CHAPTER II
THEORITICAL FRAMEWORK

2.1 LANGUAGE AND SOCIETY

2.1.1 The Relation Between Language and Society

Language is not simply a means of communicating information about a subject, but it is also a very important means of establishing and maintaining relationships with other people. Sapir (1965:78) states that “Language is a purely human and non instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols”. From the quotation above, it is known that language plays a crucial role and a vital role in human life and also has many advantages of many various aspects of human life. In a social reflection like conversation, we indicate a language behavior in which the function of language in establishing social relationships is reflected.

The importance of these relationships has led to the growth of a relatively new sub-discipline within linguistics; Sociolinguistics. It is a broad but fair generalization to say that much of linguistics has in the past completely ignored the relationship between language and society-language is very much a social phenomenon.

The relationship of language and society puts forward a field of study called sociolinguistics. It is the study of relationships between language and society with the goal being a better understanding of the structure of language and how languages function in communication. Sociolinguistics is part of linguistics which is concerned with language as a social and cultural phenomenon. Sociolinguistics will be concerned with sociolinguistic properly. This cover studies of language in its social context which are mainly concerned with answering questions of interest to linguistics, such as how we can improve our theories about the nature of language and
how and why does language change, when and why people in different communities use language varieties and with social, political and educational aspects of the relationship between language and society.

It is obvious that the relationship between language and society can be seen in relation of certain language form, such as variation, style of language, or dialect, in its application in society. By using the language, therefore the people create their environment for themselves, custom ritual, and so on.

2.2 STYLE OF LANGUAGE

Language has a potentiality for making communication successful and establishing social togetherness if it is used well. If not, it will be a handicap for successful communication and interaction. It is important to pay attention on certain aspect of language variation of styles of language to achieve successful and fluent communication.

Keraf (1991:113) says that language style is a way to express the idea with special language show the writer’s soul, spirit and concern (the use of vocabulary). Good language must have 3 elements, thus are: honesty, respect, good manners, and the last is interest.

2.2.1 Description of Five Language Styles

Martin Joos differentiated five levels of formality in language use. They are described as follows:
2.2.1.1 Frozen style or Oratorical style

Frozen style (Oratorical style) is defined as the most formal style and elegant variety that reserved for very important or symbolic moments. It is usually used in the situation which is celebrated with respect and legitimate or formal ceremonies.

Joos in his book “Five Clocks” (1967:153-155) states that an oratorical style is used in public speaking before a large audience; wording is carefully planned in advance, intonation is somewhat exaggerated, and numerous rhetorical devices are appropriate.

Many of linguistics units fixed and there is no variation in it. Certain fixed expressions are required, for example; “Yes Your Honor”, “Yes my Lord”, “I object…”, and so on. Not only the sentences are carefully constructed individually, but also sequences of sentences are intricately related. Obviously, it must be very carefully planned and to do well by requiring high skill. That is why this style is called Frozen style or Oratorical style.

The people who attend on that occasion are often the person of high level or important figures. The occasion itself is not an ordinary occasion. It means that the occasion seems to give precedence and respect over the hearers and the speakers. Thus, almost exclusively specially-professional orators, lawyers, and preachers use this style.

In spite of the fact, ordinary citizens who attend in the court, religious services may demand frozen language because it is not an ordinary occasion and it may be recognized for achievement in their employment. Furthermore, a story or proverbial message used this style. Constitute that languages are immutable, and signal a linguistic event in the culture that is outside ordinary language use. It must not be altered in anyway.
Frozen style usually tends to be monolog, but there are some expressions for this case. It also can be involved in conversation if each member of the interaction has certain of fix verbal role to be played. For example, in court, there are judges, witnesses, juries, and so on. The example of this style is: “Participants should remain seated throughout the ceremony.”

2.2.1.2 Formal style or Deliberative style

Joos in his book “Five Clocks” (1967) states that a deliberative style is also used in addressing audiences, usually audiences too large to permit effectively interchange between speakers and hearers, though the forms are normally not as polished as those in an oratorical style such in a typical university classroom lecture is often carried out in a deliberative style.

Formal style is defined as the style of language that be used for important or serious situation. At that level, there is no symbolic or lasting value in this situation. It is also used in addressing audience, usually audiences too large to permit effective interchange between speakers and hearers, though the forms are normally not as polished as those in an oratorical style.

Formal style is usually a single topic oriented and it is related to the fact that formal writing is technical. Thus, most scholar or technical reports use this style. Formal style may also be used in speaking to a single hearer. To do so, however, indicates that the speaker fells little mutually with the hearer. When used in a situation where casual is expected, it indicates trained relationship. The example for this style is: “Those taking part should sit during the proceedings.”
2.2.1.3 Consultative style

Joos in his book “Five Clocks” states that a consultative style is typically a dialogue, though formal enough that words are chosen with some care. Business transaction, doctor-patient conversation, and the like are usually consultative in nature.

Consultative style used in the most orally conducted everyday business transactions, particularly between chance acquaintances. It is the usual form of speech in small groups except among close friends.

The typical occurrence of consultative speech is between two persons. While one is speaking, at intervals the others give short responses, mostly drawn from a small inventory of standard signals. There are basic parts of the system, essential to its operation. Among them are: “Yes”, “No”, “Uhhuh”, “Mmm”, “Huh”, “That’s right”, “I think so”. A number of them are aberrant enough in phonology that they can not be represented well in spelling.

Consultative is the style most open to give and take of everyday conversation discussed so far. That is why it is typically a dialogue, at the level where the words still have to be chosen with some care. We make routine request. For information where provide answers to such request in consultative, for example, seller-buyer conversation, doctor-patient conversation, and so on. The example is: Would you please stay in your seats?”

2.2.1.4 Casual style

Joos in his book “Five Clocks” states that a casual conversation are between friends or colleagues or sometimes members of a family; in this context words need to be guarded and social barriers are moderately low.
Casual style is also simply defined as a style that is used for the conversation in our relaxed or normal situation that appropriate to the conversation with our friends, the background information so freely inserted into casual conversation.

Positively, casual style is characterized by the use of the first name or even nickname rather than a little name and last name in addressing one another. The pronunciation is rapid and often slurred, besides that the use of slang. This is a prime indication of in-group relationship. It is used only with insiders, and only members of the group assume it to known, for example, to teenagers or to some clique among adolescents.

Another characteristic feature of casual speech is the omissions of unstressed words, particularly at the beginning of sentences. There most involved are articles, pronouns, auxiliaries, and be. “Anybody home?” “Car broke down”. “Got a match?” “Need help?”. Such expressions are a highly diagnostic feature of the casual style; they will generally be interpreted as signaling informality. However, most speakers are not aware either of the phenomenon or of its significances. That is, they do not know what is about an utterance that gives them the impression of informality. The example for this style is: “Don’t get up!”

2.2.1.5 Intimate style

Joos in his book “Five Clocks” states that an intimate style is one characterized by complete absence of social inhibitions. Talk with family, beloved ones, and very close friends, where you tend to reveal your inner self, it is usually in an intimate style.
Intimate style is also a completely private language developed within families, lovers, and the closest of friends. It might embarrass some for non-group members to hear them in-group intimate language.

The word that generally signal intimacy such as, “dear”, “darling”, and even “honey” or “hon” might be used in this situation. On the other names, nicknames might regularly prove embarrassing to hearer as well as speakers outside of intimate situations.

Furthermore, intimate language is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication, and private code characteristics. It is often unintelligible outside the smallest social units. The example for this style is: “Hey darling, how are you?”