

**LANGUAGE STYLE IN “THE BIG READ”
STORY BOOK COMBINED BY TEAM OF
GLOBAL CAMPAIGN FOR EDUCATION
AT APRIL 2009**

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Abstract

The writers choose to research the language style because everyone has their own language style whether in spoken or written context. This is where the writers find and want to know the problem regarding how the language styles are used in written text, especially in story book. The aim of this study is to describe language style in “The Big Read” story book combined by team of Global Campaign for Education at April 2009. This is a descriptive qualitative study in which the data are taken from “The Big Read” story book. Based on the result of the study, the study finds out that language style used in “The Big Read”

story book. The research finds that there are four types of language style in “The Big Read” story book: (1) formal style, (2) consultative style, (3) casual style, (4) intimate style. The mostly type of language style that occurs in “The Big Read” story book is casual style. The finding of this study shows the calculating of language style, which are: 51 casual styles, 17 intimate styles, 10 formal styles, and 3 consultative styles. From the whole of the analysis and the data, the result of this study is covered and answers the research question.

Keywords: Language Style, Story Book, “The Big Read”

A. Introduction

To realize the main instrument of communication, people need a language as a tool. Language is a fundamental aspect of human life. According to Haqqo (2016: 1), to communicate means to transfer ideas from one person to the others. If people did not have a tool to communicate, people’s activities and interactions would be stagnant. Every country has different languages as a communication. One of languages that becomes an international language is English. English is the international language that is used to communicate with all of the people in the world, so they have a good prospect in the international community.

There are two kinds of language: spoken language and written language. In expressing or delivering ideas in both forms, spoken and written languages, people have and use their own style because it is related to the social aspect. According to Ducrot and Todorov in Sapriyani, et al. (2013: 58), language style is the choice among the other alternatives in using language. It refers to the way to convey the same information by using different

expression and related to different variations of language that are used in different situation and needs.

The writers choose to research the language style because everyone has their own language style whether in spoken or written context. The writers will learn the language style through a story book. The story book to be studied is called “The Big Read”. This book is very interesting to research because it really inspires readers and contains matters related to education or views on education. The story book was combined by team of Global Campaign for Education which contains various figures including Dakota Blue Richards, Chimamanda Ngozi Adichie, Queen Rania, Devli Kumari, Paulo Coelho, Ishmael Beah, Alice Walker, Michael Morpurgo, Beverly Naidoo, Rowan Williams, Nelson Mandela, Desmond Tutu, Natalie Portman, Angelique Kidjo, and Mary Robinson. They write or express their writings or ideas about education through the story book using English. Each figure must write in their own style, so that we can understand the meaning through the language style.

B. Literature Review

According to Keraf (2009: 113), language style as a way of expressing thoughts to see the soul and personality of the writer. Language style can be observed from many viewpoints. When analyzing a style, we need to consider; point-of-view, formal or informal way, organization/structure of language, level of complexity, and overall tone.

In addition, Allor and McCathren (2003: 75) state that the purpose of storybook preview is to increase expressive and receptive language development in the context of literature. It may be used to introduce a book or as a follow-up activity. “The Big Read” storybook was created by the Global

Campaign for Education. A compilation of short stories from influential figures around the world, The Big Read tells remarkable tales of education and the struggles of those who are denied the chance to learn.

A previous study is Oktaviana Arini Haqo (2016), that discusses about language style in post advertisement. The study uses descriptive qualitative design in analyzing the data by using Well's theory. Then the difference with the writers' is the use of Martin Joos' theory, because the writers conduct a research about language style from the storybook. Furthermore, Martin Joos in Chaer and Agustina (2010) distinguishes five type of style in his book "The Five Clock" based on their level of rigidity or the levels of formality in spoken and written English. The five types of styles are: frozen, formal, consultative, casual, and intimate.

C. Method of Investigation

The writers use descriptive qualitative research that focuses on Language Style in "The Big Read" Storybook Combined by Team of Global Campaign for Education at April 2009. In addition, the data are described descriptively based on the research problems, how are the language styles used in "The Big Read" storybook combined by team of Global Campaign for Education at April 2009.

The source of data in this study is obtained from "The Big Read" storybook combined by team of Global Campaign for Education at April 2009. The story can be read online or downloaded from the website: www.campaignforeducation.org/bigread. This book consists of 66 pages. "The Big Read" story book contains very interesting stories related to education. There are at least fifteen stories written by influential figures around the world.

The writers collect the data from “The Big Read” storybook combined by team of Global Campaign for Education at April 2009. Then the writers identify by reading “The Big Read” storybook to find out how are the language style are used in storybook. The last the writers describe how are the language style used in “The Big Read” storybook combined by team of Global Campaign for Education at April 2009.

D. Findings and Discussion

There are five types of language style based on Joos’ theory found in the analysis. They are formal style, consultative style, casual style, intimate style, and frozen style.

