

BILL PORTER'S SPEECH STYLE IN *DOOR TO DOOR* MOVIE: SOCIOLINGUISTICS PERSPECTIVE

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Abstrak

Kesuksesan dalam penjualan produk ditentukan oleh kesuksesan individual dalam berkomunikasi. Pelanggan bisa memberikan respon baik atau buruk berdasarkan gaya bahasa dan kejelasan ucapan yang disampaikan oleh seorang *salesman*. Penelitian ini menganalisis gaya bahasa seorang salesman yang mengidap penyakit *cerebral palsy* karena banyak orang yang meremehkan kemampuannya dalam hal berkomunikasi. Penelitian ini menggunakan teori milik Joos (1967), Hymes (1974), dan Maassen & Povel (1985) untuk menjawab rumusan masalah berdasarkan pandangan sociolinguistik. Deskriptif kualitatif digunakan dalam penelitian ini untuk menjelaskan bagaimana orang yang mengidap penyakit *cerebral palsy* membentuk gaya bahasa mereka dan faktor yang mempengaruhi mereka menggunakan gaya bahasa tertentu dalam berkomunikasi. Hasil dari penelitian ini menunjukkan bahwa kejelasan ucapan orang yang mengidap *cerebral palsy* menurun jika kalimat yang diucapkan semakin panjang. Hal itu disebabkan penyakit *cerebral palsy* mempengaruhi sistem gerak otot disekitar mulut saat orang yang mengidap penyakit *cerebral palsy* memproduksi suatu ucapan. Sehingga, penderita lebih banyak menggunakan gaya bahasa *casual* untuk menciptakan komunikasi yang baik dengan lawan bicara.

Kata Kunci: *gaya bahasa, film Door to Door, salesman, cerebral palsy, Sociolinguistik Perspektif*

Abstract

Successful selling depends on successful interpersonal communication. Positive or negative response from the customer to the salesman depends on the use of speech style and the intelligibility of the utterances. This study analyses the speech style of door to door salesman who has cerebral palsy in *Door to Door* movie. This is due to the fact that many people underestimate the ability of cerebral palsy person especially in communication. Joos (1967), Hymes (1974), and Maassen & Povel (1985) theories are employed to analyse research questions in this study, based on sociolinguistics perspective. Descriptive-qualitative is applied in this study to describe the way how cerebral palsy person constructs his speech style and the factors trigger him to use certain type of speech style in conversation. This study found that the intelligibility of cerebral palsy person decreased when utterance length increased. It is because cerebral palsy affects muscle control around the mouth when he produces the utterance. The result confirms that casual style is the most style used by cerebral palsy person to build up successful communication with the interlocutor.

Keywords: *speech style, Door to Door Movie, salesman, cerebral palsy, Sociolinguistics perspective*

INTRODUCTION

In marketing, language takes an important part when doing communication with the customers for promoting and selling the product (Spiro & Williams, 1985). Promoting and selling product can be done by a salesman in the shop or directly to customers who calls as door-to-door salesman. A salesman can convey the customers to buy the product if he can use good language and appropriate speech style in doing communication. Holmes (1992:12) states that people usually use language to ask for and give information to other people. The

customer will gives positive or negative response to the salesman depends on the type of speech style that is used in delivering the utterance. Successful selling depends on successful interpersonal communication (Spiro & Williams, 1985). So, the way how the salesman delivers his speech is the main thing that should be considered by the person who works in sales marketing as a salesman in order to attract the customers. It means that a salesman should use good language fluently and properly toward the customers. Being a salesman not only can be done by normal people. Someone who has cerebral palsy also can be a door to door salesman.

Mostly people underestimate cerebral palsy person to get or do the same thing like a normal people because they lack of speech intelligibility and comprehensibility.

The speech style of door-to-door salesman is good aspect to be analysed because language is used as the main media in marketing especially for salesman. By doing the job as door-to-door salesman, it can be seen whether the salesman with cerebral palsy delivers his utterance toward the customer clearly or not. It is because if they lack of intelligibility, it can create lack of comprehensibility for the customers in understanding his utterances. It can be known through the certain speech style used by salesman. When talking about speech style, it refers to language variation because there are many variations of language from someone utterances that will be analysed. According to Coupland (2007), style refers to ways of speaking - how speakers use the resource of language variation to make meaning in social encounters. It explains how speakers project different social identities and create different social relationships through their style choices, and how speech-style and social context inter-relate. Style therefore refers to the wide range of strategic actions and performances that speakers engage in, to construct them and their social lives. From the statement, this study focuses in analysing the speech style of salesman who has cerebral palsy in *Door to Door* movie because the movie concerns in sales marketing.

