

CHAPTER II

REVIEW OF RELATED LITERATURE

Before doing the analysis, the researcher realizes that she needed to review some theories on speech style, which are related to the statement of the problem. In order to know speech style, the researcher reviewed the significant theories and the previous study about speech style which has ever been made as the references to support her study.

2.1. Speech Styles According to Joos (1976)

According to Joos, speech style means the form of language that a speaker uses and it is characterized by the degree of formality, such as frozen style, formal style, consultative style, casual style, and intimate style. Style may be called higher or lower in referring to the meaning of communication. The speaker may use higher style, lower style or both higher and lower style at the same time.

2.1.1. Frozen Style

Frozen style is a style, which is intended to be remembered and used in a very formal setting such as in palace, speech for state ceremony, and some other occasions. This style involves very large group of people whose members are unknown to one another. However, this style is not only addressed to strangers at that time but also to posterity as well. Nevertheless, the readers or the hearers are not permitted giving question to the speaker. Therefore, background information

of conversation may be given but it is not required. Frozen style is the highest rank in Joos' classification. This is usually uses long sentence with good grammatical and vocabulary. Particularly, frozen style is more elaborated than any other styles. Based on the characteristics above, frozen style requires high skills and it is almost used exclusively by specialist, professional orators, lawyers, and preachers. For example: "I should be glad to be informed of the correct time." (Joos, 1976, P.154).

2.1.1.2 Formal Style

Formal style is a style that is designed to inform: it is dominating characters, something that is necessarily ancillary in consultation, incidental in casual discourse, absent in intimacy (Joos, 1976, P.156).

According to Joos, formal style is generally used in a formal situation, where there is the least amount of shared background knowledge and where communication is one way communication with little or no feedback from the audiences, for example between strangers. Formal style is design to inform in complex sentences and needs background information because the speaker needs preparation in using this style. The leading code label of this style is the word "may", e.g. "May I present Mr.Jimmy?". The example of this style is "I should like to know the time please?" (Joos, 1976, P.154).

2.1.1.3 Consultative Style

According to Martin Joos, consultative style is a style that shows our norm for coming to terms with strangers who speak our language but whose personal stock of information may be different (Joos, 1976, P.154).

Consultative style is a style that is used in semi-formal communication situation. This style is a type which is required from all speakers. Moreover, consultative style is the usual style of speech in small groups, chance acquaintances and strangers.

This style is defined into two features. First, the speaker supplies background information and he or she does not assume that he or she will be understood without it. Consultative style deals with public information because if there is no public information, a consultative conversation will not happen. Second, the addressee participates continuously in the conversation. Most often they talk alternately although one may talk for a very long period. While one is speaking at intervals the other gives short responses or standard signals, such as “That’s right”, “Oh, I see”, “Yeah”, “Yes, I know” et cetera. “Well” is also used to reverse the roles between listener and speaker. The conjunction “and” and the preposition “on” are mostly used in consultative style for example: “Do you have the time on you please ?” (Joos, 1976, P.154).

2.1.1.4 Casual Style

Casual style is a style which is used between friends in non-formal situation such as when the students have a chat outside classroom. The form of the sentence in this style is usually short. There is absence of background information and the listeners are assumed to understand what the speaker says in this style. Casual style is the style we use to integrate an audience into social group (Joos, 1976). This style is rarely written but spoken and acted out. The listener is treated as an insider in the conversation.

There are two devices of casual style. First, ellipsis (omission) that usually shows the differences between casual grammar and consultative grammar for example :

- a. "I believe that I can find one" → consultative grammar
 "Believe I can find one" → casual grammar
- b. "Thank you" → consultative grammar
 "Thanks" → casual grammar

The unstressed words can be omitted particularly at the beginning of the sentence. As the result, the sentence structure of casual style becomes incomplete. Second device of casual style is slang which is a prime indication of in group relationship. Slang is non-standard word which is known and used by certain groups like teenager groups, college groups, et cetera. For example, the slang word of 'girl' that consider as young female is "chick". For example : "What's the time?" (Joos, P.154).

2.1.1.5 Intimate Style

Intimate style is an intimate utterance pointedly avoids giving the addressee information outside of the speaker's skin (Joos, P.155). Therefore, intimate style is completely private language used within family and very closed friends. Normally, the intimate style is used in pair.

