ABSTRACT


In delivering their opinion toward current fashion styles used by celebrities, the fashion critics have their own characteristic of vocabulary and grammatical pattern. The linguistic features such as vocabulary, syntax used by them are related to the social factors. This study concerned with the language style used by fashion critics and aimed to describe the vocabulary, morphological structure of vocabularies and syntactical pattern of utterances produced fashion critics in Fashion Police talk show. There are several theories used in this study. In analyzing the data, Holmes theory of social factors such as participants, social setting, topic and function is used to describe the context in which the activity happened. The theory of syntax proposed by Radford is used to analyze the syntactical pattern of utterances. The data which in form of transcription is analyzed in a deep description by using qualitative approach. From the data analysis, it is found that the vocabulary used by fashion critics has certain meaning which is clearly different from the language used in other contexts. The morphological structure of the vocabularies is mostly in form of compound words. The syntactic reduction of utterance, including null subject, verb, and auxiliary are found in the data. The social factors of participant, setting, topic and function definitely determine the use of vocabulary and syntactic pattern which describe the actual activity of fashion critics in that talk show.

Keywords: Register, Fashion Critics, linguistic features