

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

In this study, the writer uses the Language Choice theory by Janet Holmes in order to analyze the data. This chapter explains the general concepts of Oral Communication, Linguistic Repertoire, and Domains of Language. It also explains the main theories which are used in analyzing the data. The theories are Social Factors, Social Dimensions, and Language Choice and factors.

2.1.1 Oral Communication

According to Effendy (2000) oral communication is a process of delivering message by the speaker to the listener using verbal sign. Oral Communication which is also known as Speech Communication or Spoken Language is a systematic means of communicating by the use of sound or conventional symbols; it also means communication by word of mouth. It can be said as communication through mouth, it includes individual conversation, speeches, presentation, discussion, lectures, interviews, and all other forms of oral communication. There are two ways of Oral Communication i.e. direct and indirect. Direct conversation happens when the speaker and the listener are having a face to face communication; while indirect conversation happen when the speaker and the listener do not meet directly but using another source, for example telephone. Oral communication is needed when the communication is highly urgent and confidential; it is also significant in building rapport and trust.

Oral Communication or Spoken Language is the most common way of communication, comparing to written communication. In many situations, people still need to use spoken language to support their written communication. However, there are several advantages and disadvantages of using spoken language. Oral communication is the simplest and easiest ways of communication. It has a high level of understanding and transparency especially for interpersonal matter. Since oral communication usually done in face to face, the feedback is spontaneous and flexible. It means that the decisions in oral communication can be made quickly, without delay, and allow to be changed. Oral communication not only can save times, money, and efforts; in employment area, oral communication can also promote a receptive and encouraging morale among organizational employees and shows the real side of the speaker. That is the reason why in every employee's recruiting process, interview as one of oral communication, is the most important test in deciding if the candidate is qualified or not. Besides the advantages, there are disadvantages of using oral communication. In business communication which is usually formal and organized, people cannot rely on oral communication because it may not be sufficient and be less authentic than written communication. Although it is effective in direct and short conversation, it may not be effective in long speeches as it is not easy to maintain and unsteady. Oral communication also may cause misunderstanding as the information is not complete and may lack essentials. For that reason, oral communication is not frequently used as legal records, except in investigation work.

2.1.2 Linguistic Repertoire

Talking about Oral Communication, Linguistics Repertoire has a big contribution in maintaining the communication process. According to Gumperz (1964) Linguistics Repertoire is another useful concept that focuses on the users rather than on the use of special registers. It means that Gumperz sees this as individual ability in requiring languages. Wardhaugh (2000) mentions that an individual controls a number of varieties of a language or of two or more languages. This is almost the same with Holmes (2001) explanation in her book, Linguistics Repertoire is the individual capability in using language and it is different from one to another. People in the same community may have different ability in using languages, some may be able to speak two languages or more, and some may only be able speak one language. As can be seen on the table about Linguistics Repertoire in Zaire below:

Kalala's linguistics repertoire	addressee's linguistics repertoire
Shi: informal style	Rega: informal style
Formal style	formal style
Indoubil	Lingala
Kingwana	
Standard Zairean Swahili	Standard Zairean Swahili

The table above shows that Kalala and his addressee have different Linguistics Repertoire. Kalala can speak four languages: Shi, Indoubil, Kingwana, and Standard Zairean Swahili, while his addressee can speak three languages: Rega, Lingala, and Standard Zairean Swahili. Since Kalala and his addressee only share

one language, which is Standard Zairean Swahili, there is not much choice if he wants to communicate referential contents. This is also happened in many multinational companies in Surabaya. Many of the employees can only acquire one or two languages and English is not included. Most of them succeed in an interview using English, but they actually do not acquire the language. This phenomenon might appropriate to Wardhaugh (2000) which explain that people use linguistics choice to bond themselves to other in very subtle ways and the social bonding that result from the linguistics choice is depends on the quantity of certain linguistics characteristics as well as their quality.

