

CHAPTER I

INTRODUCTION

1.1. Background of the study

Language is something used universally. All people in the entire world utter it. Though kinds of language and the form may be different throughout the world, people use language for the same purpose, as a means of communication. People deliver their feelings, thoughts, ideas, and information to others, as well as to get them from others, using language. This point is also stated by Lehmann (1983:1). He says that language takes our place in society by expressing our thoughts, conveying information and also learning about our surrounding. In other words, language provides the means for people to develop their knowledge about the world, to socialize or to interact with others, and to express them so that others realize their existences. Holmes (1992:2) points out that language provides a range of functions. Someone utters language to send and receive information from other people, for example. He also makes use of it to express infuriation and exasperation as well as respect and appreciation. It often happens that one utterance will put across information and, at the same time, feelings. Holmes (1992:133) states further point by saying, “People use language to signal their membership of certain groups. Social status, sex, age, ethnicity, and the kinds of social networks people belong to turn out to be important dimensions of identity in many communities.” Concluding those expert’s opinions, Fishman (1970) in Giles and Powesland (1975:29) also declares his deeper understanding of

language by saying that language is not only “a carrier of content whether latent or manifest” but also “a referent for loyalties and animosities, an indicator of social statuses and personal relationships, a marker of situations and topics as well as of the societal goals and the large-scale value-laden arenas of interaction that typify every speech community.”

In some countries where multilingual communities exist, language is different. For instance, the way a language uttered by a boy to his teacher will be different from the one that he uses to his friends. Other examples are that the language used for commanding is not the same as that for greeting and that the language used in business letter is different from the one in love letter. These differences happen depending on the participants, place, time, function, and topic of the utterance. This idea is supported by Susan Gal (1979:6). She mentions, “No individual speaks the same way at all times.” This statement indicates that people can alter the way they speak to others depending on several factors such as the context and environment. Holmes (1992:133), in addition, says that there are no two persons speaking totally alike. There are unlimited sources of variation in speech. What Holmes says is quite the same as the idea of Giles (1975:33). Giles states that a normal person or community will not be limited to only one way of speech, to an unchanging monotony. Moreover, Hudson (1900:1) says that language and society are tangled. It means that the study of language and the study of society are joined or mixed together and the result is the study of relationship between language and society named sociolinguistics, which is trying to give explanation why people speak in a different way in dissimilar social

circumstances and they are concerned with categorizing the language's social functions and the ways they are used to pass on social meaning.

The use of language in daily life, as it is illustrated in the examples above, is influenced by speech styles that are different from one another. Hymes in Giles (1975:29) points out, "Diversity of speech has been singled out as the hallmark of sociolinguistics." It means that the affair concerned most by sociolinguistics is the diversity of speech on all levels and sectors of society and it exists as a problem in many parts of life, economy, education, national development, and transcultural community. According to Longman Dictionary of Language Teaching and Applied Linguistics, speech styles itself, or often shortened into only styles, is defined as the alternative ways of speaking within a community which are often ranging from more colloquial to more formal. And the choice of styles will be influenced by the addressees and the context. This statement is supported by Holmes (1992: 245). She says, "Language varies according to its uses as well as its users, according to where it is used and to whom, as well as according to who is using it." Furthermore, several experts relate speech styles with some points of sociolinguistics. Speech style and social evaluation, for example, are related together by Giles and Powesland (1975). In their book, they found some evidences showing that a person's speech styles influences the listeners' judgments or in Giles' and Powesland's term, it is the social evaluation. And those judgments are influenced by the person's pronunciation, accent, dialect, and language.

Some experts speak out their ideas of types of speech styles. Among those ideas, the writer chooses Martin Joos' because styles in language have been all clearly represented in his hierarchy, popularly named as Five Clocks Speech Styles. According to Martin Joos in Johnson (1976:153-157) there are five types of speech styles; frozen, formal, informal, intimate, and consultative. These types will be the basis for the writer to do her research on speech styles of Readers Digest. The writer is interested in carrying out this topic, speech styles, because she finds that many students, even those who have taken sociolinguistics, seem to be confused of how to differentiate which sentence belongs to which speech style.

The writer takes Reader's Digest as the subject since it is a well-known magazine in almost entire world, proved by its publishing in lots of countries and in various languages. Besides, the articles are interesting and they increase the readers' knowledge by providing a lot of information in each article. Moreover, those articles are well-written though some of them are sent by readers, not all of whom are professional writers. As any other common magazine, Reader's Digest has various kinds of rubrics. Those rubrics can be in the form of articles, jokes, comments or opinions, even only pictures with some quotes below. There are also several regular rubrics such as *My Story*, *Facts of Life* and *Everyday Heroes*. They are all presented in different kind of text types. In order not to make her thesis extensive, the writer only takes some of those articles which are presented only in the form of particular text type; narrative, expository, and persuasive text. The main reason for choosing only those kinds of text types is that those types are mostly found in Reader's Digest discourse. The narrative articles belong to *My*

Story, the persuasive articles are in *RD You*, and finally *RD Health* presents the expository articles. The last two rubrics are actually coming from *RD Living* division. The articles in those rubrics often present the essence and values of Reader's Digest and are mostly subscribed by the readers themselves. Hopefully, after knowing which speech styles are mostly used in those types of writing, the readers, especially students of the English Department of Widya Mandala Catholic University, who are interested in writing articles to Reader's Digest, are able to use appropriate styles depending on their text type. The using of correct speech styles greatly influence the value of the article. This point is supported by Smith on her article found in www.monroecc.edu/wusers/csmith/lecturers/writingvoice/different.htm by saying,

Part of developing your own writing identity also understands when to use different writing styles and when to use others... So, knowing your audience is very important in determining the kind of writing you will engage in. Knowing what you are going to write about and who you are going to write to, you can write with style.