Door to Door movie which is produced in 2002 by Steven Schachter, is a North American made for television movie. The script is based on real story which deal with an important issue for people with cerebral palsy and for other with disabilities. It shows the discrimination suffered by the disabled when finding work and how he can triumph in doing so. The plot describes forty years of the life of Bill Porter in Portland, Oregon. In addition to his physical problems, Bill Porter's cerebral palsy affects his speech. He tried to work for the Fuller Company in 1955 as a door-to-door salesman. He finally gets the job with a competing company that is The Watkins Company by against the wishes of the company and because of the persistence of his mother. With Watkins, he triumphed not only in his state but also in his country. He eventually convinces Watkins Company to give him a door-to-door salesman job, selling its products on a seven-mile route in the Portland area. Finally, he becomes the top salesman for Watkins Company. His mother, who fought so much for him in the end, developed Alzheimer's. William H. Macy magistrately played the main role and the movie was awarded 6 Emmys and 6 nominations.

Someone should have the way to adjust his manner of speaking according to the context in which he employs language (Joos, 1967, cited, in Broderick, 1976). It

means that speech style has the important part in delivering someone's utterances toward the interlocutor, such as a salesman with the customer. Related to the statement, being salesman deals with speech style in which language they are used when offering and selling the product to the customers. This study is interesting in analysing the speech style of Bill Porter who has cerebral palsy because of some reasons. First, speech style is important for salesman in offering the product and attracting the customers by looking at the intelligibility of his utterance during the conversation. Second, Bill Porter has cerebral palsy but he still works as salesman even some people underestimate his eager desires. So, the urgent thing that can be analyzed is he can get award and being a top salesman in Watkins Company whereas he is disable person and does not accepted in society. The way how he constructs his speech style and keep his existence in conversation are the important things that should be known more which considered him as salesman with cerebral palsy.

The analysis of speech style has been studied by some researchers in the past few decades. They focused on the type of the speech style and the factors triggers, such as Wati (2015) and Putri (2014). Wati (2015) found that the interlocutor speaks to the speaker using different type of speech style depends on the situation. Through her study entitled *Interlocutors' Speech Styles towards Snow White as The Main Character in The Movie Snow White and The Huntsman*, Wati (2015) showed that the interlocutor can change the type of their speech style from formal style to casual style because the interlocutor has already known who the speaker is. Putri (2014) tried to analyse the speech event and situation through the type of speech style which is used by the main character in her study entitled *Speech Style of Alice Kingsley in The Movie Alice in Wonderland*. She found that the most style which is used by Alice Kingsley is casual style. There are some researches which already analysed about cerebral palsy and one of them is written by Nip (2013) entitled *Kinematic Characteristics of Speaking Rate in Individuals with Cerebral Palsy: A Preliminary Study*. Through his study, Nip (2013) tried to determine the relations between linguistic and physiologic factors in individuals with cerebral palsy to better understand how the pathophysiology of cerebral palsy affects speech production in these individuals. He found that cerebral palsy has slower speaking rate because it is caused by and task demands. So, there is good idea to analyse speech style based on occupation aspect such as working as door to door salesman who has cerebral palsy. Most of people underestimate the ability of cerebral palsy person in speaking ability, but actually he has the same speaking ability as a normal person.

The analysis speech style of cerebral palsy person can be analysed using Joos theory (1967). He stated speech style is the form of language that the speaker uses and it is characterized by the degree of formality. There are five categories of speech style and classified it from formal until the informal, those are frozen, formal, consultative, casual, and intimate styles. It can be applied in doing communication based on the factors influencing communication. It is proposed by Hymes (1974) which known as SPEAKING theory and it consists of *Setting* and *Scene*, *Participants*, *Ends*, *Act sequence*, *Key*, *Instrumentalities*, *Norms of interaction and interpretation*, and *Genre*. Besides, theory related to cerebral palsy influencing in communication which proposed by Maassen & Povel (1985) is used to find out the effect of cerebral palsy in constructing the certain type of speech style, such as speech of speed, speech of volume, not clear speech, speech difficult to be understood, and poor controlling muscle around the mouth. It is because cerebral palsy person has problem in lack of intelligibility and comprehensibility based on cognitive perspective.

