

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

In this chapter, the researcher will discuss and presents the review of related literature based on the language styles.

#### **2.1 Previous studies**

There are some researches which are related to this research. The first is about the language style in the movies by Laliyah (2018) entitled “Language style used by main character in legally blonde movies by Amanda Brown”. The researcher focuses on analyzed the kinds of language style using the theory of Martin Joos (1967) and find out the social factors which influenced the main character using descriptive qualitative method. The writer found that formal style is the most language style used by main character. Then, the writer found five functions of language style that is expressive, directive, referential, metalinguistic, and phatic. The most function used by the main character is metalinguistic function. In this case, the researcher use the same theory From Martin Joos (1967) but the researcher use Twitter tweets and written text as the field of data while Laliyah (2018) use movie and speaking style as the field to collect and analyzed the data.

The second is the research about the language style in writing by Raharjo. Y (2017) entitled “Langauge style used in Line conversation”. The purpose of this research is to analyze the language style in the Line conversation. In classifying the data the writer uses Joos (1967) theory. The method used in this research is descriptive qualitative method. The result of this research shows that informal style is the style mostly common in the Line chat conversation.

From those previous studies, the writer tries to improve the research about the language style. In this case, writer uses the types of language style in twitter status with the topic discussion is #DonaldTrump. The writer uses different

object of analysis and combine the theory of Kriszner and Mandell (1978) and Joos (1967).

## **2.2 Theoretical Framework**

In this part the writer reviews theories related to the study. They are sociolinguistics, language styles and social media.

### **2.2.1 Sociolinguistics**

Sociolinguistics is the study of language that is associated with the condition of society. As social beings, humans need to interact with others to build a relationship in their environment. In his book, Holmes (2013:1) states that “the study of sociolinguistics focused on investigating why humans speak differently in a different social context” and also concerned to identify the social functions of language. It explained that in social contexts, language becomes the connection to communicating and concerns in identifying the social function of language why every people speak differently in a different social context.

### **2.2.2 Language Style**

Language is the main characteristic in communication; people can use language by speaking or writing to get information, express ideas, and desire. According to Trudgill (2000:1), “Language is establishing and maintaining relationships with other people and role played by language in conveying information about the speaker”.

Eckert (2001:21) states that “Style crucially concerns distinctiveness; though it may characterize an individual, it does so only within a social framework”. When we talk about style, it means that we talk about the same speakers who talk in different ways, in different situations. It shows that language and style are one of the major topics in sociolinguistics that discuss the connection between

structure, vocabulary, ways of using a particular language, and social roles. Therefore, language style influenced social factors between peoples to use different languages to speak and express their ideas.

### **2.2.3 Kind of language Style**

According to Kirsznner and Mandell (1978: 217-219) outlined four kinds of language style: formal, informal, slang and colloquial and based on the Joos (1967 : 11) frozen, formal, casual, intimate and consultative. In this case, the researcher compares the theory of language style between Kirsznner and Mandell (1978) and Joos (1967).

#### **2.2.3.1 Frozen**

According to Joos (1967: 39), “frozen style is the absence of authoritative intonation in the text, the reader or hearer is not permitted to cross-question the author”. The frozen style is commonly used in writing than speech that is why this style is called oratorical. In writing context, the frozen style is unchangeable and usually used on the constitution, contract, scripture, and in the Holy book. In the speech, this style is used in formal ceremony.

#### **2.2.3.2 Formal**

Formal style is used on special occasions that call for dignity and seriousness Kirsznner and Mandell (1978:218). Formal style is usually used in written style and serious speech. According to McCrimmon (1963:139), the characteristics of the formal style are: the sentence is relatively long, avoid abbreviations, a serious and dignified attitude toward the subject and the reader. The Example of formal language style:

Ill - sick

Dine - Eat

Imbibe - drink

Volume - Book

Repast - Meal

Purchase - Buy

Depart – Leave

Inebriated – Drunk

- The results of the study were confusing.
- The patient recovered from his illness.
- The balloon was inflated for the experiment.

### **2.2.3.3 Informal style**

Informal style is halfway between colloquial and formal styles and includes some qualities of each, this style is best for much collage writing Kirszner and Mandell, (1978:218). Casual style depends on social groups commonly used in an informal situation. In other words, casual style is the informal language style used in particular groups of people and not used in serious speech or debate. males and females usually used and develop a casual style by their expression.

Example:

- The coffee's cold.
- Hello Tom, What's up!
- What's going?

### **2.2.3.4 Slang Style**

Slang is too informal language to be used in most writing, Slang expressions like “screwed up” or “ripped off” are most often used in speech (Kirszner and Mandell, 1978:217). In other words, the slang language is the informal language style used in particular groups of people and not used in the research paper, serious speech or debate. males and females usually used and develop Slang language by their own idiom and expression, people in the world do not always familiar with the slang expression you use.

The example of slang language:

- "My **hip** grandmother plays the guitar, but my **hipster** brother just makes a cakes".

The word "hip" or "hep" have a meaning someone very fashionable in the first half of the 20th century and the word changing further still into "hippie" to describe flower children of the 60s. Today it's changed again to "hipster," meaning a self-aware, artsy person.

- "I haven't seen Tommy since he started hanging out with Dowry. Their **bromance** is epic."

Bromance is a combination of "brother" and "romance" which describes an intense friendship between two straight men.

### 2.2.3.5 Colloquial Style

According to Kirszner and Mandell (1978:218), "colloquial style is mainly a way of speaking and when used in writing it gives the impression of speech". The colloquial style was similar to slang language it is used by people in everyday informal speech and phrases in writing. The vocabulary of colloquial style uses contractions (wanna, don't, I've) and shorted forms of words (ad for advertisement, sub for submarine, the exam for examination).

Example:

1. I am **gonna** love you like I am **gonna** lose you.
2. Some people want it all but I want nothing at all if **ain't** you baby.
3. I **wanna** introduce myself.

ain't, gonna and wanna are examples of colloquialism, as they are not used widely throughout English-speaking populations. "Gonna" means going to and "ain't" means have not, "wanna" means want to.

### **2.2.3.6 Consultative**

Consultative style is a style commonly used in semi-formal communication. The sentences tend to be shorter and less well planned. This style is used in some group discussions, regular conversation in companies or schools. According to Martin Joos (1967:19) consultative style is that shown by a person coming to terms with strangers who speak our language but whose personal stock of information may be different.

For example:

- I see                      - I think                      - Oh
- That's right                      - Yes

### **2.2.3.7 Intimate**

Intimate style is used in conversation between people who are very close and know each other. According to Joos, (1967: 23) Intimate style is the completely private language used within the family, partner, and very close friends. For example:

1. Honey, are you busy?
2. Darling, I am here.

## **2.4 Social Media**

According to Taprial & Kanwar (2012: 1) "social media is the media that allows one to be social, or get social online by sharing content, news, photos etc with other people". Social Media has become an inevitable part of human daily life. In social media, humans can interact with other people by visual, audio-visual or written text. In every country, users of social media increased every year, not only adult people access social media but also teenagers. In this global era, Twitter is one of the largest and most popular parts of social media. Twitter is the social network sites, this application has an access to share pictures, video

or music by application in mobile phone or web. As the tool of communication, twitter allows people to write their idea or write the text to communicate with their friends around the world.