

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1. Review of Related Theories**

##### **2.1.1. Language Style**

Language can be found in everywhere and it has many variations. According to Holmes (2001, p. 223), the variation of language is depending on the use and the user of it. The language use is determined by several factors as follows: setting, topic, and function, while the user of language is determined by the addressee's age, gender, social role, job and ethnic origin (Wardough, 2002, p. 51). These differences between use and user cause people adjust their language depending on their circumstance.

Holmes stated that (2001, p. 223) language style is indicating the degree of formality and closely related to social dimension's factors. Style is declared as language variation because it is influenced by the use and the user of language. Holmes also emphasizes that age of participants, which is divided into adult and adolescent, influence the use of language style (2001, pp. 224-227).

According to Poedjosoedarmo (1978), basically language style which is based on formality degree can be divided into two; those are formal style and informal style. Formal style is used in formal communication while informal style used in informal communication.

Style also refers to language variation and represents the individual choice toward social dimensions (Stockwell, 2002, p. 8). His opinion about the meaning of language style is the same with Holmes; both of them put the social dimensions as the core of language style. Stockwell divided the stylistic scales into four, those are: formality-casualness, impersonal-intimate, monologic-dialogic and formulaic-creative (2002, p.8).

### **2.1.2. The Language of Advertisement**

Advertisements are easy to get hold of; consequently we have illustrated only a few here, to indicate something of the range which would be covered by the term. Advertising needs both to inform and to persuade customers (Cook, 1992); they are given information from the billboards, it provides words which inform the content and the purpose of the advertisement, so that it can persuade them to use the product.

Advertising inhabits a borderland between writing and speech, though in a different way. Although the language of tv advertisement is predominantly speech, while that of magazine and poster advertisement is writing, this difference exists only in reception, not in production. Recognition of Cook, however, is less widespread. Outside the confines of the advertising world itself, advertisement is not commonly linked to an individual creative personality. An advertisement is not an individual creation, but involves many people (Cook, 1992, p.74).

Whether finally destined for tv or magazine, the words of an advertisement are almost always written down at some stage in its creation. By freeing language

from time and projecting it into space, writing enables more concise and less redundant expression, and creates time to choose words carefully for maximum effect. Writing is used both to create text and simultaneously to distract attention from it by using letter shapes and patterns (Cook, 1992, p.77).

As mentioned before, advertisement has important task to make sure the consumer interested to the product which is advertised. One method to make sure the consumer is using some tricky, words that are used within advertisement to tide the target market's need and desire and for the next they are willing to purchase the product offered (Gary, 1982, p. 167). Lutz defines those tricky words as 'weasel words'. Actually, the name of 'weasel word' came from Lutz's idea about how a weasel gets the food from an egg. A weasel is able to make a hole within an egg, cats all the matters inside, and takes the egg back to its nest. The hole will be seen if it examined carefully. Lutz tries to draw comparison between the language of advertisement and a hole which is made by a weasel (Gary, 1982, p. 167).

### **2.1.3. Language Choice**

The language choice will exist if there is different domain to its use. The factors as the element of domain includes the social factors, those are: participants, setting, topic, and social dimensions (Holmes, 2001, p. 21). The participant is the important factor in any speech or conversation. From the way they speak, we can know the social background, economic classes, different in education or technical occupation. Setting refers to time and place while topic is the main idea what is people discussed

about. Topic is influenced by the relationship and interaction between participants. Social dimensions are the dimensions which relate to another three factors.

Wallwork proposed the statement which almost the same. The choice depends on the speakers, topic of conversation, place and some social structure factors such as status and occupation (Wallwork, 1978, pp. 57-58).

Different with the statement above, according to Wardaugh (2002, p. 88) Language choice is connected to the term of diglossia because the diglossic situation will appear in community which has two different code with different function. The choice of code in the context of diglossia mostly related to the image of prestige because there is always a code which is determined as high variety and another is determined as low variety.

## **2.2. Theoretical Framework**

### **2.2.1. Language Style**

Age is able to influence someone's language style because the use of style is depending on the use and the user of language (Holmes, 2001, pp. 225-226). Therefore in this study, age of respondents represent the user of language while the headlines of simcard product advertisements in billboards represent the use of language. According to Holmes (2001, pp. 167-171), the adults prefer to use formal style or standard language. The adults use formal style because they are still trapped at social pressure; therefore formal style is beneficial to show their prestige. On the

contrary, the adolescents prefer to use informal style because they are in the relaxed surroundings, they do not feel the social pressure much. The example which describes informal style often showed by adolescents is the use of slang words.

Poedjosoedarmo (1978) divided language style into two, formal and informal style, as follows.

