

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE AND STUDIES**

#### **2.1 Sociolinguistics**

Sociolinguistics is the branch of linguistics which studies about the use of language in society. It talks about how to understand the structure of languages and how languages function are used in communication. According to Holmes, “sociolinguistics is concerned with the relationship between language and the context in which it is used” (2013:1). Wardaugh also states “we study about language and society in order to find out as much as we can about what kind of thing language is” (2006 :13).

Coulmas in Wardaugh, states “Sociolinguistics or micro-sociolinguistics investigates how social structure influences the way people talk and how language varieties and patterns of use correlate with social attributes such as class, sex, and age” ( 2006: 13). Holmes explains “Examining the way people use language in different social context provides a wealth of information about the way language works” (2013:1). So, sociolinguistics is not only study about the relationship between language and society, but also how the people build their social identity from various aspects.

#### **2.2 CAT (Communication Accomodation Theory)**

Communication Accommodation Theory (CAT) has developed from Speech Accommodation Theory (SAT) by Giles in 1973. At the beginning CAT is the theory of accommodation in interpersonal communication, but it has grown become both interpersonal and intergroup communication. The common issue of identity, language, and context mostly appears around of this theory. According Gallois et al. in Fisk et al. CAT has known as general theory for intergroup communication, but it can also apply to different group membership (2017:21).

However many researchers have been applied in various cultural group and face-to-face interaction.

Fisk et al. (2017:22) states communication accommodation is refers to a change personal's behavior in communication to adapt with others such as lowering the intonation to match with speaker's intonation. Giles et al. in Gallois (2005:23) states the people accommodate using some techniques , they are:

- Interpretability
- Approximation
- Interpersonal control
- Discourse Management

Harwood et al. in Mahadir et al. (2013:261-262) explains one by one about these strategies above. They states,

“Interpretability strategy refers to accommodation of the partner's perceived interpretive abilities which refer to the ability to understand. interpersonal control strategy “attempt” to direct the course of a particular conversation or more generally a relationship by strategies such as interruption or direct power claims. approximation represents a group of strategies used by an interlocutor to adjust his/her speech performance – for example, accent, speech rate pauses or even non-verbal behaviours, to either converge with or diverge from that of the other interlocutor's”.

Moreover, Coupland et al. in Mahadir et al. (2013:262) also states,

“Discourse management strategies revolve round interlocutor's conversational need and include aspects such as content or topics that are featured in the interaction, the management of interpersonal position and face as well as structure of turn-taking”.

Fisk et al. (2017:23). explains that ”accommodative behaviors are determined by the communicators' individual characteristics, social identities, the features of the situation, and the context”. It means accommodative behavior has the important position in our life to adjust the people. According to Giles in Fisk et al. (2017:22) there are two main accommodative strategies which are convergence and

divergence. Gallois et al. in Fisk et al. (2017:23) “convergence and divergence are accommodative strategies that can both be either person-based or group-based depending on the motivation, and interpersonal or intergroup needs of the participants”.

Convergence is an individuals strategy to adjust their communication with others. Convergence is considered the historical core of communication accommodation theory (Giles in Giles et al., 2007:295). Therefore, Giles et al. (2007:295) also states various things in convergence, such as:

- Linguistic (changing speech rate, accent, etc)
- Paralinguistic (pauses, intonation, style of speaking, stress, pitch, utterance length, etc)
- Non-verbal features (smiling, gazing, laughing, etc )

The underlying thing of convergence behavior is desire to get the similiarity of level and to gain approval by others. According to Giles et al. (2007:296) states converging of linguistic style improves the effectiveness of communication and it appears the possible loss of personal and social of identity. According to Giles et al., (2007:297) there are three kinds of people in convergence, such as:

- Upward Convergence refers to someone in lower class tries to eliminate his/her accent when she/he speak with speaker in high class.
- Downward Convergence occurs when someone in higher class expresses his/her speech generally use toning down to someone in lower class.
- Mutual Convergence occurs when the speaker and interlocutor adjust their speech toward each others.

Conversely, “the strategy of divergence leads to an accentuation of speech and nonverbal differences between self and the other” (Giles et al., 2007:295). Divergent is a behavior which is caused by internal or external motive. Soliz et al. in Fisk et al. (2017:25) states “the underlying motive is in the desire to signal distinctiveness and reinforce group identities”. According to Fisk et al. (2017:26) There are three various communication strategies in divergence:

- Under-Accommodation
- Over-Accommodation
- Counter-Accommodation

Griffin in Fisk et al. (2017:26) explains one by one about these strategies. They states that under accommodation is a strategy where speaker refrains to interact with others. the reason of under accommodation is to avoid making mistakes. So, speaker is trying to make gap with others . Counter-accommodation is speaker who confirms his/her dissimilarity and reinforce his/her identities to interlocutors. The last, over-accommodation looks like someone who delivers negative effect while they communicate and often limiting communication with others.

