

CHAPTER I

INTRODUCTION

A. Background of the Study

Style adapting to the common practice of the speakers in the community during a speech is to customize their own speech in a coherent and suitable in certain social circumstances (Labov, 1972). Language style is a variation of speech which is used when people communicate with the others. Each person has different style when they speak depending on their situation. Speech style is the important part in communication for different goals and different topics, even though they communicate with the same language. Keraf in Tahib (2016) describes a style to develop one's thoughts associated with his personality, the use of the language used can indicate the character of the person. According to Joos (1967), language style is divided into five forms. They are frozen style, formal style, consultative style, casual style and intimate style. It means that people have five options of styles when they want to communicate with other people. For example, people use formal language in a formal place. Then, people use casual style in an informal place, like the style of the British Royal Family speech is very formal and famous.

In addition, usually from the language used by the president of the United States, president of the Republic of Indonesia, King of Jordan, or government officials from other countries in which their language is very formal. However, the language style used by Prince William, even he is growing from the Royal Family, is slightly different.

Researcher chose the British Royal Family's speech because the Royal Family has high social status in United Kingdom of the Great Britain, and they have their own dialect character used. They use the RP accent which is commonly used by the upper classes and languages broadcast on television or radio shows (Roach, 2004). Also, due to the wide variety of languages received in the UK, Kerswill (2006) argues that standard English or received pronunciation (RP) is used to equate opinions in language, by making a policy related to academic, political, religious, and social activities. From this study, researcher will discuss the style of

language used by the British Royal Family, focusing on Prince William the Duke of Cambridge's speech in Mental Health Day Reception.

B. Limitation of the Study

This study is focused on analyzing the language style toward the speech of British Royal Family. Only utterances from The Duke of Cambridge Prince William containing speech styles will be analyzed by the researcher.

C. Statement of the Problem

We know that the British Royal Family, The Duke of Cambridge Prince William often appears in television media to attend certain events that are supported by the kingdom. From this, we also know that The Duke of Cambridge uses a slightly different accent from the people in general and he is using formal and casual style. As Joss (1967) explain that, a formal style is also used in addressing audiences; as an exchange of information between the speaker and listener. Based on the background, the statement of the problem is that:

1. What type of language style used by Prince William "The Duke of Cambridge" speech in Mental Health Day Reception?

D. Purpose of the Study

The purpose of the study is to analyze the types of language style used by Prince William "The Duke of Cambridge" speech in Mental Health Day Reception.

E. Significant of the Study

This study is significant to enrich the understanding about sociolinguistic, specially about style through video and to analyze speech style used in dialogue and utterance. The researcher hopes that this study will give contribution to :

1. Student: To enrich understanding of language style in language learning, and train students to get used to reading journals or research articles.

2. Teacher: It is hoped that teachers can understand the language style used by the British Royal Family, and can make this study as a reference for future research article writing. Also, this study can provide benefits in carrying out sustainable professional development activities.
3. Researcher: This study is a means to increase knowledge and insight in the application of theories that have been obtained.

F. Definition of Key Terms

1. Language Style

Language style is the form of language in the style of speech used directly by the speaker to influence social factors (Joos, 1967)

2. Formal Style

Formal style is a style that is general used in formal situation, for example in ceremony, and meeting people for the first time directly or meeting people who are in high positions (Joos, 1967)

3. Casual Style

Casual style is used in everyday activities, or a language that can be used for friends and relatives. The character of the casual itself is using first name or nickname only (Joos, 1967). Including Daniel in (Wani, 2013:10) said that casual is used in ordinary situations or when talking with friends or family, and always appeared in daily interactions.

4. Prince William “The Duke of Cambridge”

Prince William is the second in line to the throne and the elder son of Prince Charles “The Prince of Wales” and Diana “Princess of Wales”. His Royal Highness is married to The Duchess of Cambridge, Catherine, with whom he has three children, Prince George of Cambridge, Princess Charlotte of Cambridge, and Prince Louis of Cambridge (Joos, 1967).