

# CHAPTER I

## INTRODUCTION

### A. Background of the Research

Communication is the act of transferring or receiving the message or information among people. Human do a communication is not only by face to face but also by media such as internet and printed product such as newspaper. The purpose is to influence the thoughts, changes attitude, and influence someone to do something. Communication may be vocally (with sound), written (using book, magazine, email), visually (using logos or maps), non-verbal (using body language, gesture, with the tone and pitch of voice).

As it is known communication also means a foundation of all human relationship. For the example, strangers start talking and getting to know each other, and then that relationship are formed when they have more interaction and getting more communication. People needs communicating to express their ideas and feelings, help us to understand emotions and thoughts of the others. It also can be interpreted that communication is transactional process that involves mind, oral, hand, heart, motoric nerves that contain in us.

Generally, systems of communication are known as different language if they cannot be understood without specific learning by both parties, though the precise limits of mutual intelligibility are hard to draw and belong on a scale rather on either side of a definite dividing line. But, people have different way or different

system of communication. That differences is constitute different language, no one people speak exactly alike, they have individual characteristic when do a communication.

Different system of communication that may impede but do not prevent mutual comprehension are called of a language. Language itself have a meaning as a system of conventional spoken, manual (signed), or written symbols by means which human being and as a basic of communication which is however easy to understand by the speaker. Language is the key to human lives. They can eliminate misunderstanding by using it as an instrument to transfer communication among people. That's why language is very crucial in human life in this world.

In language, for instance people are ordered by rules (of speaking), they are guide by values (of how to behave in a good manner) than can conducted through etiquette (of using a language). To study more about language people should know about linguistics that summarized all studies about language. Linguistics explores the many different surfaces of language, from the physical properties of the sound waves in speech, to the social context in which conversations are implanted.

Linguistic also means of property of human mind, they have contributed in many insight into such topic as how people acquire language. Meanwhile, linguistics is consist of *phonetics, phonology, morphology, syntax, semantic, pragmatic, and sociolinguistic*. In this research, the researcher focus about the study of language and society, that called *sociolinguistics*.

Sociolinguistics is the study of how language serve and shaped by the social nature of human being. Hudson (1996) state that sociolinguistics is partly empirical and theoretical, and partly a matter of going out and amassing bodies of fact and partly of sitting back and thinking. In particular, it allows the beginnings of an analytical framework to be worked out, containing terms such as language (a body of knowledge or rules), Speech (actual utterances), and of course personal experience is a rich source of information on language in relation to society (p.1). Sociolinguistics is also have meaning the study that learn every sociological aspect of language, and learn about how language difference between groups that separated by certain social variables (e.g., ethnicity, religion, status, education, age, and gender).

People transfer message, ideas, and information through language, use language to send some vital messages about who they are, where they come from, and who are they associated with. Because individuals tend to live in communities of some society with other people that related by ethnicity, nationality, cultural element, or with religion, and that communities is named *society*.

Society is large group of individuals that involved a constant social interaction. Where, Societies are characterized by model of relationship between individuals who share distinctive culture and institutions. The concept of society is as the sum of social relations among members of a community, contrast with the perspective where society is simply the sum total of some individuals in a territory.

Implicitly, the word of society implies that the each of member has the same attention and interest to achieving a common goal.

A society in which its members are stratified shown social classes followed by social status and role. Social class may be defined primarily by wealth, or by circumstances of birth, or by occupation, or by criteria specific to the group under investigation. Social relationships among people in society are based on some rules, values, etiquette, etc.

There are so many phenomena showing that language and society influence each other. For the example, in a certain situation, the case is which an older person speaks by using a formal language to a younger person. The social of two person plays important role in this case. In this case, the older person that have a lower social status have to speak politely by using a formal language to a younger person that has a higher social status. This example show that certain condition in a society can influence the way someone use a language. Language and society are closely related and cannot be separated.

Language and society provide a guideline for communicating with showing a language, variety of language or language style, what we should use when talking to certain people or groups. Language style is one of sociolinguistic component, where in communication use a language style to show a status of people that doing a communication. Language style also can be called *style or stylistic*.

In expressing or delivering ideas, in forms both, spoken or written, people have and use their own stylistic because it is related to social aspect. The researcher

takes some theory from Chaika (1982), she states that “style is refer to selection of the linguistic forms to convey social or artistic effect” (p. 29). In this case, the style determines how a speaker speaks and how the listener takes the meaning of the communication, whether it is in serious condition, humorous, or any possible sense.