### **2.3 Lexical Choice**

When speakers interact with people , they may use communication strategy to accommodate the people by selecting the words. Speakers may identify the words that have been introduced by the people during interaction. this process assumes the speakers to input their native words through lexicon. Meierkord (2012:160) states, there are four expressions to select the words:

- Borrowing from indigenous language
- Loan translation from local languages
- Hybrid word composed of indigenous
- Newly coined words

### **2.4 Code Switching**

Code switching is the phenomenon in bilingual or multilingual speech. Chloros in Shay states that code switching is exercising to move back and forth between two languages or more. It often occurs in conversation (2015:463). Meisel in Shay states (2015: 464) “Code-switching expresses the speaker's ability to change languages within an interactional sequence in accordance with sociolinguistic rules and without violating specific grammatical constraints”. So, Gumperz (1982:6) states “code switching are analyzed to demonstrate how known differences in social values and grammar and lexicon are exploited to convey new information.

Some experts in Shay states that code switching is divided into two categories, it is about studying structural characteristics of code-switching from a linguistic perspective, and studying the functions and motivation of/for code-switching from a sociolinguistic perspective. In this research a sociolinguistic perspective supports this research, because it indicates attitude of Medan people while they communicate with others. Cantone in Shay states that, “Sociolinguistic aspects of code-switching try to account for different reasons for using this speech style, and also for factors like language choice and language proficiency” (2015:465). Rokhman in Deliana et al. explains several factors that occurs in code switching “the presence of a third person in the ongoing speech act and changing the topic and the emphasis on certain words or avoidance of the taboo word” (2017:77). Holmes states, “the switches serve as a subtle means of conveying their approval or disagreement or ambivalence about previous messages” (2013:42).

The common term that is related to code switching is code mixing. Holmes states that code mixing is similar to metaphorical switching because it is not need choose appropriate words and usually the speaker switches the word rapidly.

“Code-mixing suggests the speaker is mixing up codes indiscriminately or perhaps because of incompetence, whereas the switches are very well motivated in relation to the symbolic or social meanings of the two codes” (2013:42).

Overall, code switching and code mixing have a similar meaning which are combining the word to attract the conversation more interesting. Yet if we see by sociolinguistics view there is the distinction of them. speakers which use code switching is usually try to raise themselves in front of listeners. conciously, they are trying to be careful to choose the words. Whereas code mixing, it is not need to choose appropriate words and say it rapidly. So, the different of them is the scale that usually people use in society.

## **2.5 Language Identity**

Language is the key concept of identity. It shows us who you are? where you from? and what the nation do yo have? Most people in the world use different

language while they communicate. They make choices to get a good relation. Holmes agrees that, “The relationship between linguistic choices and the social contexts in which they are made is sometimes easiest to see when different languages are involved” (2013:12). Indeed, linguistics choice has closest relation with social which makes some factors of this. Holmes also explains that, “Certain social factors – who you are talking to, the social context of the talk, the function and topic of the discussion – turn out to be important in accounting for language choice in many different kinds of speech community” (2013:21). She states that to identify the pattern of code choice is called as domain of language use (Holmes, 2013:22). Wardaugh agrees that, “In a society in which more than one language (or variety) is used you must find out who uses what, when, and for what purpose if you are to be socially competent. Your language choices are part of the social identity you claim for yourself” (2015:96).

Wardaugh (2015:99) states “we do not necessarily adapt to style of the interlocutor, but rather to the image we have of ourselves in relation to our interlocutor”. Language is person`s identity to create what the person desire. Wardaugh also states “Speaking is not merely a social act that involves others; it is also a personal act in that it helps create the identity one wishes to be seen as having in a particular set of circumstances” (2015:99). Nevertheless, Gumperz et al. in Gumperz states “they build on their own and their audience's abstract understanding of situational norms, to communicate metaphoric information about how they intend their words to be understood” (1982:62). To indicate a common good communication people must be able to balance their sentences. “At the level of sentence grammar, this means knowledge of the relevant phonological, syntactic and semantic rules and of the features which distinguish one variety from the others”(Gumperz, 1982:47).

