

## **CHAPTER II**

### **REVIEW OF LITERATURE**

This chapter will show the related studies and theoretical framework which is influenced and included of analysis in this research based on the theory, and the theories which are used to analyze the data. It contains about Sociolinguistics, Language Style, Terms of Address, and Factors of an Address.

#### **2.1. Theoretical Framework**

##### **2.1.1. Sociolinguistics**

Language is very crucial for someone. There are no people or society without a language. The role of a language among the people in this life is very important. The study of linguistics reveals that language and society cannot be separated to be investigated. It develops into sociology of language. It can call sociolinguistics.

Fishman (in Chaer and Agustina, 2004:3) says that, ‘sociolinguistics is the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of the speaker as these three constantly interact, change and change one another within a speech community’. In addition, Holmes (2001:1) says that sociolinguistics is concerned with the relationship between language and the context in which it is used. Examining the way people use language in

different social contexts provides a much information about the way language works, as well as about the social relationships in a community, and the way people signal aspects of their social identity through the language.

In this case, sociolinguistics does not discuss and focus in the structure of a language, but it focuses and discuss on how a language is used. From that statement, the writer get a description that people also will be faced a language conflicts before sociolinguistics appears.

So, it is clear that the role of sociolinguistics is to manage a language as its functions in society, or in other words sociolinguistics is a deal with a language as equipment of communication to interact with others or society.

### **2.1.2. Language Style**

According to Janet Holmes, 2001, there are some definitions of style are:

- 1) Style is language variation which reflects changes in situational factors, such as address, setting, task or topic.
- 2) Style is often analyzed along scale of formality.
- 3) The level of formality is influenced by some factors like the various differences among the participants, topic, emotional, involvement, etc.

In daily interaction, people usually choose different styles in different situations too. They choose particular variety styles because it makes them easier to discuss a particular topic where and when they are speaking. For example, when someone is speaking about work or school at home, they may use the language that is related to those fields rather than the language used in daily language communication at home.

Wardhaugh (2006:51) said that we can speak very formally or very informally, our choice being governed by circumstance. Martin Joos (1972: 278) in his book *"The Five Clocks"*, he classified both spoken and written style into five levels. They are such as follow:

#### 1) **Frozen**

Frozen is a language style that is used in the formal event or ceremony. Usually, when it is used in the speech that is used in public, it has a fixed form and the text does not change. For example, a frozen text is a proclamation text.

Based on Janet Holmes, it is the most formal style that is usually used in respectful situations or formal ceremonies. It is also called oratorical style which is characterized by being very careful, having a fixed form, and having a symbolic or historical nature.

## 2) **Formal**

There is a similarity situation between formal style and frozen style. It is a formal event or ceremony. Formal style is a language style that is used in the formal event or ceremony. For example formal style is a speech in the meeting.

Based on Janet Holmes, generally, it is used in the formal events, talks about the serious problem such as in the formal speeches and official meeting. The characteristics of formal language are its careful and standard speech, low tempo speech, technical vocabulary, complex and divergence grammatical structure, use of full name address, avoidance of main word repetition and its use of synonyms.

## 3) **Consultative**

Consultative style is a language style that is used in the group discussion event. Usually, the language that is used is in the formal event but the language that is used is relaxed. For example of consultative is conversation in the companies. When, the Boss speaks with the manager.

Based on Janet Holmes, it is used in some group discussion, regular conversation at school, companies, trade speech conversation, etc. it was the most operational among the other styles. One of the characteristics of consultative language is its tendency of

average speed, which is higher than formal style. The sentence tend to be shorter (resemble or indeed, phrase) and less well planned (tend to spontaneous). Since it is spontaneous, people tend to repeat some unnecessary words, choose the wrong word choice or use many slang or jargon.

#### **4) Casual**

Casual is a language that is used in the informal event or ceremony. The language that is used is in relaxed time. For example of casual style is in the daily conversation. When, a friend speaks with other friend class.

Based on Janet Holmes, it is often used in the conversation between friends or family. It is usually applied in daily conversation, in relaxed time such as when they picnic or sport, etc. It also uses colloquial words (informal words, and usually apply in daily conversation). In this style people often use slang language where the sentences tend to be shortened and the disappearing word.

