

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Language is complex and unique. Every community or society has its own language as its symbol. The same meaning can be expressed in different ways from area to area. Therefore, Hudson (1983:21) says that people might assume that every individual in community is unique in its own language. In the wide range of society, every person has a tendency to speak or express differently in different environments or settings for there are many factors, which can influence their language style. Certain social factors – who you are talking to, the settings, the function and the topic of the discussion- turn out to be important in accounting for language choice in many different kinds of speech communities. For instance, if a speaker is talking to the people at campus about their campus, the use of his language will likely to be different with the language he will use at home with his family.

According to Holmes (1992: 10-11) in any community the distinguishable varieties, which are available for using in different social contexts, form a kind of repertoire of available options. The members of each community have their distinctive linguistic repertoires. In other words, in every community there is a range of varieties from which people select according to the situation they are involved in. In monolingual communities, these factors take the form of

different styles and dialects. Nevertheless, one thing to remember is that people do not only know the language but they have to know how they use it.

Moreover, no one speaks the same way all the time in this entire world for he/she constantly uses the languages he/she speaks for a wider variety of purposes. Every person does not speak the same language varieties or repertoires all the time, indeed. People adjust the language variety with their environment or with whom they are talking to. At the very least people have one style of speaking at home and another style in the market place, both within a single speech of community. According to Bell (1976:110), there is no individual who speaks only one code. In short, there is practically no monolingual, one who uses only one code while communicating with others.

Hornby (1977:1) states that most nations are bilinguals or multilingual. Therefore, it is easy to find people speak more than one language. As stated by Nababan (1978: 279) there is no man who speaks only a single code. A single speaker will use different varieties at different time. People will often change their language varieties (codes), and they depend on the situation and the needs of the language users.

In the advertising agency of Prima Cipta Komunikasi, where the writer works and gets involved every day, she notices that her co-workers come from different background. They represent multilingual societies, in fact. The Styles of Language of the co-workers are different toward each other. They often speak more than one language variety or code. The way they speak to their colleague is likely to be different with their clients or their boss. Attracted with the

fact, the writer decides to do a research on language style and writes this entitled: "The Language Styles among my co-workers in Advertising Agency of Prima Cipta Komunikasi (Prime).

## **1.2 Statements of the Problems**

The writer forms some questions to be answered, namely:

1. What kinds of language styles do the co-workers in the Advertising Agency of Prima Cipta Komunikasi (Prime), use?
2. Why do the co-workers in the Advertising Agency of Prima Cipta Komunikasi use particular styles of language?

## **1.3 Objectives of the Study**

The study made by the writer is meant to answer the above research problems. Therefore, the objectives of the study are:

1. to find out what kinds of language style that used by the co-workers who work in the Advertising Agency of Prima Cipta Komunikasi (Prime).
2. to find out why the co-workers of Advertising Agency of Prima Cipta Komunikasi use particular styles of language.

## **1.4 The Significance of the Study**

The writer hopes that the result of the study will give contribution to the students who are interested in a sociolinguistic field. Students have the knowledge about the language styles, indeed.

## 1.5 Theoretical Framework

The study is based on some theories; namely: language function, language style, and language variations.

The first theory of the study is based on Holmes (1992: 286). He states that there are a number of ways of categorizing the functions of language. There are six functions in the language and each of the function has its distinctive characteristics although they are not mutually exclusive.

Furthermore, the second theory of the study is based on Martin Joos in Nababan. There are five stages or Joos calls it *Five clocks* in Language style, (1991: 22-23) namely: *frozen, formal, consultative, casual and intimate style*. Each of stage has a different characteristic.

Last theory of the study is language variations. According to Wolfram and Christian (1984:236) language variation is a fact of society, tied in with the traditions of people and the social factors that distinguish different social, cultural and ethnic groups from each other.

## 1.6 Assumptions

The study is based on the following assumptions.

1. There are language variations used in the conversation among the co-workers in the advertising agency of Prima Cipta Komunikasi.
2. Each co-worker uses different style of language in communicating with other co-workers in the advertising agency of Prima Cipta Komunikasi.

## **1.7 Scopes and Limitation**

Realizing how broad the discussion is, the writer limits the study in some ways.

The first is related to the participants. The participants or the subjects under the study were the writer's co-workers who involved in one project only. Here, the participants were one team who handled "Pro XL Zona Xtra luas project" that was held from 9 April to 20 May 2001.

Then, only spoken conversation of the Managers to their employees are observed by the writer in spite of the written forms. Last, the area of analysis is focused on conversations that are actual, real and natural and takes place in the workplace.

## **1.8 Definition of Key Terms**

In order to avoid misunderstanding, there are some key terms that need to be explained in this study. The title of the study is "The Language Styles Among My Co-workers in Advertising Agency of Prima Cipta Komunikasi (Prime), in Jalan Karang Menur". They are: language; style, language style, and co-workers

1. Language, according to Trager (1972:321), is a particular means of communication of a particular society.
2. Style, according to Webster English Dictionary (1986), refers to the making of expression of thought in oral or written language.
3. Language Style, in this particular study refers to characteristic mode of expression of an individual speaker or refers to language variation,

which reflects changes in situational factors, such as addressee, setting, task or topic (Holmes, 1992:276).

4. Co-workers, here, refers to people who works together in a particular field or industry or works in a particular material (Webster English Dictionary, 1986). The co-workers consist of four participants such as: Two of Director of Promotions, The Managers, Male Presenter and Female Presenter.

## **1.9 Organization of the Thesis**

This thesis consists of five chapters. Chapter I presents the background of the study, statement of the problems, objectives of the study, the significance of the study, theoretical framework, assumptions, scopes and limitation, definition of key terms, and organization of the thesis. Chapter II presents the review of related literature and studies that are relevant to the study. Chapter III presents the nature of the study and its design, the samples/participants, the sources of the data, the research instruments, the procedure of the data collection, the data analysis technique. Chapter IV consists of the data analysis and findings. The last one is Chapter V that consists of Conclusion and Suggestions.