

II. REVIEW OF RELATED LITERATURE

The writer realized that in conducting her research, she needed to base her study on the theories available, that were, the linguistics theories. A review of related theories about the analysis is presented in the first part while the previous study is put in the second part.

2.1 Review of Related Theory

Speech style belongs to the language variation, that people use to communicate with others. The speech styles can be higher or lower, and is differentiated based on the degree of formality. In this case, the writer uses the theory of Martin Joos, that is completed by Gleason's, since Gleason's theory has many similarities with Joos' theory of speech styles. The theory classified the speech styles into: frozen, formal, consultative, casual and intimate. Therefore, the writer uses that division as the main theory of this study. Besides, the writer also uses other related theory, such as Harimukti Kridalaksana's "**Standardization of Indonesian Language**"

2.1.1 Speech Styles According to Martin Joos (1976)

According to Martin Joos, speech style means the form of language that a speaker uses and it is characterized by the degree of formality. The degree of formality can be frozen, formal, consultative, casual and intimate. In Joos' The Styles of Five Clocks, style may be called higher or lower for convenience in referring to the meaning of communication. The speaker may use higher style, lower style or both higher and lower at the same time.

Gleason, however, classifies the most of speech variation into three overlapping sets. The first includes the characteristics of a person's speech, which are more or less fixed and are determined by his background. They may indicate the speaker's regional provenience, social class, educational status, profession, age, sex, politics or religion. The second set includes the characteristics of a person's speech adjusted to the known or supposed position of the person spoken to. These involve the hearer's status, sex, education, and so on. The third set includes the characteristics determined by the social situation, particularly in terms of the immediate interpersonal relationship between the speakers as understood by them at the moment.

2.1.1.1 Frozen Style

Frozen style is a style, which is used, in a very formal setting such as in palace, church ritual, speech for state ceremony, and some other occasions. This style occupied the highest rank in Joos' classification. Gleason has substituted oratorical for frozen style.

In particular, this style is more elaborated than the other styles. The sequences of sentences are complicatedly related. Based on the characteristics above, this style requires high skills and almost used exclusively by specialist, professional orators, lawyers and preachers. One example of this style can be seen in the Introduction of Fundamental Constitution 1945: "*Bahwa sesungguhnya kemerdekaan itu adalah hak segala bangsa dan oleh sebab itu....*" ("Therefore, independence is the right for every nation and because of that....").

2.1.1.2 Formal Style

Formal style is a style that is designed to inform: its dominating characters, something that is necessarily ancillary in consultation, incidental in casual discourse, absent in intimacy (Joos, 156)

Formal style is generally used in a formal situation, where there is the least amount of shared background knowledge and where communication is largely one way with little or no feedback from the audience. However, it may be used in speaking to a single hearer, for example between strangers. Then, this style usually combines maximum explicit utterances and complexity of sentence structure and frequently is marked by special formal or learned vocabulary, for example, The leading code label of the word "may" in "May I present Mr. Roger?"

Specifically, there are two defining features of formal styles. One feature, of the highest importance is the intonation while the other is cohesion. In fact, formal style is designed to inform and the background information is inserted into the text in complex sentences. Indeed, the sentence structures are more complex and varied than in consultative. Therefore, the speaker must plan ahead and frame the whole sentences before they are delivered.

Gleason has substituted "deliberative" for "formal style. He describes formal style is characterized by more complex and varied sentence structures than is consultative. The vocabulary is also more extensive. This style is usually used in speaking to medium or large groups.

2.1.1.3 Consultative Style

Consultative style is a style that shows our norm for coming to terms with strangers—people who speak our language but whose personal stock of information may be different (Joos, 154).

Consultative style is a style that is used in semiformal communication situation. This style is defined into two features. First, the speaker supplies background information and he or she does not assume that he or she will be understood without it. Yet, if there is no public information, a consultative conversation is broken off or adjourned. Second, the addressee participates continuously.

Most often they talk alternately, although one may talk for a very long period. While one is speaking, at intervals the other gives short responses or standard signals, such as "Yes, yeah, unhunh, That's right, Oh I see, Yes I know" and a very few others, plus "well", that is used to reserve the roles between listener and speaker. The patterns of clause connection in consultative are generally simple.