Language style used to convey the same information with different expression to different variations of language that are used in different situation in context of utterance or context of speech. It has various different language style and these style purpose of social interaction to understand the meaning of social communication in language. By its language style also make it easier to understand it by whom the language is spoken. Language style is proposed by Martin Joos (1979) in Achmad and Alex (2013) that divided into five styles, they are; frozen style, formal style, consultative style, casual style, and intimate style.

One of the way to know about language style is by watching movie. So many movies which are discussing about language style through conversation between the characters. In this analysis, a movie with tittle “10 things I hate about you” is taken as the analysis object. “10 things I hate about you” is one of many romantic-comedy movies released in 1999 and the film is a modernization of William Shakespeare's late-16th century comedy *The Taming of the Shrew*, retold in a late-1990s American high school setting. It played by Heath Ledger, Joseph Gordon, Julia Stiles, Larisa Oleynik, Larry Miller, Andrew Keegan, Daryl Mitchell, and Gabrielle Union.

The main characters in this movie are Kat, Patrick, Cameron, and Bianca. Patrick is a boy that gets some dare from Cameron to make Kat falling in love with him, so Cameron can date Bianca as Kat's sister, and there are so many language styles in this movie by their conversation. Thus, this movie becomes interesting object that can be used as the object to this analysis. Moreover, this movie is very appropriate with young people in late 1990s with relationship based on the era, and this movie shows love-hate relationship between Kat and Patrick.

As in casual situation, people usually calls or addresses friends just with her short name or nickname, like Kat to Katarina, Pat to Patrick, but in other situation in formal style, people tend to calls other with their titles like Mr. Ms, Miss, Mrs, etc. besides, the title of sweet calls or love calls like my love, honey, sweetie are usually to show the intimate relationship between the characters in the movie.

The conversation or dialogue below is the example of language style that produce by the characters in the movie.

**Example:**

Michael : to the left we have the coffee kids.

Coffee kids : whoa! That was Costa Rican, butthead!

Michael : very edgy, don't make any sudden moves around them.

These data are classified into casual language style because in the dialogue occurred in normal situation in the school when someone bumped to another.

Martin Joos claim (1967) in his book “Five Clocks” states that a casual language style is one characterized by complete absence of social inhibitions. This style usually happens between peers, includes slang and omission of certain grammatical element. When people use this style, the language usually shorten. Casual language style is more informal and more vernacular, sometimes this style has sentence the less on grammatical. This style used in related situation.

And the condition on the conversation is when Michael walk around as school guide for Cameron and he described about the people in the school, and then he bumped with the Coffee Kids. And that casual style shows addressing someone that is Michael. In the conversation above used some slang or harsh word ‘*butthead*’ while that word is one of characters for casual style. The meaning of slang word *butthead* is stupid or annoying person. Mattiello (2003) state that within the stylistic approach slang is neutrally and rather vaguely defined as a level of usage, and typical of informal, relaxed speech (p.33).

The theory is used to analyse the data using qualitative method to manage the data and classify based on language style by the main characters on *10 Things I Hate about You* movie. Then the classified the data which has meaning change will be analyzed how it is formed.

In the communication which has a relation with language style, in this study, the researcher concerns to a movie data, while the movie or film are one of communication whose stories frequently reflect to social reality. Inside purpose of this research. The researcher wants to know the casual language style in dialogue

of *10 Things I Hate about You* movie. The researcher will categorize the words in the *10 Things I Hate about You* movie from expression or addressing of language style according Martin Joos. Afterwards, the researcher analyse the meaning change from words inside of the sentence in script oh *10 Things I Hate about You* movie.

## **B. The Questions and the Scopes of the Research**

### **1. Questions of the Research**

Based on the background above this study formulates about the language style from the main characters on *10 things I hate about you* movie. There are three questions raised as the problem of this analysis:

- a. What language styles that implemented in the *10 Things I Hate about you* movie?
- b. What functions of language style that used by the characters in the *10 Things I Hate about you* movie?
- c. What language style that exist mostly in the movie?

