CHAPTER 2
THEORETICAL FRAMEWORK

In this chapter, I examine the theories related to language style in depth. These theories are the theory of sociolinguistics, the theory of language style and the types of language style. The theories presented in this chapter, assist me in my research of language styles and the factors that influence language use. This chapter also includes a review of previous studies.

2.1 Sociolinguistics

Sociolinguistics comes from the word socio which means society and linguistics which means language science (Malabar, 2015:2). Malabar (2015:2) also explains that sociology is a study of people in society, as well as social structures and processes. Sociology tries to understand how society came to be, how it has remained, and how it will continue to exist. Linguistics is a branch of science that examines language, or a branch of science that investigates language as its object. Therefore, sociolinguistics is the study of the relationship between language and society, as well as its use in communication. Language is both a system of communication between individuals and a social phenomenon.

According to Wardhaugh (1986:1), sociolinguistics is the study of society and how language functions in casual conversations and the media we are exposed to, and also the presence of language-related social norms, policies, and laws. Wardhaugh (1986:12) also adds that sociolinguistics is the study of the relationship between language and society in order to gain a better understanding of the structure of language and how languages work in communication.

Holmes (2001:1) says that sociolinguistics studies the relationship between language and society. The way people employ language in different social settings provides a lot of information about the way language functions, as well as about the social interactions in a community, and the way people express and construct their social identity aspects through their language. The purpose of a sociolinguist is to provide a theory that delivers a rational explanation of how language is used in a society, as well as the choices people make when they use language (Holmes, 1992:16).

Language study with a sociolinguistic review considers all social aspects that influence language use. Hudson (1996:4) defines sociolinguistics as a study of the relationship between language and social factors such as class, age, gender, and ethnicity. This statement is supported by Holmes (2013:8) there are two factors that influence language use: social factor and situational. These social factors are: social status; level of education; age; economic level; religion; gender, and others. In addition, the language used is also generally influenced by situational factors, such as: who is speaking, what is the form of the language, to whom, where, when, the setting (e.g., school, home, work.), and the aim or purpose of the interaction (informative or social)

Wardhaugh (2006) proposes several possible connections between language and society. First, social structure can either impact or determine language structure and/or behavior. Second, language structure and/or behavior can impact or be influenced by social structure. Third, language and society can have an impact on one another. Fourth, there is no relationship between linguistic structure and social structure, and each is independent.

From the statements above, sociolinguistics is a branch of linguistics that not only examines the structure and form of language, but also how people use language in daily conversation. In everyday life, people are always communicating with one another. It influences how people choose the proper language to communicate with others in the particular context. It is the nature of communicating. People currently use the same language to establish understanding. Sociolinguistics teaches how to use language and explains how to utilize language in certain social contexts. Language is viewed as a social system, a communication system, and a component of a society's culture in sociolinguistic studies. In using language, people must comprehend the context and what kind of situation they are facing in order to avoid misconceptions so that they can convey their intentions properly.

2.2 Language Style

Language style is another type of style. Language style is a choice among the different options for using language. People use language in daily conversation. Language is the foundation of all social institutions. Law, religion, education and

government all are carried by language (Chaika, 1982:2). Likewise, when talking to friends, family, parents or strangers people use different styles of language. Language style is used to ensure that communication flows efficiently and that the message being conveyed is properly delivered. A style is a group of language variants with specific social implications in sociolinguistics. Social implications in this context can include group identity, personal characteristics, or ideologies.

Chaika (1982:29) states language style is the way people utilize language in communication, it can be found both in writing and verbally. In this situation, using an oral variation is preferable since someone can communicate themselves directly. Chaika (1982:29) defines style as the selection of linguistic forms to convey social or artistic implications. For instance, writings in novels, newspapers, magazines, movie script and prose use different language styles and have their own characteristics. The use of different language styles leads to various interpretations for the listener or reader. People cannot ignore language style in communication since it is fundamental. Language style involves the use of every language skill, such as tone of voice, choice of words or diction, grammar, and even different techniques of pronouncing sound.

Missikova (2003:16) defines language style as a way of speaking and/or a type of utterance produced by the conscious and intentional selection, planned patterning, and application of language and extra-linguistic means in relation to the topic, situation, function, intention, and content of utterances.

