

# Impact Of Language Choices On Discourse Analysis In English Stylistics

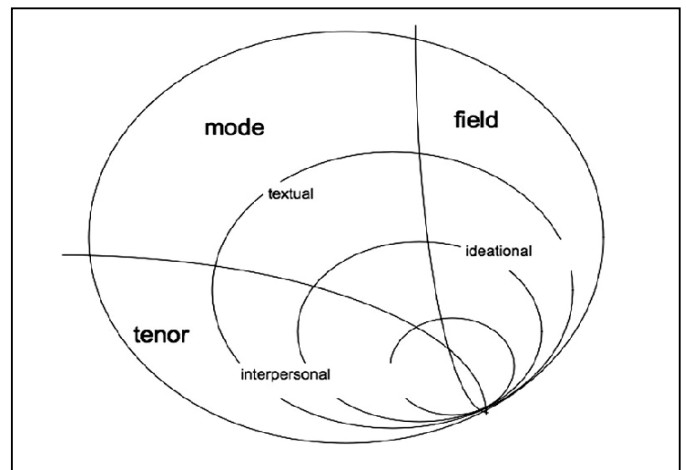
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**Abstract:** In an era of competitiveness and Globalization there is a required essentiality that in the communication process between the speaker and the listener or between the writer and the reader, the message is eloquently transferred and the meaning of the message is interpreted clearly in both the literal sense and the figurative sense. The message which is communicated across depends upon the selection of words based on the demographic traits of the speaker or the writer, the communication medium, and the space in which the message is produced. The aim of this research is to understand the language choices gender wise, occupation wise, personality traits wise, and register wise, and the impacts it can have on the Discourse Analysis in English Stylistics. The present research unleashes the enthralling impact of language choices that the speaker use in the performance of utterances, sentences, and Discourse, and the linguistic outcomes that are reflected in the Discourse Analysis in English Stylistics. For Instance, a poet would use Stylistic Devices at Phonological Level in the Discourse and therefore the Discourse Analysis will be shaped by the language choices made. In a way language choices are shaped by the Social Dialects that reflect the social variations in language. This research uses secondary sources as methods of data collection. This research is creatively produced keeping in view the literature review of different theories and theorists. The results of this research identify a significant relationship between Language Choices and Discourse Analysis in the domain of English Stylistics.

**Index Terms:** Demographic Traits, Discourse Analysis, English Stylistics, Language Choices, Sentence, Social Dialects, Stylistic Devices, Utterance.

## 1 INTRODUCTION

Style means how people are different from each other. One can rightly say that variation in language is style. Language Choices vary from Politician to a Poetic text. English Stylistics assesses the qualities that distinguish one style from another. In a comprehensible manner, Stylistics is a branch of Sociolinguistics and it encompasses the social function of language. To understand the language variation one must understand the Language Register. Register refers to the technical jargon of the language. Register is primarily based on Occupation or common interest. Therefore the technical jargon used in the speech, shared by a particular group of people, the Register, is commonly used by Politicians, Doctors, Lawyers, Poets, Stamp Collectors and so on. Thus rightly, Register is the representation of occupational style using specialized jargon. Register is divided into Tenor, Mode, and Domain (Field), as shown in Figure 1. By Tenor we refer to the modes of Speech, Formal or Informal. Therefore Tenor defines the level of formalism in a speech or text. The more the social distance between the Speaker and the Addressee with respect to a given situation, greater will be the level of formality. Mode in Register refers to the Medium of Instruction, be it spoken or written. On the literary side, Researches give evidence that Socrates was in the favor of spoken language over written language. The third component of Register is Domain. Domain refers to the space in which language is used. It is the defined area of language for instance, Legal, Business, Advertising, Media, and many more. The effects of this Research are to be eminently observed in the performance of Discourse Analysis. By Discourse it means a piece of text which has Coherence in it.