In addition, that point controls the magazine sale. Each magazine has its own kind of consumer, so if the articles, including the styles, are no longer suitable with what the consumers want, of course the number of sale will be decreasing. The magazine itself has reached many countries so far in all continents in the world, so it is easily accessed. That is one of several reasons why the writer chooses Reader's Digest. Besides, usually the data of sociolinguistics are taken from oral data or spoken subject, but the writer wants to prove that the sociolinguistics data, particularly related to speech styles, can be analyzed from the written subject, in this case the magazine's articles.

Therefore, by carrying out this thesis, the writer tries to give a better understanding about speech styles in written subject and moreover to give guideline to readers, particularly students of the English Department of Widya Mandala Catholic University Surabaya, who plan to write articles in Reader's Digest so that they are able to use suitable speech styles in particular type of text.

1.2. Statement of the problem

In line with the background of the study, there is one major problem that the writer wants to find out the answer. It is "What speech styles are used in the articles of Reader's Digest?"

1.3. Objective of the study

Based on the statement of the problem above, the objective of this study is to find out the speech styles used in the articles of Reader's Digest.

1.4. Significance of the study

This study is aimed at giving a better understanding about speech styles, especially to the students of the English Department of Widya Mandala Catholic University, used in written subjects, such as letters, articles, and novels. In this case, the subject is in the form of articles in Reader's Digest. Furthermore, it gives a guideline, especially for those who intend to write articles in famous publications particularly Reader's Digest, of what styles that should be used in particular kind of text; mainly they are narration, exposition, and persuasion ones.

1.5. Definition of key terms

To avoid misinterpretation, it is better to define key terms used in this thesis.

1. Speech style

Styles are the forms of language that the speakers use. They are usually measured along a formal-informal scale, which involves speech styles such as frozen, formal, consultative, casual, and intimate. (Joos, 1976:153)

Speech styles are defined as the alternative ways within a community which often range from more colloquial to more formal. (Longman Dictionary of Language Teaching and Applied Linguistics)

Styles are linguistic varieties linked to the formality of the situation (www.hf.ntnu.no/engelsk/staff/johannesson/111SoS/L11-O02.htm)

2. Reader's Digest

It is a monthly magazine, founded in February 5, 1922 by DeWitt and Lila Wallace by the idea of a magazine containing condensed articles from popular magazines while recovering from World War I injuries. It is published in 20 languages such as English, Spanish, Portuguese, Swedish, Finnish, Danish, French, Italian, Dutch, Russian, Thai, Korean, and Indonesian and available in over 61 countries. It is also published in Braille, cassette, and big-letter special edition, usually called **Reader's Digest Large Type**. The main post of this magazine is in United States of America. It has a number of rubrics which are issued in every edition; *You Said It*, *My Story*, *Word Power*, *Facts of Life*,

Laughter, Medical Update, Quotable Quotes, As Kids See It, Life's Like That, RD Challenge, and RD Living This magazine has 49 editions such as RD America, RD Asia, and RD Indonesia. Reader's Digest is broadly well-known because of its creative and careful editorial and direct marketing expertise.

3. Narration

Narration is writing that tells a story. It begins by describing an event and continues by following its effects as it is unfold (Good and Minnick, 1979:141)

4. Exposition

Exposition is one type of text which is made to inform or explain the readers about a subject, to expose (in which *exposition* gets its name) or to show.

5. Persuasion

Persuasion is writing designed to persuade or to convince someone that a particular opinion or idea or point of view is the right one. The object of this writing is to change somebody's mind. (Fawcett and Sandberg, 1984:115)

1.6. Scope and limitation

Realizing how broad the study is, the writer intends to limit the scope of her study as follows:

1. The data source of the study is a monthly magazine named Reader's Digest.
2. Since there are numbers of Reader's Digest editions, the data are only taken from Reader's Digest Asia in 2005 and 2006..

3. The analysis is focused on the sentences used in the articles of two editions of Reader's Digest Asia; one edition was published in December 2005 and the other one was in February 2006.
4. The articles are limited into those in narrative, expository, and persuasive types. These articles are found in My Story, RD You, and RD Health rubric.
5. The sentences, already divided in terms of notion on one speech style, are analyzed based on the categorization of Martin Joos' speech styles..

1.7. Organization of the study

The writer divides this study into five chapters. Introduction of the study, including the background of the study, the statement of the problem, the objective of the study, the significance of the study, the definition of key terms, the scope and limitation, and the organization of the study, are in chapter one. Then chapter two deals with the review of related literature. The writer presents the research method in chapter three. The discussion and findings are in chapter four. In the last chapter, chapter five, the writer draws conclusion and gives some suggestions that may be worthy for the readers and for the following related study.