#### **5) Intimate**

Intimate style is a language style that is used in the so relaxed time or in the informal event/ceremony. For example of intimate is when a person speaks with his/her close friends.

Based on Janet Holmes, intimate is a style among intimate members of a family or friends that do not need a complete language with clear articulation. It is enough to use short utterances. Another characteristic of this style is grammar unnecessarily used here, because it can bring disorder to this intimate style.

## **2.2.1. Address**

### **2.2.1.1. Definition of Address**

Address is a terminology used by people when they are calling to others and this varies according to their education, their social standing, their profession, their sexual, their status or their specific kind of work. It can even be determined by their country or their ethnicity. According to dictionary address is the one to whom something is addressed.

According to Richard Nordquist, address system is a word, phrase, name, or title (or some combination of these) used in addressing someone.

### **2.2.1.2. Terms of Address**

Terms of address, defined loosely as words used in a speech event that refer to the address of that speech event, can be extremely important conveyors of social information (Parkinson 1985:1). In this paper, the

term “terms of address” only refers to vocatives, i.e. terms of direct address to call persons (Chao 1956:217), such as names, like *Mary*, titles without a name, like *Sir* and *Doctor*, or any word used to address a person, like *hey* and *man*.

The study of personal address has been a popular topic within sociolinguistics, because terms of address open communicative acts and set the tone for the interchanges that follow. Also they establish the relative power and distance of speaker and hearer (Wood and Kroger 1991:145).

Brown and Ford (1961:378) state that speaker may use more than one form of the proper name for the same address, sometimes saying TLN, sometimes FN or LN or a nickname, sometimes creating phonetic variants of either FN or the nickname.

According to Bennylin, forms of address as in any language, there are many ways of addressing someone in Indonesia. He divided into 6 pronouns. They are first person singular, first person plural, second person singular, second person plural, third person singular and third person plural.

Based on that statement, there are many terms of address system to address someone. But, all of them are used by people based on the factors that is influenced it.

### 2.2.2. Factors use Form of Address System

When people want to interact with others for the first is using address system. In address system, there are several terms of address. Usually, people use different multiple of name to call someone or others. Sometimes, they use nickname, title, or pronoun, and so on. But, before people call someone, they should be known their age, gender, social distance, solidarity, and their social background.

Based on Janet Holmes theory there are five factors. They are social distance, solidarity, age, gender, and social background. Hence, the writers choose Janet Holmes' theory.

According to Introduction to Sociolinguistics by Janet Holmes, social distance is about the relationship between people. It means how much we know someone well or not. Formality increases between participants (speaker and hearer) when the social distance is greater. Informality (solidarity) increases when the social distance is little between participants (speaker and hearer). So, social distance is a relationship between one person to other person who have a well relationship so the solidarity that is used is informal terms. Conversely, when the relationship is not well or one person to other person does not know each other so the solidarity that is used is formal terms.

## 2.2. Previous Studies

The writer was read and found some theses that include in the same theory like the writer uses in her thesis. It is an address system.

First, the title of thesis that include in the same theory is Address System and Register of the Seller at Modern and Traditional Market that wrote by Nura Kurniawati, 2005. In that thesis, the writer explains about address system which is used by seller in traditional and modern market. She makes a table to classify the address term, she divided the address term into two parts, for example: the first term that she used is *Pak* and *Bu* in the traditional and modern market. And the second is *Mbak* and *Adik*, but the writer also use the theory of register.

Second, the title of thesis that include in the same theory is Choices in Terms of Address: A Sociolinguistic Study of Chinese and American English Practices by Xizhen Qin, 2008. In that thesis the writer was comparing both english and china movie with using theory address system, the writer used the theory by Kroger and Brown's Invariant Norm of address. Kroger divided interpersonal relationships into six categories according to equality and intimacy. The six dyadic categories are illustrated in the following chart. These are: (a) unequal intimate dyads: self superordinate; (b) unequal intimate dyads: self subordinate; (c) unequal non-intimate dyads: self superordinate; (d) unequal non-intimate dyads: self subordinate; (e) equal intimate dyads; (f) equal non-intimate dyads (Kroger et al. 1984).