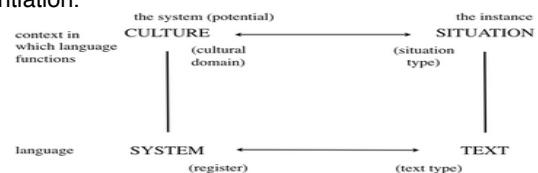


**Figure 1.** Organization of Language and Context. Martin, J. R. (2014). *Evolving Systematic Functional Linguistics: Beyond the clause*. *Functional Linguistics Springer Open Journal*.

## 2 LITERATURE REVIEW

### 2.1 Language Choices and Context of Situations

Figure 2 represents two prime relations in Halliday's Architecture of Language. In this Halliday was managing the relationship between context of culture and context of situation at the time, which he saw as related by realisation, meaning instantiation.



**Figure 2.** Language, Text, and Context of Situation. Instantiation and Realization in Halliday's SFL (Based on Halliday, 1999) Lukin, A. (2017). *Ideology and the text-in-context relation*. *Functional Linguistics*.

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The observation that some teachers “talk like a book”, is possibly a reflection of an extreme form of influence from the written language after years in the education system. Education and occupation are the two variables in Sociolinguistics, which prominently determine language choices an individual makes. There appears a Social Variable of Social Class, as a Linguistic Variable, which also determines the speaker’s language choices. Researches also prove that people belonging to a same speech community, share similarities in the use of language. A speech community refers to a group of people who share common norms and expectations with respect to the use of language. Norm is a sociological variable of culture, which means the dos and don’ts of the society particularly with respect to behavior and appearance.

### 2.1.1 Gender and Language Choice

There are certain differences in language use by men and women. As a recent branch of linguistics, the study of how gender is reflected in language is well under research. Researches reveal the gender difference in language form and structure and also the gender difference in utterance style as projected in the research by (Baquae, 2016).

### 2.1.2 Personality Traits and Language Choices

Personality Traits: Big 5 Model of Personality Traits

#### Openness to experience

People possessing these traits are adventurous, innovative, and creative. An example to quote, someone who possesses openness to experience traits would order and try new food dishes every time he goes to a restaurant. According to (Rothmann & Coetzer, 2003), “Openness to Experience includes active imagination, aesthetic sensitivity, and attentiveness to inner feelings, a preference for variety, intellectual curiosity and independence of judgment. People scoring low on Openness tend to be conventional in behavior and conservative in outlook. They prefer the familiar to the novel, and their emotional responses are somewhat muted. People scoring high on Openness tend to be unconventional, willing to question authority and prepared to entertain new ethical, social and political ideas”.

#### Conscientiousness

Conscientious people are generally assumed to be orderly and well arranged. These individuals are efficient, meaning getting the things done systematically and well on time. An example to quote, someone who possesses conscientiousness, would keep his documents orderly arranged in a file.

#### Extraversion

People possessing this trait are gregarious. For example, people who possess the trait of extraversion, usually attend social gatherings. According to (Rothmann & Coetzer, 2003), “Extraversion includes traits such as sociability, assertiveness, activity and talkativeness. Extraverts are energetic and optimistic. Introverts are reserved rather than unfriendly, independent rather than followers”.

#### Agreeableness

People, who rate high on the scale of agreeableness, have the ability to move along and agree with other people. An example to discuss here would be, people who are agreeable, and

possess teamwork skills. According to (Karmakar, 2017), “It involves a pro-social behavior across different situations towards others. It also includes traits such as kindness, tender mindedness, cooperative, simplicity, warm, being compassionate, helpful, generous, trusting and are willing to accommodate their interests with others. Agreeable individuals also have a bright view of human nature. People scoring high on this trait are often seen as innocent and accommodating, while people scoring low on this are often competitive and like arguing with people”

#### Neuroticism

These types of people have the fear of failures in them. This is a negative trait in Big Five Model. An example would be, a person possessing this trait, will anticipate a loss, before the initiation of the business. According to (Rothmann & Coetzer, 2003), “Neuroticism is a dimension of normal personality indicating the general tendency to experience negative effects such as fear, sadness, embarrassment, anger, guilt and disgust. High scorers may be at risk of some kinds of psychiatric problems. A high Neuroticism score indicates that a person is prone to having irrational ideas, being less able to control impulses, and coping poorly with stress. A low Neuroticism score is indicative of emotional stability”.