From the research gap above, this study concerns with analysing the types of speech style which used by Bill Porter and the factors triggers him in using the certain style when doing conversation with others characters in the movie. It refers to identify how the speech style is constructed by Bill Porter in *Door to Door* movie. Even he is disable salesman where most people underestimate his ability and society does not accept him, but he can be a top salesman of Watkins Company. It means that he success in doing his job in selling the product and attracting the customer by using certain type of speech style even he lacks of intelligibility and comprehensibility.

RESEARCH QUESTION

Relate to background of the study, the research questions are as follows:

- 1) How is the speech style constructed by Bill Porter who has cerebral palsy in *Door to Door* movie?
- 2) What factor triggers Bill Porter using the certain speech style in *Door to Door* movie?

PURPOSE OF THE STUDY

Referring to the research questions, the purpose of study are as follows:

- 1) To identify the type of Bill Porter's speech style which is constructed in *Door to Door* movie.
- 2) To find out the factors which trigger him using certain speech style for communication with others characters in *Door to Door* movie.

METHOD

This study used descriptive – qualitative because research questions relate to someone behaviour. Besides, the data of this study is not numerical but description of Bill Porter behaviour related to research questions. The real experience of Bill Porter within the movie triggers the research questions are applied in this study. So, the data in this study is not for proof but for finding the data of the subject in this study by observing what Bill Porter did within the movie. This study does not use statistic but descriptive by using theory of Joos (1967), Maassen & Povel (1985), Hymes (1974), and Tannen (1994). It shows descriptive qualitative is appropriate to be used as what Fraenkel & Wallen (1990, cited in Creswell, 2009:195) stated that qualitative research is the research that occurs in natural settings, where here human behaviour and events occur. The data that emerge from a qualitative study are descriptive and reported in words rather than in numbers.

Bill Porter as the main character in *Door-to-door* movie whose cerebral palsy is the subject of this study. He got his illness since he was born until he was old. He was a door-to-door salesman for detergent product in Watskin Company. Then, the setting is the conversation between Bill Porter and another character in the movie such as *his mother, Shelly, Mr Hernandez, Peter, Ms Sullivan, Charlotte, Alan, Brad, his doctor, his customer, Hospital staff, and Watkins staff*. The location of the conversation which is done by Bill Porter and another characters is in *Bill Porter's house, restaurant, Watkins Company, Ms Sullivan's house, Mrs Kotlarenko's house, Hospital, Alan's house, and Charlotte's house*.

The data of this study is the utterances in the forms of words, phrases, or sentences which are taken by the script of Bill Porter's conversation in *Door to Door* movie. The source of data is the form of utterances which is spoken by Bill Porter as the main character. It was taken during the conversation between Bill Porter and another character in *Door-to-door* movie.

This study uses *analysis documents and materials culture* to collect the data. As Marshall (2006: 97) stated that there are four techniques for gathering data in qualitative researches, those are: *participating in the setting, observing directly, interviewing in depth, and analysing documents and materials culture*. The data is collecting from analysing the movie and the script as the form of Bill Porter's utterances. In answering every research questions, this study uses different aspect to collect the data related to the research question. For answering RQ-1, there are three aspects which are needed such as 1) Structure of word, phrase, or sentence, 2) Type of speech style, and 3) Intonation. For answering RQ-2,

there are eight aspects which are needed such as 1) Setting and Scene, 2) Participants, 3) Ends, 4) Act sequence, 5) Key, 6) Instrumentalities, 7) Norms of interaction and interpretation, and 8) Genre.

Therefore, the researcher is employed as the tool in seeking the answer for the research question. As Fraenkel and Wallen in Creswell (2009:195) stated that the researcher is the primary instrument in data collection rather than some inanimate mechanism. So, the writer is used because she is the one who described and gave interpretation on the data.

There are eight steps which are applied in data collecting procedure. The first step is downloading movie from You Tube. The second step is downloading the subtitle from the internet. The third step is print out the movie script which consists of subtitle. The fourth step is watching the movie which has already downloaded. The fifth step is matching the utterances in the movie with the movie script that has already printed out. The sixth step is transcribing the script relates to the Bill Porter's speech style based on the movie. The seventh step is grouping the speech style which is used by Bill Porter based on Joos theory (1967) and supported by Maassen & Povel (1985) theories, as the first research question. The last step is using the data of the previous result about type of Bill Porter's speech style to get the data about the factor triggers Bill Porter uses certain speech style based on Hymes' theory (1974), as the second research question.