Gleason says that consultative style is the central point in the system. It is used in most orally conducted everyday business, particularly between chance acquaintances. It is a usual form of speech in small groups. The typical occurrence of speech is between two persons.

2.1.1.4 Casual style

Casual style is a style used among friends, acquaintances in informal situation such as outside the classroom when the students have a chat. It can be also addressed to a stranger if the speaker wants to treat him or her as an insider. It is also influenced by dialects. In this style, there is absence of background information and the listeners are assumed to understand what the speaker says.

Yet, there are two devices of casual style. First is the ellipsis (omission). It usually shows the difference between casual grammar and consultative grammar. "I believe that I can find one." is found as consultative grammar while casual grammar requires a shorter form, example, "Believe I can find one", "Thanks" from "Thank you"

Second is slang which is a prime indication of in group relationship. Slang is non-standard word, which is known and used by certain groups_ teenager groups, college groups, etc. For example, in the formal language, a young female is called "girl", while in the slang language, it is said as "chick". Also in Indonesian language, we know the slang word of a young female as "cewek". Other examples of slang word used in Indonesian language are the

word “*keren*” (means: good looking, beautiful, interesting, great), “*ebes*” (father) and “*memes*”(mother),etc

2.1.1.5 Intimate Style

Intimate style is an intimate utterance pointedly avoids giving the addressee information outside of the speaker’s skin (Joos, 1955). Thus, intimate style is a completely private language that is used within family and very closed friend. Normally the intimate group is in pair.

There are two systematic features of intimate style, that is extraction and jargon. In extraction, the speaker extracts a minimum pattern from some conceivable casual sentence (Joos, 1955). For example, the utterance “ Eng” represents and it is an empty word, there is no dictionary meaning but serves as a code label for intimate style.

Intimate style tolerates nothing of system of any other slang: no slang, no background information, and so on. Any item of any intimate code is jargon. Jargon is technical vocabulary associated with special activity or group. It is special vocabulary required to meet the special needs of profession and special interest groups. For instance, health professionals use medical jargons such as HTLV III stands for Human T-cell Leukemia Virus III.

Based on the description of the five styles above, the writer tries to provide examples in the form of sentences in Indonesian language:

- a. Frozen : Berdasarkan peraturan yang berlaku, maka kami menyatakan bahwa Saudara telah melakukan pelanggaran berat
- b. Formal : Anda telah melakukan pelanggaran berat
- c. Consultative: Bapak sudah lakukan pelanggaran berat, ya
- d. Casual : Bapak sudah ngelakuin pelanggaran berat
- e. Intimate : Bapak melanggar berat

On the example above, it shows that the addressee rightly expects different treatment and responds accordingly. The underlined sentence shows that each sentences use different speech style.

Sentence a and b are the examples of the form of formal style used in Indonesian language. According to Kridalaksana, the use of the words *Anda*, *me-*, *-kan*, *bahwa* and *karena* show that the sentence is produced in formal style.

2.1.2 The Lexical and Grammatical Characteristics for standard Indonesian

The writer thinks that some lexical and grammatical characteristics for standard Indonesian are commonly used to help in determining which speech styles can be considered as formal styles and which styles are non-formal ones. This theory is also required because some of the utterances that the writer is going to analyze are in Indonesian language.

Kridalaksana (1978) stated that standard Indonesian is characterized as follows:

1. The use of conjunction such as *bahwa* and *karena* consistently and explicitly
2. The consistent use of particles *-kah* and *-pun*
3. The use of grammatical function such as subject predicates and objects explicitly and consistently.
4. The consistent use of *men-* and *ber-*
5. The consistent use of the pattern of verb phrase. Aspect + doer + verb
6. The use of syntactical construction, for example: *mobilnya* (non standard Indonesian, from: mobil milik dia)
7. The limited number of lexical and grammatical elements from regional dialect which is considered strange
8. The consistent use of term address

The writer will use the first four features above for the criteria of frozen and formal style because these two styles are considered formal ones. Formal languages have standard vocabulary while informal languages use

non-standard ones. Thus, the last four features are styles from consultative, casual and intimate styles which are considered informal styles.