2.1.3 Domains of Language

Domain of language usage involves typical interactions between typical participations in typical settings (Holmes, 2001). It means that there are certain type of language in almost every situations and places. According to Joshua Fishman (cited in Fasold, 1984) domains of language are certain institutional context in which one language variety is more likely to be appropriate than another. The number of domains can vary between groups and has to be generalized for each multilingual group from careful observation. Domain is very useful to captured broad generalization about any speech community. Holmes (Holmes, 2001) stated five domains which can be identified in many communities they are Family, Friendship, Religion, Education, and Employment. While Parasher (cited in Fasold, 1984) proposed seven domains to determine people's language use, those are: (1) family, (2) friendship, (3) neighborhood, (4) transaction, (5) education, (6) government, (7) employment. However, according

to Fishman (cited in Holmes, 1992) among the many social factors involved, the most important social factors in language choice associated with domains are topic of the interaction, participants, situation, and the function. However, the components of domains do not always fit with each other. They are not always congruent (Holmes, 1992). In other words, within any domain, individual interaction may not be 'typical' in the sense in which 'typical' is used in the domain concept. In family domain, for instance, we usually use the vernacular because the setting is informal. However, since people often discuss work or school, for instance, they use the language associated with those domains rather than the language of the family domain. Therefore, Holmes (1992) introduced social dimensions that may be relevant in accounting for choice of a variety or language in particular situation. They are the dimensions of social distance, status formality, and the functions of the interaction.

Example domain of language use in Paraguay

Domain	Addressee	Setting	Topic	Code
Family	Parent	Home	Planning family party	Guaraní
Friendship	Friend	Cafe	Funny anecdote	guarani
Religion	Priest	Church	Choosing Sunday liturgy	spanish
Education	Lecturer	University	Solving a math's problem	spanish
Employment	Employer	Workplace	Applying for promotion	Spanish

Information about domains which use in a community allowed us to make a simple model summarizing the norms of language use for the community, especially for bilingual and multilingual speech communities.

2.1.4 Social Factors

According to Holmes (2001) there are certain social factors which relevant to account the particular variety used. The social factors are:

The Participants (the people who are speaking and whom are they speaking to) and the social relations between them. For example, a woman will speak differently when she is talking with a man as his wife, compare to the way she speaks with another man as his colleagues; a worker will speak differently with his boss, compare to the way he speaks to the other worker. Speaker will always consider the linguistics repertoire and the background of the listener, in order to succeed the conversation.

The Setting or Social context of the interaction (where are they speaking-home, office, school). People tend to speak differently in different places. For example, Indian boy who lives in London, he will use Indian language when he is at home, and use English when he is at school. This might because, he can only use Indian language at home and it is make him comfortable.

The Topic of the interaction (what is being talked about). In many situations, people will talk using different language as the topic changes. For example, when two men are talking about their family problem they will use the vernacular variety, but when they are talking about their work they may use different language which associated with their topic.

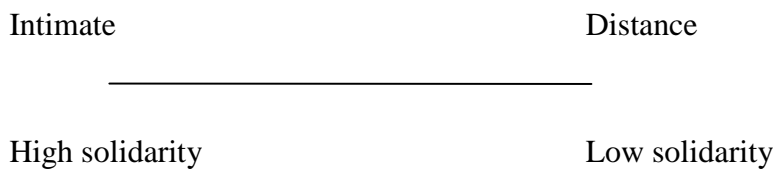
The Function of the interaction (why are they speaking). It is also the aim or purpose of the interaction. If the speaker's aim is to give information, the speaker

will choose the variety of language which easy to understand by the listener. If the speaker wants to impress the listener, the speaker might choose formal variety or even foreign language.

2.1.5 Social Dimensions

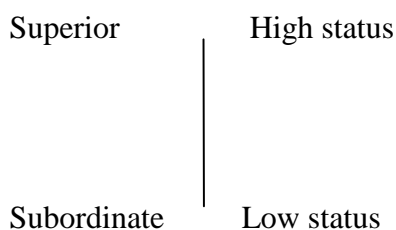
According to Holmes (2001) there are four different Dimensions relate to language choice, they are Social Distance scale, Status scale, Formality scale, and two Functional scales.

The social distance scale – solidarity



The social distance scale shows how well we know someone. The better we know someone, the more vernacular the language choice. People in Java use Indonesian language when they talk to a stranger or someone they do not know well, but they uses Javanese to someone they know very well or their close friends.