In order to provide good analysis of the data, there are three points which involved in data analysis technique, those are *data condensation*, *data display*, and *conclusion drawing and verification* (Miles, Huberman, & Saldaña, 2014: 31). It is used to strengthen the data. The data is taken from conversation and only the sentence which fulfils the aspect for answering every research question is applied. It only focused on the conversation between Bill Porter and another character; they are *his mother, Shelly, Mr Hernandez, Peter, Ms Sullivan, Charlotte, Alan, Brad, his doctor, his customer, Hospital staff, and Watkins staff*. Those are classified depending on types of speech style which are proposed by Joos (1967). Looking at displays help us to understand what is happening and to do something-further analysis or caution on that understanding (Miles and Huberman, 2014: 31). The data which is provided for this study is in the form of conversation. In answering RQ-1 about *how is the speech style constructed by Bill Porter who has cerebral palsy in Door to Door movie*, and RQ-2 about *what factor triggers Bill Porter using certain speech style in Door to Door movie*, refer to the same data in the form of conversation.

The last section is conclusion drawing and verification. It is an activity of examining the validity of the data which is supported by some theories. The first

and the second research question relate each other. In answering the first research question about types of Bill Porter's speech style uses Joos (1967) theory which relates to cerebral palsy theory by Maassen & Povel (1985), and in answering the second research question about the factor that causes Bill Porter's uses the type of speech style uses Hymes theory (1974).

RESULT AND DISCUSSION

This study found that Bill Porter as salesman who has cerebral palsy in *Door to Door* movie uses four type of speech styles in doing communication with the interlocutor, those are formal, consultative, casual, and intimate style. He uses the certain type of speech style because the influence of participant, setting & scene, and relationship aspects. Based on sociolinguistics perspective, those aspects are the important things in the conversation. *Door to Door* movie is a movie which can figure out the existence of Bill Porter as a salesman with cerebral palsy when he does communication with the interlocutor who is his customer, friend, or people around him.

Formal Style

When the speech feature of the utterance refers to *asking or offering something*, cerebral palsy person used formal style. There is a different characteristic toward the way how cerebral palsy person constructs his speech style with normal people especially when using formal style. It is because the characteristic of the sentence in formal style is more complex and varied. The vocabulary is also more extensive. So, the speaker must plan ahead, framing whole sentences before they speak (Joos, 1967, in Broderick 1976). He should consider the unity of speech which concerns with the relation between items such as words, phrases, clauses, and others items such as nouns, pronouns, and conjunction. It is because there is different level of speech production's quality which is influenced by cerebral palsy itself.

Joos (1967, in Broderick 1976) state that formal style is used in formal situation toward someone who has already met at the first time or someone who has high position i.e salesman and the customer. When cerebral palsy person can use formal style for offering and asking something, it shows that he can do communication as normal people. When someone uses formal style, it shows they do not have close or intimate relationship one another. Based on sociolinguistics perspective, Bill Porter uses formal style because he does not have close or intimate relationship with his customer and his boss. However, setting of the conversation influences salesman cerebral palsy to use formal style even the situation is not in formal situation. When using formal style, cerebral

palsy person's utterance which lacks of intelligibility can cause the hearer lack of comprehensibility toward his utterance. It shows that cerebral palsy affects the way how to control muscle around the mouth.

The speech feature of formal style is not appropriate for cerebral palsy person because it can reduce his intelligibility in speaking because he is difficult in controlling muscle around the mouth. Also, the length of cerebral palsy person's language can reduce the intelligibility of his utterance (Hustad & Allison, 2014:396). Based on social motivation, cerebral palsy person still uses formal style even though it creates lack of intelligibility because he has responsibility as a salesman to explain his product to the customer and also the advice of his mother that he should patient and persistence.

For cerebral palsy person who works as a salesman, he often speaks in slower speaking rate when explaining the product using formal style. It shows that cerebral palsy can be normal person because he know that in promoting something to the customer or new person, he has to uses formal style even he get some of obstacle in speaking, such as lack of intelligibility. So, casual style is the appropriate style which can be used by cerebral palsy person for communicating with the interlocutor because the characteristic of the sentence is shortened by doing omission. Also, it can help cerebral palsy person to reduce his obstacle in controlling his saliva when he has to speak fluently as normal people using formal style (see Kumari & Yadav, 2012: 3).