#### **2.2.1.1. Formal Style**

Formal style of Indonesian language uses standard Indonesian for both written and spoken language. Poedjosoedarmo also characterizes the formal style (1978) that it uses more complete words and sentences in order to make clear information in the conveyed messages. In formal style there are no corrupted words, corrupted affixes, and unfinished sentences which are possible to make ambiguous information. Indonesian formal style can be used in the entirely Indonesian area. It is found in the formal circumstances for example: offices, schools and government documents. If formal style is used, usually the participants or the addressees have great social distance, like social status, or they do not know each other before. Formal style also uses one code regularly.

#### **2.2.1.2. Informal Style**

Poedjosoedarmo (1978) defined informal style is used in limited area for particular group of people. Because the language usage in informal style is not based on standard rule, it applies corrupted words and affixes and often written in unfinished

sentence. This unfinished sentence sometimes causes informal style show ambiguous meaning. Therefore, informal style does not very clear in conveying messages. Indonesian informal style is usually used by people who are known each other and have close relationship to express intimate connection. And the last characteristics is informal style which uses more than one code in its sentence, sometimes it uses code-mixing and code-switching.

### **2.2.2. The Language of Advertisement**

According to Cook (1992, p. 74), advertising inhabits a borderland between writing and speech, though in a different way. Although the language of tv advertisement is predominantly speech, while that of magazine and poster advertisement is writing, this difference exists only in reception, not in production. The term of reception here is related to physical reception and the reception of people or how they react toward advertisement in the form of speech and in the form of writing. In physical reception, speech advertisement can be obtained by using ear but writing advertisement can be obtained by eye. While in the part of people reception or how they react toward advertisement in the form of speech and in the form of writing, actually people prefer to speech advertisement especially in tv, than totally writing advertisement for example billboard. Because in television, there is not only speech with its intonation which has function to inform but there is also picture to attract people and influence them to buy the product.

By freeing language from time and projecting it into space, writing enables more concise and less redundant expression, and creates time to choose words carefully for maximum effect. Basically, the words in advertisement are needed to inform and persuade customers with the result that the customers give loyalty to the product.

### **2.2.3. Social Dimensions**

According to Holmes, in sociolinguistics, the language choice can be influenced by social dimension (2001, pp. 25-26). For supporting the language style theory in this study, the writer uses two kinds of social dimension's factors those are:

1. A social distance scale relating to the participant relationship.

If there is greater distance between participants, it indicates there is low solidarity. If the solidarity between participants is closer, the language choice that is used will be more intimate or relaxed. While if the solidarity between participants is greater, the language choice that is used will be stiffer. The main point of this factor is how far the participants know each other which influence the preference of language choice. For example a memo written between family members will be more intimate than a memo written between business partners.

2. A formality scale relating to the setting of communication.

Degree of formality is determined by solidarity, setting or social context, and type of communication. Sometimes there is a situation, for example in the

meeting room of an office, even though the solidarity between participants is closer but because influenced by the setting, the communication which happened is more formal.

In sum, a speaker tends to choose a language that seems to suit the need of the person being spoken to and the need of the circumstance where they are speaking. Therefore, if those two factors of social dimensions above are applied in advertisement, the factor of social distance is related to the distance which is created between companies and consumers. While the factor of formality, is related to the setting or type of communication which happened between companies and consumers.

### 2.3. Related Studies

There are some researches with the topics that are related to this study. The writer found one journal and two theses. First is a thesis entitled *Language Choice between Javanese and Indonesian used by Children and their parents in Middle Class – Madiun families*, written by Rahayu Ariningsih. The main point of her writing is that the five components of communicative events (setting, participants, ends, act sequence and key) give slight influence to the language choice both of the children and the parents. Actually, those five components are the broadening form of the use and the user of language.

Second is *Language Style used by the hairdresser at Johny Andrean's Beauty salon THR, Surabaya Mall*, written by Annita Weny Pusparini. Her thesis can be



concluded that the relationship between the participants, the topics, the purpose of interaction, and social dimensions clearly affected the choice of language style. Annita uses Five Clocks theory by Martin Joos as the parameters of formality degree.

Those two theses describe effect of social factors and social dimension to language variation. For the part of advertising language, the writer has found a journal written by James H. Leigh, the title is *The Use of Figures of Speech in Print Ad Headlines*. This journal is a result of 2183 print ad headlines that is observed for their frequency in using figure of speech. And this journal also shows headlines has long been considered to be the most important part of advertisement where the function as key selling point that is attract attention and stimulate consumer to give their consideration to the product.

In this study, the writer analyzes the relationship between the language use and the language user. The headlines of advertisement represent the language use, while the adult and adolescent represent the language user.

# **CHAPTER III**

## **METHOD OF THE STUDY**