In Bahasa Indonesia, the relationship between addressor and addressee can be shown in terms of address. The terms of address are determined by the context of situations and the relationships of the addressor and the addressee. In brief, there are two distinct context of situation; they are formal and informal situation. Furthermore, Kridalaksana (1978) stated that in Bahasa Indonesia there are nine types of address terms, namely:

1. Personal pronouns (such as: *aku, kamu, kita, engkau, ia*, etc)
2. Proper nouns (names of all individual persons)
3. Terms of intimacy (such as: *bapak, ibu, oaman, saudara, bibi*, etc)
4. Title and rank (such as: *dokter, kolonel, guru, kapten*, etc)
5. The forms *pe* + verb or the subjects (such as: *pembaca, penulis, pengemudi*, ect)
6. The forms nominal + *ku* (such as: *Tuhanku, kekasihku, bangsaku*, etc)
7. Deixis words (such as: *sini, situ, ini*)
8. Nominal or other nouns (such as: *tuan, nyonya, nona*, etc)
9. Zero (for example, people usually say; "*mau makan?*" the adress term '*anda*' is not mentioned but can be understood by others).

2.2 Regional and Social Dialects

Since in the criteria of casual style (on page 9) says that the utterances which influenced by dialects are considered as casual styles, the writer also provided the information about dialects. However, this information can be used to differentiate whether the utterances are influenced by dialects or not, particularly regional dialects, so they can be considered as casual styles.

Based on Janet Holmes, W. Labov and Roger W. Shuy's ideas, the writer might conclude that dialect is a language variety used by a group of people; the group can be defined by a geographic region, or by social factors, or by ethnic background. In other words, dialect is also considered as the differences in ways of saying things, in the form of simply linguistic

variety, which are distinguishable in vocabulary, grammar and pronunciation. According to them, dialect is divided into *regional dialects* and *social dialects*.

Regional dialects are dialects which have the features of people's speech from different regions. These dialects usually differentiate the origin of the speaker; certain words may indicate where he comes from. The example of this recognition and reaction occurred during a survey of Illinois speech conducted by Shuy in 1962. Many people from the middle of the state and most of the southern part pronounced greasy something like *greezy*. On the other hand, people in the Northern countries of the state pronounced the word *greecy*. Which of the pronunciation is right? The answer is easy. The Southern Illinois pronunciation is appropriate in Southern Illinois and the Northern Illinois pronunciation is appropriate in Northern Illinois itself. Both educated and uneducated speakers in Southern Illinois say *greezy*, while educated and uneducated speakers say *greecy* in Northern Illinois. In this case, education does not influence the regional dialects.

In Indonesian language, there are also many dialects. The speakers of Indonesian language may speak the same language, but their dialects can be different. It happens because within the Indonesian language, there are still many other regional languages and regional dialects. For instance, the speaker who came from Java Island, and have the Javanese language and culture as their backgrounds, usually use or speak Javanese dialects and the speaker who came from Madura Island, and have the Maduranese language and culture as their backgrounds, usually use or speak Maduranese dialects, etc.

Social dialects are dialects which are caused by social distance and often spoken collectively. Labov finds social dialects related to the three characteristics: occupation, education, and income. In other words, social dialects are influenced by social background-social class, education, sex, age, etc. Groups of people who share similar occupations, education and income tend to share ways of talking. For example, truck-divers who have

elementary-school educations and similar incomes probably have language features (pronunciation, vocabulary and sentence structure) that differ in some ways from the language features of executives who have college educations and similar incomes.

Regarding these regional and social dialects, Joos says, "There is usually variation in styles within one person's dialect, because no one style of speech is appropriate to all of the many social situation people take part in during daily life."

2.3 Form and Function

McCarthy says that the interpretation of grammatical *forms* depending on a number of factors, some of these are linguistic and the other are purely situational. When we are talking about '*functions*', we are concerned as much with the speaker are doing with the language as with what they are saying. When we say that a particular bit of speech or writing is a request or an instruction or an exemplification we are concentrating on what that piece of language is doing, or how the listener/reader is supposed to react. Each of the stretches of language that are carrying the forces of requesting, instructing, and so on is seen as performing a particular act.