Casual Style

It is the most style used by cerebral palsy person when he communicates with the interlocutor. When the speech feature is *question* and *declarative sentence*, he uses this style. Joss (1967, cited in Wati, 2015:18) declared that this style is used for the conversation among friends, colleagues, or sometimes member of family. It means when someone uses this style, he has close relationship with the interlocutor. In this study, Bill Porter as cerebral palsy salesman uses casual style toward his close friend, such as Shelly and Alan. He cannot use it to speak with another character such as Peter because they do not have closest relationship. Sociolinguistics perspective shows the relationship between Bill Porter and Shelly changes to be closest because he changes his speech style from consultative to be casual style. It means that the use of different type of speech style influenced by who is the participant (Hymes, 1974:2). It shows that cerebral palsy person can act as normal person because he knows how to use different type of speech style for showing his relationship with the interlocutor.

In constructing casual style, cerebral palsy person should doing omission or using slang word because its characteristic is short word in the form of question, such as "what?" or "why?".. The speaker omits the initial of the sentence, such as article, pronoun or auxiliaries i.e "Many Thanks" changed to be "thanks". It shows that cerebral palsy person does omission because the intelligibility of his utterance decreased when utterance length increased (Hustad & Allison, 2014:396). Besides, cerebral palsy person delivers his statement using declarative sentence as the speech feature of casual style by using slang word, "going to" changes to be "gonna". It shows that casual style is used in informal situation and relax situation. This style is used when the feature of speech is *question* and *declarative sentence*.

The effect of cerebral palsy toward the use of casual style in cerebral palsy person's utterance is abnormal speech of rhythm, speech of speed, not clear speech, and poor in controlling the muscles around the mouth (Maassen & Povel, 1985). Keintz (2007:1) claims that the effectiveness communication depends on the intelligibility of the utterances. It is because the main function of communication is to be understood. By using casual style, it helps cerebral palsy person in delivering his utterance because it has short sentence, but it does not guarantee that the interlocutor will understand with what is cerebral palsy person talking about. When cerebral palsy person uses casual style in his conversation, i.e *going to* change into *gonna*, the word does not uttered clearly because he gets difficulty in controlling the muscle around his mouth.

Consultative Style

When the speech feature is *responding*, cerebral palsy person uses consultative style. It is used to speak with someone in the situation between formal and semi-formal situation, such as doctor-patient. When someone uses consultative style, it shows that he does not have closest relationship with the interlocutor. In this study, Bill Porter uses consultative style to speak with his mother, doctor, and Shelly. It is because those people are someone who closes with him, but because the influence setting of the conversation, he uses consultative style to show his regards. It is considered as sociolinguistics perspective.

Cerebral palsy affects cerebral palsy person speaking ability when using consultative style, such as poor muscle control and speech difficult to be understood (Kumari & Yadav, 2012:3). When cerebral palsy person uses it, his illness also affects the ability of producing the sound of the word and makes his utterance lack of intelligibility (McKilligan, Door & Pitt, 1985:1). For instance, Mrs Sullivan offers a jar of candy to Bill Porter

when he wants promote and selling his product to her by saying "May I be candid with you?". It shows that Mrs Sullivan as the interlocutor does not understand what Bill Porter is talking about. So, when cerebral palsy delivers the word "Yeah" and "Uhhuh" with less of volume make the sound of his utterance does not clear enough because the tone when cerebral palsy person speaks creates sing-song voice as the effect of abnormal speech of rhythm.

Intimate Style

This study found that intimate style is used when the speech feature is for *addressing* someone. As Joos (1967, cited in Wati, 2015: 21) stated that intimate style relates to private language developed within the family, loves one, and close friend. It can be in the form of labelling nickname for someone that the speaker really know well and close. In this style, cerebral palsy person can use certain word to address someone, i.e using "Mama" rather than "mom". This study found that Bill Porter uses it only to his mother and Mr Hernandez. Based on sociolinguistics perspective, the uses of certain speech style can be changed because the relationship also changed. Intimate style is used in relax situation because the speaker and the hearer has intimacy one another.