“Where communicative conventions and symbols of social identity differ, the social reality itself becomes subject to question” (Gumperz, 1982:3). So, the relation of language to social identity it is not only about understanding the language, but also how the speakers construct the language to show their identities. Whereas Ochs states,

“the relation of language to social identity is not direct but rather mediated by the interlocutors` understanding of conventions for doing particular social acts and stances and the interlocutors` understanding of how acts and stances are resources for structuring particula social identity” (1993:289).

So, the simple discuss is, “relationship between language usage and social context, so that each variety can be seen as having a distinct place or function within the local speech repertoire” (Gumperz , 1982: 202). According to Hall in Zou`s article is language, identity and culture has related to each other. “Language is the privileged medium in which we ‘make sense’ of things, in which meaning is produced and exchanged” (2012:465). Otherwise, “culture is concerned with the production and the exchange of meanings – the ‘giving and taking of meaning’ – between the members of a society or a group” (Hall in Zou, 2012:465).

Language is also construct identity. Zou states that, “meaning is what gives us a sense of our own identity, of who we are and with whom we ‘belong’” (2012:466). One of the reason why language, identity, and cultural deference are most important because they are able to shape our society. they shape us to adapt with the social rules and norms. Yet people may change their language to describe their identity while they are in different situation. Hall in Zou (2012:266) states that, “meaning is constantly being produced and exchanged in every personal and social interaction in which we take part”. So, “language constructs a certain identity for us and gives meaning to belonging to a culture or maintains identity within a group of people” (Zou, 2012:466).

## **2.6 Previous Studies**

Deliana. Ganie, Rohani. Raswiy, Nilzami. 2017. Language Attitude and Choice by Minangkabau Community: a sociolinguistic study in Medan. University of North Sumatera.

The objective of the research is to observe language attitude and choice of Minangkabau community residing in Medan to find whether the people in community have a positive or negative attitude toward Mkl (Minangkabau

language), and whether their language choice shows a preference toward BI (Bahasa Indonesia), Mkl (Minangkabau language), or other languages. The main theory that is used by the researchers is language attitude and language choice. Based on this article, the researchers find the answers of their questions: firstly, Minangkabau community in Medan show positive attitude toward Mkl (Minangkabau language). Second, the majority of respondents prefer BI (Bahasa Indonesia) than Mkl. Even though BI is their language preference, their attitude toward Mkl is very positive. Respondents still respect the language of their ancestor and they feel proud even though they are Mkl passive speaker.

Silvia Putri, Rizky. 2014. Language Shift and Maintenance Among Chinese Community in Surabaya: A case of non-migrant community. State University of Surabaya.

This study focuses on Chinese community in Surabaya who chooses English and show the precursor to shifts into English and the maintenance of Indonesian. The main theory which is used by researcher is Language choice especially language shift and maintenance. Based on the article, the researcher finds the answer of her question if Indonesian language is known as their mother tongue, it is considered as the majority language that is used by Surabaya people. So, the positive attitude that is showed by three Chinese families is the way to maintain Indonesian language.

Elena. Hordila, Madalina. Vatamanescu, Andra. Pana, Dina. 2010. The Application of the Communication Accommodation Theory to Virtual Communities: A Preliminary Research On the Online Identities. The International Journal of Interdisciplinary Social Sciences vol (5)/4.

This study focuses on the accommodation factors implied by the communication between the virtual communities' members as they seek to emphasize or minimize the social differences between themselves and the others, starting with the online identity level. The theoretical framework is provided by Howard Giles' Communication Accommodation Theory which discusses the contexts of potentiating convergence between people through the adjusting of



several relevant elements. In order to test this theoretical model in the virtual environment, the research will concentrate on the content analysis of the online identities assumed by the members of the Future of Europe subforum. This article discovering how people perceive, assume and express their identity in a boundless community.

Mahadir, Mahanita. Fariza M N, Nor. Azman, Hazita. 2013. Communication Accomodation Strategies in Malaysian Multiracial Family Interactions. Faculty of Socia Sciences of Humanities, Universiti Kebangsaan Malaysia. Selangor. Malaysia.

This study focuses on intergroup salience which is parameter influencing their daily interpersonal communication. This is due to the relevance of issue related to heritage and sense of beloging. As such, there is an obvious need for multiracials to appropriately strategise and manage their communication with both paternal and maternal family members. The theoritical framework of this article is using the Communication Accommodation Theory, this preliminary study investigates the range of accommodation strategies employed by a multiracial individual interacting with her monoracial mother. Despite the limited number of interaction samples, findings revealed that the multiracial daughter managed her family relations by employing approximation, interpretability, discourse management and interpersonal control strategies.