### **2. Scopes of the Research**

In analyzing the data, the researcher focuses on language styles taken from utterance and word in the conversation that used by the main characters in the *10 Things I Hate about you* movie. Furthermore, the researcher use the theory from Joos (1967) in Achmad and Alex (2013) which discusses about five language style, and also the theory from Holmes (2013) which classifying



function of language style into six functions. The researcher tries to find functions of language styles in sociolinguistic. By classifying and analyzing, we can understand how people use language when people talking each other and know formalities in the conversation.

### **C. The Objective and the Significant of the Research**

#### **1. Objectives of the Research**

Based on the problems mentioned above, the objectives of this study are to:

1. To find out the language style that implemented in the *10 Things I Hate about you* movie.
2. To describe the function of language style that used by the characters in the *10 Things I Hate about you* movie.
3. To find out the language style that exist mostly in the movie.

#### **2. Significants of the Research**

This study is made as a condition for completing an undergraduate English education in STBA JIA, and in this research the researcher also expects to achieve significant in theoretically and practically as below:

##### a) Theoretically

To enrich or add knowledge about the five language style which are found in the movie. The result of this study will show that the reason for

using a certain casual language may be influenced by the speaker's intention to express politeness or avoid a distance among the participants.

b) Practically

This analysis can be advantageous and useful to the readers, especially to the student of English who is interested in Sociolinguistics. The result of this study is useful for the teacher or lecturer who wants to learn more about language style, as the subject in this study includes actors in the movie. For those who want to make about this thesis, it is expected to wear a different theory, because the real sociolinguistic was very spacious, so we can get a more developed science.

#### **D. Operational Definition**

It is important to define the terms or variables of this research in order to avoid misunderstanding of the matter and to guide the researcher to discuss further. This study will be focused on casual style used by the characters in *10 Things I Hate about You* movie. The following are short explanations of the terms used in this thesis;

1. Language style

Language style is the choice of the word that is used by the people in some communities when they speak. Language style is also known as stylistics that is divided into five styles such as frozen style, formal style, consultative style,

casual style, and intimate style. In addition, language style is means as a form of language that used by speaker.

## 2. Frozen Style

The most formal language style that use in the situation which is celebrate with respect and formal ceremonies and occasions.

## 3. Formal Style

Formal style is a style which deals with one way communication and it is used in formal situation or important situation such like in meeting room, addressing audience, formal speech, and sermons.

## 4. Consultative Style

Consultative style is the conversation that occur between strangers. Consultative style can be used in formal or informal situations it is depend on the context situation. It usually used in conversation between doctor and patient, teacher and student.

## 5. Casual Style

Casual style is the informal style which people use in communication with other. This language style is usually used in informal or relax situation and occurs between close friends or peers, insider in social setting.

## 6. Intimate Style

Intimate style is one characterized by complete absence of social inhibitions. Intimate style is usually used in very informal situations and use to talk with family member, very close friend, beloved ones. The reason for using

intimate style are to express feeling between the speakers and to express the intimate phenomena.

#### 7. Sociolinguistics

Sociolinguistics is the study that learn about the relationship between language and society, and how people used language to communicate with other people, such as when talking with family, friends, even with strangers.

#### 8. Language

Language is tool of communication that help human to convey the same information by using different expressions and different variations of language that used in different situations and needs. Language involved using sounds, gestures, and signals that have pattern and meaning.

#### 9. Movie

Movie is the media that giving the impression movement due the changing picture of the subject on the photos, and can have music and dialogue that is matched with the subject lips (dubbing) making the movement pictures able to speak.

### **E. The Systematic of the Research**

The systematization of the paper means to present the paper in well edited composition. This paper divided into five chapters as follow:

Chapter I: Introduction contains the introduction of the research. The background of the research is the description of the causes if this research. The

questions and scope of the research gives the border of this research. The objectives and significance of the research tell about that it is aim to find the solution of the question and scope of the research. The part systematization of the research explains the structure of this research.

Chapter II: Theoretical description presents about the definition of language, the definition of sociolinguistic, the definition of language style, the definition about casual style, the definition about movie, and the theory to supporting problem the research.

Chapter III: Methodology of the research explains about the method of doing the research. It tells about the time and place when doing the research, the procedure of the research, technique of data collecting and finding the data, and data analysis procedure.

Chapter IV: Analysis data consists about the data description, the data analysis, the data interpretation, and the discussion.

Chapter V: Conclusion and suggestion contains the conclusion, suggestion, references, and appendices based on the research result.