1. Formal Style

The first type is formal style. The pattern and rules have been firmly established as a standard and their use is designed in the official situation. Formal style is the style of language that uses complete sentence with a specific word. This style is usually used in educational institutions, government offices, speeches, textbooks, official meetings, etc. The speaker has decided in advance that listeners need all the background information. Formal style is usually used in conversation between stranger, or someone with people who have a more important background with rank. Based on the finding, the writers find that formal style occurs in this study, especially in “The Big Read” story book. The formal style is used in this story book, which is to show a formal situation. Even though the script is a story, but when it is a particular person who speaks, then he/she will use the formal style. There are 10 formal styles from nine stories in “The Big Read” story book.

The first story is “*Ed and His Friend Cassidy*”. This story was written and illustrated by Dakota Blue Richards. In this story, the writers find in the conversation uttered by The Queen. The second story is “*Maha of The Mountains*” a short story by Her Majesty Queen Rania Al Abdullah. In this story, the writers find in the conversation uttered by The President. The third is Devli’s story in her own words (Translated by Sandya Ch). In this story, the writers find in the sentence by Devli. Devli’s story is included in the formal style because the author uses a standard pattern and rules. The fourth story is “*The story of the pencil*” by Paulo Coelho (translated by James Mulholland). In this story, the writers find in the sentence by grandfather. The fifth story is “*I believe in Unicorns*” a short story version by Michael Morpurgo. In this story, the writers find in the utterance by Milos to the unicorn lady. Based on the theory, speaking with people who have a more important background with rank must uses a formal style. Unicorn lady is a elders and respects like a teacher.

The sixth is a poem “*Arabic Class in the Refugee Camp (Islamabad, 2006)*” by Archbishop of Canterbury: Rowan Williams. In this poem, the writer found in the sentence by Rowan Williams used to write his poem. The seventh is extracted from Nelson Mandela’s speech at the launch of the National Campaign for Learning and Teaching in 1997. In this speech, the writers find in the utterance by Nelson Mandela’s speech. As we know, that speech is included in the formal style. The eighth is extracted from an interview Desmond Tutu given to the Academy of Achievement in 2007. In this interview, the writers

find in the question and answer with Desmond Tutu. The ninth is “*In Her Own Words*” by Mary Robinson. In this story, the writers find 2 utterances by Mary Robinson. The utterances are shown when she was serving as President of Ireland. The finding of this study shows formal type which occurs in this study because the authors want the reader deeply understand the complete sentence and specific word.

2. Consultative Style

The second type is consultative style. Consultative style is the variation of the language commonly used in ordinary conversation at school, and meetings or talks that are results or production oriented. This style can be used in a formal situation and an informal situation. According Broderick (1976) in Trioktaviani (2019), consultative style, which was pronunciation, is explicit, word choice is careful, and sentence structure is complete, but the sentence tends to be shorter and less well planned. The speaker constantly watches the listener’s verbal and nonverbal responses in order to decide whether too much or not enough information is being transmitted. It is because consultative is for communication with strangers. Based on the finding, the writers find that consultative style occurs in this study, especially in “The Big Read” story book. The consultative style is used in this story book, which is to show a semi-formal situation. This style needs listener’s feedback. There are 3 consultative styles from two stories in “The Big Read” story book.

The first story is “*Maha of The Mountains*” a short story by Her Majesty Queen Rania Al Abdullah. In this story, the writers find in the

conversation between the woman from the capital city and Maha's mother. In this section, the woman is stranger come from the capital city and tried to get the reliance from Maha's parents so that Maha can go to school again. Therefore, the story is included in a consultative style. The second story is "*Looking up Freedom*" by Beverly Naidoo. In this story, the writers find 2 utterances by Beverly Naidoo. The sentence uttered is a Beverly's attempt to increase reading interest from the people. The finding of this study shows consultative type occurs in this study because the authors want the reader deeply understand the complete sentence but the sentence tends to be shorter and less well planned.

3. Casual Style

The third type is casual style. The characteristics of this style include the use of the allegro form, which is a shortened from both in pronunciation of words, phrases, and sentence. This language style is usually used by speakers for talking with family or friends at rest, exercise, in coffee shops, in recreation area and other casual conversations. The vocabulary is filled with lexical elements of dialects and regional language elements. Casual style is a language style which is usually used in casual situation by those who have the same background such as age, education, social status, and some other factors. This style is a conversational style, but it is not for stranger. Based on the finding, the writers find that casual style occurs in this study, especially in "*The Big Read*" story book. The casual style is used in this story book, which is to show an informal or casual situation. There are 51 casual styles from eleven stories in "*The Big Read*" story book.