Joos claims (1967:156) that language style refers to the type of language used by a speaker and is distinguished by a degree of formality. What is meant by a degree of formality is a formal, casual, or informal language that is used by the speaker. The language style assists the speaker to select the appropriate style when they are communicating. It will help the speaker deliver a speech more effectively. According to Penalosa (1981:95), all normal individuals command several speaking styles within their language, so that they are able to express intimacy or social distance, or to indicate respect, insolence, seriousness, or humor. They may do this by switching language, varieties, or styles.

Putrayasa (2018:11) states that language style is the variation of language usage that varies according to the issue being addressed, the relationship between

the speaker, the interlocutor, the person being spoken about, and the medium of the speaker. This variety of languages derives from cultural background, history, or geographic location.

From the statements above, language style is used by people to convey its purpose when speaking to hearer or readers if written. In order for the communication to work as it should, the speaker must understand the style of language that will be used. Style also informs the listener on how to interpret what is being said: seriously, sarcastically, hilariously, or in other ways. Besides, the style of language used by a person or speaker is also influenced by many factors such as cultural background, the surroundings, and the situation.

2.3 Type of Language Style

In this study I use Joos' language style theory. According to Joos (1976:153-155), he recognizes five different language styles namely: frozen style, formal style, consultative style, casual style and intimate style. The following is an explanation of each type of language style:

2.3.1 Frozen Style (Oratorical Style)

According to Joos in Brown (2000:260), an oratorical style is utilized when speaking in front of a large audience; wording is well arranged in advance, tone is slightly exaggerated, and several rhetorical devices are acceptable. Penalosa (1981:97) said that frozen style provides a very extensive context, expecting very little in the form of shared knowledge from the hearer or reader.

According to Febriani (2019:5), frozen style (oratorical style) is characterized as the most formal communicative style and elegant type that is reserved for particularly significant or symbolic events such as in church, state speech ceremony, in a palace, and other occasions.

Holmes (1992) argues that the characteristics of frozen style include the use of preserved and unchangeable sentence structures, extensive and elaborate sentence constructions, excessive intonation, and essentially no feedback from the hearer.

From the statements above, frozen style or oratorical style is the most standard variety of language and the wording cannot be changed arbitrarily. Frozen language style is rarely used in daily conversation because this language style is

usually used for large audiences and important events. The important events such as inauguration ceremony, oath of office, wedding ceremony and many others symbolic events. This variety of language is also usually found in scriptures, proclamation texts, et cetera. The example of frozen style is as follow: (Azizah, 2022)

> Speaker 1: "Mr. (groom's name) son of (groom's father) I marry off my daughter, (bride's name) to you with the mahr agreed upon."
>
> **Speaker 2: "I accept marrying your daughter, (bride's name) with the mahr agreed upon."**

The example above is a vow made at the wedding of the parents or guardian of the bride to marry off her daughter to the groom. In Islam, the utterance above is called *Ijab Qabul*. The utterance in the *Ijab Qabul* cannot be changed, so it is included in the frozen style.

2.3.2 Formal Style (Deliberative Style)

Joos (1967:156) states that formal style is generally utilized in formal settings with the least amount of shared background, and communication in this style is primarily one-way with little or no response from the audience. Besides, according to Rosida (as cited by Febriani, 2019:5), formal style may be used in speaking to a single hearer, for example between strangers.

Richard (1985:109) defines that formal style is when people utilize the language with attention in terms of pronunciation, word choice, and sentence structure. Formal style is distinguished by three characteristics: a single topic, a sentence structure that shows less closeness between the speaker and the listener, and the use of standard forms.

Syafitri (2019:12) says that formal style is one that is employed in formal situations and employs formal language. Formal style is used by persons who have a distance between the speaker and the listener. A speaker will usually avoid using repetition or similar casual words. According to Penalosa (1981:96), formal style often has may or might.

From the statements above, formal style is a variety of language that is usually used on certain formal occasions. Such as ceremonies, formal speeches, business meeting, job interview, and sermons. Grammatically, formal style is usually more complex, use of full name address such as using "Mr." or "Ms.". Formal language variety is still used in everyday conversation. For instance, when

speaking with a stranger, to someone who is older, a reputable individual, or a leader. This style of language also sounds more polite when used to people we have just met. The example of formal style is as follow:

"**Would** you mind meeting me at the coffee shop this evening?"

