

# CHAPTER I

## INTRODUCTION

This chapter presents about the introduction of this study, namely research background, problem identification, research scope, research questions, research objectives, and research significances.

### 1.1 Research Background

Language is used by everyone as a means of communication and interaction. Language is made up of ideas or thoughts that are communicated both orally and in writing. According to Bloomfield (1983), language begins with the development of expressive movements of the human body to communicate non-verbally. Furthermore, language evolves, as evidenced by humans' ability to understand sounds, convert them into words, and arrange them in written form. This is a good move forward for language development. The language definition by Bloomfield's emphasizes that the communication elements as the foundation for language formation. Furthermore, Seken (2017) also states that language is a means for various kinds of communication. The speakers use a language in various types of communication in the realization of their social interaction and cooperation. It means that language can be used in various types of communication to increase their cooperation and social interaction to become more intense. For example, if a speaker is talking to the people who have the same interest and concern, the language is likely different because they use types of language variation.

Language serves several functions that must be understood by everyone. The function of language can be viewed from two perspectives: as a tool for communication and expression (Bühler, 2011). Language as a communication tool implies that information will be accessible to community members. The language can be easily conveyed through communication. Language as an expression tool allows anyone to express themselves. Happiness, sadness, anger, and other emotions will be expressed. Some

literary works use language expressions to capture the attention of the readers. Furthermore, language can be divided into two types: spoken language and written language, some distinctions exist between spoken and written languages. Spoken language is an utterance that is generated by sound and is typically used in the oral activity. In the meantime, written language is an utterance that has been transformed into text, such as an essay, story, novel, or advertisement. However, everyone has their own way of speaking or writing. The use of various language types to convey ideas and feelings in spoken or written form is referred to as style.

According to Llamas (2007), everyone has their own preferred language style. Language style is a privilege that each individual has. It is said to be that because the style is unique and personal. As an example of how language style can be used to determine social status, those with high social status have a better language style than those with low social status. However, everyone's language style is not always consistent; it changes or varies depending on the situation. Furthermore, language style is the way in which a speaker or writer conveys their ideas in accordance with the goals to be achieved (Aminuddin, 1995). In order to achieve their goals, the speaker or writer employs a variety of languages in their speech or text.

Moore (2004) also states a person's speaking is influenced by language style. Everyone has their style when conveying their ideas. Social status, educational background, and gender always influence the speaker's language style. Therefore, each speaker has a different language style when speaking in particular situations and contexts. They use grammar, word choice, and sentence structure more selectively depending on whom they are speaking to. It is also supported by Simpson (2004), stylistics is a branch of linguistics which concentrates on the use of variation of the language. The use of various languages can help a sentence become more meaningful. The sentences become more meaningful and everyone is impressed by what we say. The choice of words plays an important role in the use of language style. In

speaking or writing, it is possible to change a person's perception by using language styles so that they understand what we mean.

Furthermore, Keraf (2010) divides language style into four categories: language style based on diction, language style based on tone, language style based on sentence structure, and language style based on direct or indirect meaning. The suitability of using a word in a sentence in certain situations is defined as a language style based on diction. Language style based on tone is the game of tone during a speech that creates harmony between tone, text, and sentence structure. Moreover, the use of language signs in sentences to emphasize the position of the most important ideas is defined as a language style based on sentence structure. The last language style is based on direct or indirect meaning; it focuses on the use of figurative words or phrases to exaggerate sentences.

Joos (1976) also divides language styles into five categories: frozen style, formal style, consultative style, casual style, and intimate style. According to Joos (1976), frozen style is the use of complicated words in situations where formality is required, such as state ceremonial speeches or law books. Formal style is a style that uses simple word choices because the goal is to have good reciprocity between the speaker and the listener. Consultative style is a style that is used in semi-formal situations and appears more relaxed but is still formal enough to be used in specific situations. Moreover, the conversations with friends and family, as well as in everyday situations, are defined as casual styles. Finally, the intimate style of language appears to be more exclusive, as it is reserved for close family members, friends, and lovers.

Language style also has functions. According to Leech (1981), language style covers five functions. First, informational function refers to the term of subject and matter. Second, expressive function is used to express the feelings and emotions of the speakers. Third, directive function is used to give a command or request to someone to do something. Fourth, phatic function refers to community channel which is maintaining the social

relationship of others. The last is aesthetic function is used to make the sentence more artistic. Holmes (2013) also proposes the function of language style, which has six functions: expressive, directive, referential, metalinguistic, poetic, and phatic. However, between the Leech (1981) and Holmes (2013) functions have several similarities, particularly on expressive, directive, and phatic functions and the distinction on referential, metalinguistic, and poetic function. According to Holmes (2013), the referential function is a way of providing reliable information in the present situation. Metalinguistics is a function that allows us to make assumptions about the language itself. The last is a poetic function used to exaggerate meaning by incorporating artistic elements.

Furthermore, language and society are inextricably linked. In other words, language and society serve their respective functions. According to Trudgill (2000), language has the function of controlling social relationships. People will be monitored in acting and behaving following applicable norms through language. Moreover, various languages can emerge in society. A society is a group of people who work together to achieve a common goal. Therefore, each community may produce language variations to make communication easier. Language style refers to this type of language variation. Many people are familiar with the term "language style" because they use it on occasion. However, they could only use it without knowing what it was for. This phenomenon also is the reason for conducting this study.