The first story is “*Ed and His Friend Cassidy*”. This story was written and illustrated by Dakota Blue Richards. In this story, the writers find 5 utterances. The examples can be found in the sentence “STICK INSECT SHOULD GO TO SCHOOL TOO!” or “Hello” said the boy. The second story is “*Chinasa*” by Chimamanda Ngozi Adichie. In this story, the writers find 9 utterances. The third story is “*Maha of The Mountains*” a short story by Her Majesty Queen Rania Al Abdullah. In this story, the writers find 7 utterances. In this story, there are interesting things that the story used vocabulary filled with elements of lexical dialect. This is because the author chooses to set in the Middle East. The fourth story is “*The Story of the Pencil*” by Paulo Coelho (Translated by James Mulholland). In this story, the writers just find 1 data in the conversation between grandson and grandfather. This story is about giving advice through the letter written by the grandfather. The fifth story is “*Flaying with One Wing*” by Ishmael Beah. In this story, the writers find 4 utterances. The sixth story is “*The Color Purple*” extracted from Alice Walker world famous book with the same title. In this story, the writers find 4 utterances.

The seventh story is “*I believe in Unicorns*” a short story version by Michael Morpurgo. In this story, the writers find 5 utterances. The eighth story is “*Looking up Freedom*” by Beverly Naidoo. In this story, the writers find 5 utterances. This story is about Beverly’s life. The effort to inspire the readers about the important of reading a book. The ninth story is “*ILL-LIT*” by Natalie Portman – Actress and Activist. In this story, the writers find 5

utterances. The tenth story is “*Fathers, promise your daughters*” by Angelique Kidjo. This story is about Angelique Kidjo’s life. This is how she grew up in an environment that continues to attach importance to education even though she already has a job. In this story, the writers find 2 utterances. The eleventh story is “*In Her Own Words*” by Mary Robinson. This story is also about Mary Robinson’s life until she became a President of Ireland. In this story, the writers find 4 utterances. The finding of this study shows casual type which occurs in this study because the authors want the reader deep understand the use of the allegro form, which is a shortened from both in pronunciation of words, phrases, and sentence.

4. Intimate Style

The fourth type is intimate style. Intimate style can be identified by the use of incomplete language, short words, and usually with unclear articulation. It is because between participants already understood each other. Intimate style is usually used by participants who have very close relationship, such as between family, a mother with her child, or close friends. In this style, intonation is more important than words or grammar. The speaker sometimes uses private vocabulary. Based on the finding, the writers find that intimate style occurs in this study, especially in “The Big Read” story book. The intimate style is used in this story book, which is to show an intimate situation. There are 17 intimate styles from six stories in “The Big Read” story book.

The first story is “*Chinasa*” by Chimamanda Ngozi Adichie. In this story, the writers find 4 utterances. The example can be found in the sentence “I had a fairy godmother

during the war”. The sentence explains that Chinasa and the woman have very close relationship. The second story is “*Maha of The Mountains*” a short story by Her Majesty Queen Rania Al Abdullah. In this story, the writers find 2 utterances. In this story, it can be found in the words like “hyati, my life”. The third story is “*Flying with One Wing*” by Ishmael Beah. In this story, the writers find 3 utterances. The fourth story is “*The Color Purple*” extracted from Alice Walker world famous book with the same title. In this story, the writers find 4 utterances. In this story, it can be found in the words like “Dear Celie, Your loving sister”. The fifth story is “*I believe in Unicorns*” a short story version by Michael Morpurgo. In this story, the writers find 2 utterances. The sixth story is “*Fathers, Promise Your Daughters*” by Angelique Kidjo. In this story, the writers find 2 utterances.

The finding of this study shows intimate type occurs in this study because the authors want the reader deeply understand the use of the allegro form far too much, the use of incomplete language, short words, and usually with unclear articulation.

5. Frozen Style

The fifth type is frozen style. The characteristic of pronunciation is monotone. Frozen style has a long sentence with the other. The utterance of this style must be accepted seriously by the hearer. Joos in Chaer and Agustina (2010: 70) states that frozen style is the most formal language variation, which is used in solemnity situation, and official ceremonies, for example in a state ceremony, sermons in the mosque, procedures for oath taking, The Book of Law, Notary Deed, and Decree Letters. This style

is called frozen style because its formation never changes from time to time and by whoever the speaker is. Meanwhile, in “The Big Read” story book, the writers do not find the frozen style type in all the script in each story. This is because the script is similar to a story, which is why the types found are more formal, consultative, casual, and intimate style. The type most used in “The Big Read” story book is casual style.

E. Conclusion

There are five types of language style based on Joos’ theory: frozen, formal, consultative, casual, and intimate styles. The writers conclude that the language styles in “The Big Read” story book are: (1) formal style, (2) consultative style, (3) casual style, (4) intimate style. The mostly type of language style that occurs in “The Big Read” story book is a casual style. The finding of this study shows the amount of language style. They are: 51 casual styles, 17 intimate styles, 10 formal styles, and 3 consultative styles. The writers do not find frozen style in “The Big Read” story book. From the whole of the analysis and the data, the result of this study has covered and answered the research question of this study.

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