"Mr. Richard, **may** I ask you something?"

"**May** I call you tonight?"

"We **may** not see one another for some time."

In the first sentence, it includes formal language because it uses the word "Would you mind..." to ask the availability of the interlocutor. Moreover, as previously explained, formal language usually uses may or might in carrying out conversations. As in the example of the second sentence "May I ask you something?", the third sentence "May I call you tonight?", and the fourth sentence "We may not see one another for some time". In the second sentence "Mr. Richard, May I ask you something" is a formal language because it uses "Mr." or "Ms." in addressing someone.

2.3.3 Consultative Style

According to Penalosa (1981:96), consultative style is the least marked or neutral of the styles. In this style, the speaker provides background information that they expect the listener will require in order to understand them.

Joos in Brown (2000:260) states that the consultative style is usually in the form of dialogue, although it is quite formal so that the words are chosen carefully.

Febriani (2019:5) explains that consultative style is the common sort of language style used in small groups, casual acquaintances, and strangers. This style is considered formal enough but not as complex as formal style.

Chaer (2004) explains that this style is the most operational among other styles. The listener usually responds to the speaker by simple signals or small utterances such as, "Uh", "I see", "well", and so on.

From the statement above, consultative style is a semi-formal language variety. This variety of language is more relaxed but still polite. This variety of language is usually used between strangers, employer and employee, teacher and student, doctor and patient. This style is for communicating with people who speak the same language but may possess a different personal stock of information. The example of consultative style is as follow: (Febriani, 2019:8)

Peter: "I'd like a chocolate shake. Thanks."

Waitress: "Sure."

According to Febriani (2019:8), the conversation above is a consultative style because this happened at the diner where the waitress is a stranger. As I have explained above, consultative style is usually used between strangers.

2.3.4 Casual Style

Joos in Brown (2000:260) states that casual conversation is frequently employed between friends or acquaintances, or occasionally family members; in this situation, words must be controlled and social boundaries are rather low.

Indra (2018:100) explains that Casual style is a language style which is commonly employed in casual situation by those who have the same background such as age, gender, education, status in the society, ethnic, and many other factors.

Putri (2021:32) explains that Casual style is also distinguished by the use of a first name or even a nickname in addressing one another rather than a middle name and surname. Aside from the use of slang, the pronunciation is quick and frequently unclear.

Casual style is a variety of language that is most often used in daily conversation. This language style is used in a relaxed and normal situation. This style of language is used when talking to friends, co-workers, parents, siblings, and relatives. Casual language is typically unbound by grammar, employs several idioms, and acronyms. The use of colloquial, slang, and taboo words can also be used to characterize casual style. The example of casual style is as follow:

"You make me sick!"

"She, okay?"

"**No probs,** I don't mind"

"Hey, **whatcha doin'**?"

The first and second utterances are part of casual language because they use a type of language that is relaxed and not bound by correct grammar, particularly phrases in everyday conversation. Whereas in the third and fourth examples, expressions like "No, probs" should be "No, problem," and "watcha doin'?" should be "what are you doing?" As previously stated, a variety of casual languages use informal words in their speech.

2.3.5 Intimate Style

Joos (1967) states that an intimate style is one that is defined by a complete lack of social inhibitions. The intimate group is usually associated with intimate labels such as dear, sweetheart, love, and mommy, daddy, or even other nicknames.

According to Febriani (2019:6), the most informal atmosphere may be created by utilizing intimate style, which automatically skips the barrier and creates comfortable conversation.

According to Penalosa (1981:96), intimate style is characterized by extraction and jargon. Intimate style is an utterly private language that is only used among family and close friends. The intimate style is typically employed in pairs. It excludes public information while showing a very intimate relationship. (Putri, 2021:32).

From the statements above, intimate style is a special variety of language that is also often used in everyday conversation. This style is distinguished by the use of private codes, the use of phrases that indicate an intimate relationship, the use of quick and incoherent pronunciation, the use of nonverbal communication, and the use of non-standard forms. Usually, this variety of language measures the closeness of a person with special nicknames such as between children and parents, between friends or relatives, and between lovers. The example of intimate style is as follow:

"**Sweetie,** don't forget to bring your lunch."
"**I love you mom, dad**"
"I miss you like crazy, **darling**"
"**Tina,** see ya tomorrow!"