Everyone's language style varies due to several factors such as social class, educational background, identity, and gender (Baha, 2014). Language style can also influence how people speak and write. For example, the writers employ language style to enhance the artistic impact of their literary work. An essay is a type of writing that can incorporate stylistic elements. Theoretically, an essay is a type of written text that aims to investigate or discuss a topic that is related to public issues. Furthermore, the language style in the essay will be explored in this study. The essay is chosen as the data of study because several reasons. First, everyone has a different way of expressing their ideas, writing

an essay is one of the solutions. Second, the content in the essay is purely from the writer's point of view, so each writer will have their own language style. Third, the essay contains some linguistic features, such as the diction selection, sentence structure, and figurative meaning.

Several other researchers have conducted language style analyses. Haqqo (2016) analyzes the language style in Jakarta Post advertisements. The results of seven advertisements in the Jakarta Post used by the researcher revealed 50 classifications of language styles in the advertisement, such as hard-sell style, soft-sell style, and straightforward style. This study also used a descriptive qualitative design because the researcher wanted to explain the data as thoroughly as possible. This study used Well's theory to categorize language styles, which included nine classifications: hard-sell, soft-sell, lecture-drama, straightforward, demonstration, problem-solution, life's silence, spokesperson, and comparison. The researcher employs some tables to highlight the classification of language style in the Jakarta Post advertisement.

Putra (2017) also investigates the language style used in Scorpions' songs. The lyrics from Scorpion obtained from the internet serve as the study's data. The purpose of this study is to determine the lexical meaning in Scorpions' song. It is demonstrated that the lexical meaning in the lyrics are synonym, hyponym, simile, metaphor, synecdoche, irony, symbolism, personification, hyperbole, opposite, denotation, and connotation. This study used a qualitative method to identify the different types of lexical meaning in the lyrics and then classified them to determine the dominant types of lexical meaning. Lyons' theory was used as the primary theory in this study by the researcher.

There is also a study by Aflahah (2017) analyze language style of Habiburrahman El-Shirazy in The Dwilogy of Ayat-Ayat Cinta. This study explores an author's language styles who have written best-selling novels. The main issue is the author, namely Habiburrahman El-Shirazy used various language styles in the novels. The AAC 1 and 2 novels serve as the study's data. Kerafs' theory is used in this study, and a qualitative design is used to

describe the language style based on sentence structure, lexical choice, direct or indirect meaning. The findings were classified into three variables: language styles based on lexical choice, sentence structure, and direct or indirect meaning. The use of abstract words, general or specific words, popular or scientific words, foreign words, religious words, and various greetings words are examples of language styles based on lexical choice. The language style includes climax, anticlimax, antithesis, parallelism, and repetition based on sentence structure. The use of rhetoric and figurative language styles is involved in language style based on direct or indirect meaning. Alliteration, assonance, euphemism, litotes, tautology, hyperbole, and paradox are rhetorical language styles. Simile, metaphor, personification, irony, and sarcasm are examples of figurative language styles.

This current study conducted in English Language Education of Undiksha to identify language style types and functions in essays written by the students. This study designed in a qualitative research to explore the various language styles and describe the language style function. The data are collected from the final project of the essay writing course in the third semester, and further analyzed in the form of documentation and interview because the data are essay texts written by English Language Education students. In the future, it is hoped that this study provides information about the use of language styles in English Language Education as well as consider on the language styles implication in teaching and learning process.

Based on the previous study, the researchers investigate the use of language styles in songs, advertisements, and novels. The current study looks at language style in essay texts. However, this study differs from previous studies in that it examines language styles in various contexts based on several expert theories. Furthermore, the writer employs different subject, object, and method analyses. The purpose of this study is to discover the types of language styles in essay texts and how they are used in their essay texts.

## 1.2 Problem Identification

This study focuses on the various types and functions of language styles found in essays written by students of English Language Education Undiksha. Language variations such as style, slang, register, jargon, and rhetoric have already emerged in the modern era. The language style is a type of language variation. Style is already being used by certain individuals or groups because each person has their own way of expressing or delivering ideas in spoken or written form. The language style is not always based on grammatical rules. It is due to the addition of some lexical, word choice, or syntax formulas to the language. Meanwhile, style serves to draw the attention of listeners or readers. As a result, the study concentrates on the various types and functions of language styles in order to provide information about the study of language styles.

## 1.3 Research Scope

This study focuses on the language styles written by students of English Language Education. The researcher limits this study to find out and describe the types and the functions of language styles found in the essays written by students of English Language Education Undiksha.

## 1.4 Research Questions

Based on the research background above, some questions can be formulated, namely:

1. What are the types of language styles found in the essays written by students of English Language Education Undiksha?
2. What are the functions of language styles found in the essays written by students of English Language Education Undiksha?

## 1.5 Research Objectives

Based on the research question that has been mentioned, the research objectives can be seen as follows:

1. To show the types of language styles found in the essays written by students of English Language Education Undiksha.

2. To describe the functions of language styles found in the essays written by students of English Language Education Undiksha.

## **1.6 Research Significances**

The research significances are divided into two types: theoretical significance and practical significance. They are as follows:

### **1.6.1 Theoretical Significance**

Theoretically, this study provides several theories about the nation of language style, such as the types and the functions of language style. Furthermore, the scope of this study is useful as contribution to language development that occurs in various societies.

### **1.6.2 Practical Significance**

1. For the Teachers

The teacher can use the result of this study to understand the types and the functions of language styles and then may consider on the implication of using language styles in teaching and learning process.

2. For the Readers

The readers will know about the study of language style and understand the function of language style which is analyzed in this study then they can use language style in appropriate situations when expressing their own ideas or opinions.

3. For the other Researchers

The other researchers can use the result of this study as a reference for their further study which is related with the study of language style especially the types and the functions itself.