The conversation between two people, for example, is only one type of spoken interaction; most of us in a typical week will observe or take part in a wide range of different types of spoken interaction: phone calls, buying things in shop, an interview for a job, talking formally at meeting, or with informally in cafes, or intimately with our friends and loved ones. These situations will have their own formulae and conventions that we follow; they will have different ways of opening and closing the encounter, different role relationships, different purposes and different settings.

For instance, people would utter sentences that the purpose is for suggestion, boast or conclusion when they wanted to express belief that their propositional is true. Or, people would say some sentences

which aim is to apologize, greeting or congratulating, as they wanted to express their physiological attitude toward some state of affairs. Another example, when the speaker wanted the listener to do something, the speaker will give instruction to the listener to do what he/she expect them to do. It is obvious, then, that language can be effective as long as the doer understand and do what the speaker saying or asking.

2.4 Review of Related Studies

As guidance or comparison, the writer would like to present two studies that were closely related to the study she is conducting. The first title of the related study was A Study of Speech Styles in Suroboyoan Coloumn in Jawa Post that was written by Melinda Hartanto (1999). She made research about the speech styles, which occurred in Suroboyoan coloumn. In this research, she investigated these types of speech styles produced by the characters in Suroboyoan column specifically.

She applied Joos' theory of speech styles as her main theory and Holmes' theory of social factors and social dimensions as her supporting theories.

In collecting the data, she used qualitative approach. She got the data by taking 15 articles randomly of Suroboyoan from November 1998 edition on page two in Jawa Post. In analyzing the data, she identified the participants, setting, and topic of conversation. Besides, the data were divided into two broad divisions namely the formal and informal styles through the term of address, the characters' relationships, the level of formality and the language used.

The findings indicated that the informal styles consisting of consultative, casual and intimate style seemed to dominate the speech styles used by the characters in Suroboyoan column than the formal style.

Hence the writer conducted a similar study about speech style. The difference from the previous study mentioned above is that she investigates the speech styles used by Helmi Yahya and Alya Rohali in "Siapa Berani" quiz in Indosiar, which was orally spoken by the two hosts. While, on the

other side, the previous study was about the speech styles produced by different characters in Suroboyoan column influenced by social factors, which the data was in written text. Therefore, the speech styles and the dominant style produced by Helmi Yahya and Alya Rohali may be different from the characters in Suroboyoan column. The similarities are the writer also uses qualitative study and the same main theory, that is Martin Joos' theory of speech style.

For another comparison, the writer would also like to present another study that is closely related to the study she is observing. The title of the second study is **The Speech Styles Used on The Radio drug Advertisings Based on The Degree of Formality and Sex Differences**, written by Elyana Setio Rahardjo (2000). She made research on speech style, which is used in drug advertising on the radio in Surabaya and also the differences between men and women's speech on it. In this research, she analyzed the types of speech style produced by the five local radios in Surabaya specifically.

Similar with the first related study, Elyana Setio Rahardjo also applied Joos' theory of speech styles as her main theory, but for the supporting theories, she used Gleason, Wisnu Widarso and Hymes' theory.

In the data collection, she used a qualitative approach. She got the data by taking 24 drug advertisings on the radio in Surabaya from Monday to Saturday, at 9.00 am until 4.00 p.m. in October 1999. In analyzing the data, she identified the participants and the narrators of the conversation in drug advertising. Both participants and narrators can be men and women. Also, this research included some features like: *topic* and *code*.

The finding of this research is that the speech styles used in the drug advertising on the radio are formal, consultative, casual and intimate. The writer did not find frozen style used on the radio advertising.

Thus, the writer also conducted a similar study on speech style. The difference was that she investigated the speech styles used by Helmi Yahya and Alya Rohali in "Siapa Berani" quiz in Indosiar. On the contrary, this previous study was about the speech style produced by Radio advertising in

Surabaya. Therefore, the speech styles and the dominant style produced by Helmi Yahya and Alya Rohali might be different from the radio advertising. The similarities were the writer also used qualitative study and the same main theory that was Martin Joos' theory of speech style.