In the example above, the expression contains the words "sweetie", "darling", "mom and dad", and contains nicknames such as "Tina" which comes from the name "Christina". This shows the close relationship between the speaker and the hearer because they use a special nickname which exactly includes as an intimate style.

2.4 Previous Related Studies

Several previous studies on language style have been conducted. The first similar research is written by Agustin (2021), titled "Language Styles in "The Hate U Give" Movie Script: A Sociolinguistic Study". The objective of this study is to

identify the kind of language style that reflects black people in "The Hate U Give" movie script and to raise the issue of the Black Lives Matter movement campaign. In addition, Agustin also uses AAVE (African-American Vernacular English) in analyzing the language styles in "The Hate U Give" movie script. This research used a descriptive qualitative method to analyze the movie script. Agustin employed Joos' language style theory in this research, which resulted in 30 data from the conversation in the movie script to show the language styles. The result can be concluded that the types of the style occur dominantly in the Movie Script is intimate style which represents 13 cases.

The second research is written by Afriza (2017), titled "Language style in Exclusive Interview of Jessie J and Sarah Sechan on NET TV". The purpose of this study is to interpret the language style used in exclusive interviews. The researcher uses a descriptive qualitative method. Afriza uses Chaika (1982:31) and Keraaf (2002:17) theory to identify and investigate the types of language style. The results of the research, Afriza found that there are four types of language style: informal style, casual style, consultative style, and colloquial style. The types of language style that mostly appear in Exclusive Interview of Jessie J and Sarah Sechan is informal style.

Afriza explained that informal style is usually present in the beginning of the show. Next is colloquial style. Colloquial style is using popular words, morphologies, and syntactic based on grammatical structure. There is also a casual style which presents a more relaxed situation so that the interview would feel like talking to family or friends. Last, consultative style which is used to emphasize the key aspect of the utterances.

The third research is written by Febriani (2019), titled "An Analysis of Language Style in "To All the Boys I've Loved Before" Movie". The purpose of the research is to describe the kinds of language style and to find out the most frequent language style used in "To All the Boys I've Loved Before" movie. The data source of the research was taken from the "To All the Boys I've Loved Before" movie script. Febriani uses a descriptive qualitative method to describe the movie script. The researcher employs Joos' theory; they are frozen style, formal style, consultative style, casual style, and intimate style.

The result of the research shows that there are thirty cases comprising eleven intimate cases, nine consultative cases, seven casual cases, three formal cases and none of frozen style found in the movie script. Febriani concludes that the type of style that occurs dominantly in the movie is intimate style. The intimate style is commonly employed in communication between family members and close friends.

The last research is written by Indra (2018), titled "An Analysis of Language Style of Teenagers Found in Facebook Status". The research purpose is to determine the different types of language styles and the frequency with which they are employed by Facebook users in Indonesia. The data source of this research comes from Facebook users in Indonesia. This research only focused on the language style used by Facebook users in Indonesia, ranging from teenagers to pre-adults. Indra uses the real cases in the society as the object of the research, in this case it is still related to the use of everyday language styles which can also be found in a movie.

This research also uses Joos' Theory to analyze Facebook status. Indra found that there are four language styles namely formal, consultative, casual, and intimate. Then, the mostly language style used by the speakers is casual style with a percentage of about 70%. Indra added language styles of the Facebook users are influenced by age and education. They have different backgrounds of age and education. It is related to the Facebook users' status tendency in expressing what they feel immediately.

From the previous researches above I found that only the second research is using Chaika's theory. The first, third and fourth researches are using the same theory to analyze the language style which they use Joos' theory. However, the objects used for research are different, such as movie script, talk show and Facebook status. This theory will also be applied to my research. In which I will employ Joos' five types of language style: frozen, formal, consultative, casual, and intimate style.

After reading that previous research, I will also conduct similar research on the language style in the "Raya and the Last Dragon" Movie Script. What distinguishes my research from previous research is that I use the "Raya and the Last Dragon" movie script as the object of research. In addition to examining the

language style used, I will explain what factors influence the language style used by the main characters in the movie script.