different expression and related different variations of language that are used in different situation and needs. Language has a variety of styles, each of which plays a significant part in delivering the goal of social contact, which is to understand the meaning of social communication in language. Language style also makes it easier to understand by those who speak the language.

As people knows, language is used by people not only in spoken form but also in writing form, could be said that language is complex, so it is not enough just to know the meaning of the spoken sentence, but the context of the situation or types and context of factors also must be understood such as formal or informal, who is being addressed and who is listening. I need to analyze this data by using approaches properly. In this case, I use a sociolinguistics approach.

I formulate two research questions. The first research question is the most prevalent of language style that used in "Cinderella 2015" movie script and the second question is the factors that influencing the language style. In order to answer the research questions, I take the data sample based on "Cinderella 2015" movie script and classify them into five types of language style by Martin Joos (1967), it characterized such as: frozen, formal, consultative, casual and intimate. After all the data obtained, I classify into narrative form of language style that mostly used by the characters in "Cinderella 2015" movie script based on the factors that influencing each language style according to Sankoff's theory.