

FASHION JARGON USED IN VOGUE MAGAZINE

A Thesis

Submitted in Partial Fulfillment of the Requirement

For the Degree of Sarjana Sastra

By:

SARAH BEBY WITIA

06185078



ENGLISH DEPARTMENT-FACULTY OF LETTERS

ANDALAS UNIVERSITY

PADANG

2011

ABSTRAK

Dalam skripsi ini dibahas bentuk, makna, dan fungsi jargon. Tujuan penelitian ini adalah untuk mengetahui proses pembentukan, makna dan fungsi jargon fesyen dalam majalah *Vogue*. Teori yang digunakan adalah teori variasi bahasa dan teori konteks situasi oleh Hymes. Pengumpulan data dilakukan dengan metode observasi, teknik simak, dan catat, dan mengidentifikasi bentuk jargon fesyen dalam kata dan frasa. Data dianalisis dengan metode referensial dan dipaparkan secara kualitatif. Hasil penelitian menunjukkan bahwa jenis jargon yang sering digunakan dalam majalah *Vogue* adalah jargon fesyen dalam bentuk frasa (*noun phrase*). Fungsi fesyen jargon dalam *Vogue* untuk membuat seseorang mudah berkomunikasi sesama pengguna jargon dan menunjukkan identitas mereka sebagai kelompok fesyen.

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Human beings need to talk to somebody else and communicate or interact with other people. Language not only functions as communication tools, but also functions as the special feature from the social existence. Language, human and society are inseparable. The relationship could be seen through the effects of social factors on language and the society. People can express their ideas and feelings reflecting their social behavior in society. The relationship between the way of social functions and its language is studying in sociolinguistics. Hudson (1980:4) says that sociolinguistics is the study of the language and its relation to society. It is a study the variation of language and the society.

Language variation is a language phenomenon in society (Holmes, 1992). People do not use language in the same way. People tend to use different language in communication by creating the new word to make it easier for them. Language is one of the most powerful symbols of social behavior (Wolfram, 2002). Hudson (1980:24) says that every language has its own variation. One of language variations is jargon. Jargon has spread and it has been recognized that every culture has developed its own special language, especially the types of jargon. Jargon may disappear after a long period of time. Jargon is a set of vocabulary items used by member of particular persons, that is, their technical language concerned with a particular subject, culture, or professions as stated in Collins English Dictionary (2003).

There are many jargons occur in our life, such as business jargons, medical jargons, fashion jargons, etc. The use of jargons also reflects the identity of the speakers. For example, we often hear or read this word, *Amoxicillin*, it is some of medical jargon and occurs in our daily life, *amoxicillin* means antibiotic. In fashion, people use jargons to identify their importance about something to convey others with their special language. In this case they also use jargon to identify themselves as a certain group in society when they use these jargons. For example, *Glamazon* is a photo model or taller model and stylish, as if she is coming directly from the Amazon forest, in Brazil. This terminology is only used for the modeling world.

Fashion is a style that is popular at a particular time especially in clothes, hair, make up, manner, etc. In fashion world, it also has their special language that is called fashion jargon. They have their own style in using Standard English and mix them with their new term but it is not totally. It does not reduce the real meaning of the language in two standards. Another example of fashion jargon, such as *It-bag* means something that extremely wants and dreams of. The person even will waste their money for it in order to achieve the prestige of having that kind of thing Without *It-bag*; women not become *It-girl*. But, those that rejects the *It-bag* and pitch without the bag to show anti-statement. Mostly due to carry his bag by the assistant or companion. Another example *Bed head* (n) is a person who looks like he just woke up (www.doubletongued.org), they uses this jargon depend on the conditions and the situations.

Fashion jargon is the variety of register that influences the way they speak individually or in group as a social expression. The jargons, sometimes, are difficult

CHAPTER 4

CONCLUSION

After analyzing the data, there are three findings in this research. First is the linguistics forms of jargon are twenty nine (29) in the form of words, which contain sixteen (16) nouns, thirteen (13) adjectives, then form fifty five (55) in form of phrases which contain of fifty four (54) noun phrases, one (1) adjective phrase. The last form is compound words which explain consist of nine (9) noun compounds and one (1) adjective compound. The most linguistic forms of fashion jargon used in *Vogue* magazine are phrases. The noun phrases of fashion jargon in *Vogue* magazine use the name of designers, models, and celebrities in their part of phrase, such as *Lanvin's cheetah-print, a cropped Tao cardigan, Chanel high-waisted pants, etc.*

The second finding there are two meanings of fashion jargon in *Vogue* magazine. They are literal meaning and contextual. Literal meaning can be seen from jargon dictionary while contextual meaning is interpreted from situational context. Since the language is only understood by fashion professionals or those involve in fashion world, the others could not get the meaning. The most influencing factors are settings, participants, and ends. These factors in situational context will help the readers of fashion magazine to understand the meaning of fashion jargon.

The third finding is there are four functions of jargon. The first function is to represent their social identity class. Most of them are regarded as high class people. The people in fashion world almost use the same fashion jargon. They use

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