There are two systemic features of intimate style, first is extraction, the speaker extracts a minimum pattern from some conceivable casual sentence (Joos, 1976, P.155). For example the utterance "eng", it is an empty word, there is no dictionary meaning but serves as a code label for intimate style. Intimate style

needs no slang and no background information. The message cannot be recreated because there is no message to recreate. Means, the thought is communicated and the addressee extracts the full meaning from it. The second feature of intimate style is jargon. Jargon is technical vocabulary associated with special activity or group (Joos, 1976). It is special vocabulary required to meet the special needs of profession and special interest groups. Jargon is used to show the secret language between the same profession people. In other word, jargon must not be understood by other people. For example health professionals use medical jargons such as HTLV III (Human T-cell Leukemia Virus III). For example: “Time?” (Joos, 1976, P.154).

Table 1 : The Characteristics of Each Types of Speech Styles

<p>Frozen:</p> <ul style="list-style-type: none"> ❖ Having subject and predicate. ❖ Having the consistent English standard Grammar. ❖ Having standard English vocabularies. <p>E.g. “I should be glad to be informed of the correct time.” (Joos, 1976, P.154).</p>	<p>Formal:</p> <ul style="list-style-type: none"> ❖ Having subject and predicate. ❖ Having the consistent English standard Grammar. ❖ Having standard English vocabularies. <p>E.g. “May I present Mr.Jimmy?” (Joos, 1976, P.154).</p>
<p>Consultative:</p> <ul style="list-style-type: none"> ❖ Having subject and / or predicate. ❖ Still formal but not complete. ❖ Having standard English Vocabularies. ❖ Having the consistent English standard Grammar. 	<p>Casual:</p> <ul style="list-style-type: none"> ❖ Having no subject and / or predicate. ❖ Using short utterance which characterized by ellipsis ❖ Having non standard English vocabularies which some vocabularies are characterized

<p>E.g. “Do you have the time on you please ?” (Joos, 1976, P.154).</p>	<p>by slang and influenced by dialect</p> <ul style="list-style-type: none"> ❖ Having the inconsistent use of English syntactical structure. <p>c. E.g. “I believe that I can find one” → consultative grammar</p> <p>“Believe I can find one” → casual grammar</p>
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2.1.3 Context of Language Use

There are some factors that influence speech style. First is the addressee. The speaker’s relationship to the addressee is crucial in determining the appropriate style of speaking. The better the addressor and the addressee know each other, the more informal the speech style that they used. On the contrary, if the addressor and the addressee do not know each other well, the more formal the speech style that they used.

However the choice of appropriate is not influenced by the personal relationship between the participants, but by the formality of the context and the relative roles and statuses within the setting. The way how people talk in court, in school, at business meeting, at graduation ceremonies reflects the formality of those contexts and the social roles people take in them. Actually, people use more relaxed language or relaxed style at home with those they know well. People’s speech not only reflects the identity aspects such as ethnicity, age, gender, and

social background, but also reflects the context in which the speakers use the language. The speaker (addressor) are adapting or accommodating his/her speech style to the audience or addressee.

2.2 Review of Related Study

In this part, the researcher presents the previous study on speech styles. The writer would like to present another study to give a brief picture of analysis on speech styles. Here, the researcher chooses the study written by Ahmad Idris Adh. (2012).

2.2.1 Idris Adh.'s Essay (2012)

He did a research on rhetoric which is used in Barack Obama's Speech in Indonesia. He analyzed the rhetoric produced by Obama. He applied Aristotle's theory of rhetoric as his main theory and Kneffel, Cramer, Clark's, Daniel, Eidenmuller, Stein, Wheeler and many others for the supporting theories.

In the data collection, he used qualitative approach. He got the data by taking the speech on mass media. That is BBC Analysis, Kompas and some others major media sources. In analyzing the data, he identified the utterances in the speech. He found that Obama's speech quotes contains 5 (five) main . They are centered around (1) democracy, (2) Islam, (3) global economy, (4) Middle East peace and (5) diversity. The finding of his research is that the rhetoric used in Obama's Speech are logos, pathos and ethos.

That is why, the researcher conducted a similar study about one object, Barack Obama's speech in Indonesia. The difference from the previous study mentioned above is that the previous study was about the rhetoric in Obama's speech in Indonesia. While in this research, the writer investigates about Barack Obama's speech style in Indonesia.