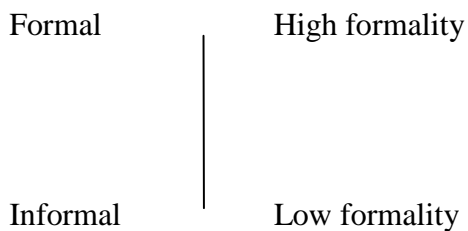
The status scale



The status scale shows the status between the speaker and the listener in the society. People which have high status or superior tend to use the more

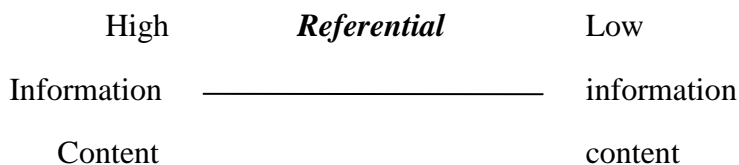
vernacular language to people which consider have lower status or subordinate. Ironically, people which considered themselves in low status uses the formal language to people who considered has higher status. For example the use of *Ms* or *Mrs.* by a secretary to her boss, it shows that the boss has higher status in the society and the secretary respects her; while the boss calls the secretary by her name.

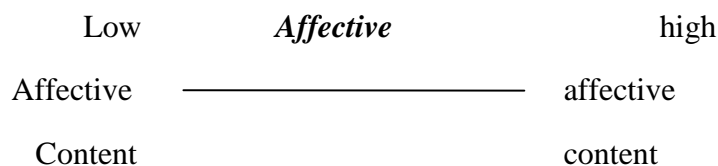
The Formality scale



The scale can be used for assessing how the social setting or type of interaction might effects language choice. In a formal transaction, for example, in office, or school, the language use is influenced by the formality of the setting. The more formal the setting, the more formal the choice of language use. In general, degrees of formality are largely determined by solidarity and status relationship.

The Referential and Affective Function scales





Although language has many functions, these two functions are fairly basic and important. In assessing referential scale of a language, the priority is the coming of new information during the transaction. The more referential oriented the conversation/ transaction, the less it tends to express the feelings of the speaker. For example, the news anchors on the TV only emphasize the information or the referential function. While in assessing the affective scale, the priority during the transaction is not the coming of new information, but the feeling of the speaker. So, the more affective or more concerned with expressing feelings, the less new information come in the conversation. For example, neighbors talks over the fence on the weekend about the weather. The priority of this conversation is not the specific information about the weather, but only the affective function. It can be said that the affective function of language is to convey goodwill, rather than convey new information.

2.1.6 Language Choice and Factors

The choice of language is one of human basic rights. One cannot control the others' choice of a language because it is not only about the speaker's feelings in using the language, but also about how a language can fit with the environment and be accepted by the listener when the speaker uses it. In multilingual communities, like in Indonesia, many people acquire more than two or three different languages. People usually tend to use different variety of language

depending on the situation. The important point in language choice is the domain of language use because it helps the participants in choosing the language they use. There are basic domains such as family, friendship, religion, education, and employment. Besides the domains, there are social factors which influence language choice. The basic factors are participants, settings, topics, and the functions of the conversation. The other factors which influence language choice are solidarity among the participants, the social status between the speaker and the listener, and also social distance among the participants. While in assessing the language choice which relate to those factors, we can use the components of social dimensions such as a social distance scale, a status scale, a formality scale, and two functional scales-referential and affective scales.

2.2 Review of Related Studies

There are several researches regarding to the study of language choice which already done either in Indonesia or in other country. They are:

Business as usual: The use of English in the Professional World in Hong Kong (Evans, 2010). Here, the study focuses on language used and need in the employment domain in Hong Kong. The research uses several methods of data collection: questionnaire survey and semi-structured interviews. The findings indicates that English remains as the language of internal and external written communication in business and professional in Hong Kong, while Cantonese remains to be functioned as the language in oral communication in informal situation. The difference of this study to the writer's study is that this study does

not only discuss the use of spoken English, but also written English. While, the writer's study mainly discuss the use of spoken English.

Language Choice by Non-Javanese Immigrant in Sepanjang- Taman, Sidoarjo (Amalia, 2007). Here, her study discusses how the non-Javanese immigrants choice of language convergence to Javanese language and culture. The result of this study shows that the immigrants can show positive trends toward assimilation and they do not lose their cultural identity. The difference of this study with the writer's study is that this study focuses on community's choice of language. While, the writer's study focuses on individual study and what and how social factors influence the choice of language.

Language Styles Used by the Hairdressers at Johnny Andrean Beauty Salon in THR Mall Surabaya (Pusparini, 2006). In this study, the writer discusses the choice of language style of the hairdressers toward their customers, boss, and to each other. The study also discusses how participants, topic, and purpose of interactions influence the choice. While, the writer's study is mainly discuss the language choice of the professionals work in multinational company. In this study, the setting of the interactions gives a big influence to the language choice.