The use of different type speech style not only depends on relationship factor, but it also depends on the setting and scene of the conversation. For instance, Bill Porter uses formal style toward his boss, but he uses intimate style to speak with him in the Watkins award because they have intimate relationship. It means that cerebral palsy person should know who is the participant, where is the conversation happens, and how his relationship with the interlocutor (Hymes, 1974: 2). It shows that even cerebral palsy person is disable one but he knows how to do interaction with the interlocutor using intimate style during the conversation. In the international journal entitled *Formality or Rapport: Speech Style Shifts in Japanese Television and Radio*, Tanaka (2008: 1) stated that speech style in many languages not only reveal the degree of formality of an interaction, but also encode the social relationships between the speaker and the interlocutor. So, the use of intimate style by cerebral palsy person shows that he has closest relationship with the interlocutor and does not underestimate because of his condition. Besides, the person who has cerebral palsy also has problem with the speech of volume and speech of rhythm when saying conversation using intimate style. For instance, when addressing Mr Hernandez using "Chuck", refers to how cerebral palsy effects language production of cerebral palsy person. When uttering it, cerebral palsy person lacks of speech volume while he uses abnormal speech of rhythm.

This study due to that cerebral palsy person can deliver the language as the normal person by using different type of speech style. He can use the language related to the feature of speech, such as formal style is used for "asking" and offering; consultative style is used for "responding"; casual style is used for "question" and "declarative sentence", and intimate style is used for "addressing" someone. It shows that cerebral palsy person can act as normal person even he has different way in delivering his utterance because the effect of cerebral palsy toward the speech production. He knows how to use certain speech style (i.e formal, consultative, casual, or intimate style) which appropriates with language characteristic of each speech style. It against the theory which shows that cerebral palsy person can not docommunication as normal people.

In summary, casual style is the most style used by cerebral palsy person by doing omission and using slang word because the intelligibility of his language increased if the length of utterances decreased. Based on sociolinguistics perspective, cerebral palsy person can be normal person because he can use different type of speech style to changes the relationship with the interlocutor.

CONCLUSION

Cerebral palsy person can act as normal person when delivering the language by using the certain type of speech style even he lacks of intelligibility and comprehensibility. He can do active communication even the length of utterance influences the intelligibility of cerebral palsy's language. This study reveals that cerebral palsy person constructs good communication with the interlocutor using certain type of speech style when the length of utterance decreased.

Cerebral palsy person knows how to apply the certain type of speech style in communication with people around him. This study found that cerebral palsy person mostly uses casual style instead of using formal style, consultative style, and intimate style in his conversation. The intelligibility of his language is influenced by the length of utterance, so he uses casual style by doing omission. Abnormal speech of rhythm is the most effect of cerebral palsy toward cerebral palsy person's utterance, instead of speech of speed, not clear speech and poor of controlling muscle of mouth. Eventhough cerebral palsy person gets some obstacles in communication but he can do active communication with the interlocutor.

Therefore, cerebral palsy person knows with whom he speaks to and how the situation of the conversation is. This study reveals that cerebral palsy person can uses different types of speech style based on three factors,

those are 1) participant, 2) setting & scene, and 3) relationship one another. Because cerebral palsy person need treatment to communicate with the interlocutor, so there are factors which motivate Bill Porter in order to communicate with people in society, those are 1) his mother advice, and 2) the responsibility of his job as salesman. It shows that cerebral palsy person can be normal person because he knows how to construct his speech style toward the interlocutor during the conversation.

SUGGESTION

After conducting this research, cerebral palsy person can decrease the problem of language production by doing an active communication with people around him. If he is doing active communication, it can practice the muscle around his mouth for speaking properly and increase the intelligibility of his utterance in communication. It shows the relation between cerebral palsy and linguistics. Also, the next research can analyze more about speech style from another aspect. Because of this study gives more explanation in occupation aspect so the next research can explain more from education aspect. Besides, the topic about speech style is not only analysed by using Joos theory (1967), but it can be analyzed using another theory, such as Mario Pei's theory which divided style into literary spoken standard, vulgar & slang style colloquial class, prose cultured, and poetical super-erudite. It can be used Cicero' theory which divided style into moderate, plain, and grand style. Instead of using cognitive-sociolinguistics, the next research can used another perspective such as sociolinguistics-cognitive or socio-psycholinguistics perspectives with different object, such as poem, novel or advertisement.

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