#### Language and Personality

According to (Eichstaedt, et al., 2014), some of the earliest work found that word use was a stable individual difference with several modest but reliable correlations with self-reports of personality traits. Several studies have used a similar approach—comparing word use with self-reports or behavioral assessments—and have yielded an impressive body of evidence linking language to personality.

### 2.1.3 Occupation and Language Choices

Special Lexis and Meanings

Researches and everyday observations reveal that almost every occupation has its own lexicon. Lexicon refers to vocabulary that is specific to the occupation. Many occupations make use of written communication. There, the writing should follow a language register. The medical doctor would use a different register to write a prescription to the patient, full name of the patient, technical description of the examination and diagnosis and the prescribed medicines and diet.

### 2.1.7 Language Register and Language Choices

Register is the Language Variation according to the use. Register has three parts, Tenor, Mode, and Domain (Field).

#### Tenor

Tenor of Discourse can be formal speech or informal speech. Tenor identifies social distance and level of formality between the speaker and the listener. According to (Talwo, 2007) “tenor of discourse refers to who is taking part, and this includes the role relationships, which obtain between the language users in a particular situation (teacher-pupil, parent-child, etc)”.

#### Mode

Mode of Language can be spoken or written. In spoken language there is more proximity between speaker and listener in face to face interaction. Spoken language is not permanent. Speech can be repetitive and can take a lot of

time. Whereas in written communication, there is less proximity between writer and reader and the language depends on the emotional evocation on the part of writer. However written language is codified and is therefore permanent.

### Domain

Domain is the space in which language is used. There are five functions of Domain. The first is the Referential Function of Domain which means conveying information. The second is the Expressive Function of Domain which means conveying feelings. The third is the Poetic Function of Domain, which means the creative function. The fourth is the Conative Function of Domain, which means persuasion. The fifth is the Phatic Function of Domain, which means making contact and therefore breaks the ice.

### Example of the Functions of Advertising Domain

- Referential
- Conative
- Expressive

### 2.4 Discourse Analysis

The term Discourse Analysis was first employed by Zellig Harris as the name for the method for the analysis of the connected speech. The word discourse is an elastic term. Discourse can be both written and spoken. Therefore Discourse generally refers to larger units of language such as paragraphs, conversations, interviews, and poetic texts. According to (Andresen & Zinsmeister, 2018), "Linguists seem to use more metatext than literary scholars. Maybe the metatextual function of orienting the reader in terms of text structure is realized in a more variable way in literary studies". Meta text is basically the text about the text. Linguists in their Discourse Analysis use more the Metalinguistic function of the Domain in the Language Register.

### 2.5 Levels of Discourse Analysis

#### Phonological level Analysis

Some of the Stylistic Devices at this level are:

- Rhyme
- Assonance
- Consonance

Rhyme is a repetition of similar sounding words occurring at the end of the lines in a poetic text. Rhyme makes the recital of poem an enjoyable experience. Rhyme can be used as a mnemonic device too, smoothing the process of memorization. Assonance takes place when there is a repetition of the same vowel sound, but the word starts with a different consonant sound. Function of Assonance is that it is used by the poet as a tool to enhance the musical effect in the poem by creating internal rhyme. Assonance also enhances the pleasure of literary readings. Therefore Assonance develops a particular mood in the poem which corresponds with the subject matter. Consonance is the repetition of sounds produced by consonants within a sentence or phrase. This repetition takes place in quick succession such as in the phrase "pitter, patter".

#### Lexical Level Analysis

Some of the Stylistic Devices at this level are:

- Affixation
- Functional Conversion

Two common modes of Affixation are Prefixation and Suffixation. In Prefixation, the prefix is added before the root word. In Suffixation, suffix is added after the root word. Both Prefixation and suffixation can be used for lexical deviations. Functional Conversion is the change of the function of the word. For instance, when a noun comes to be used as a verb. It is done by literary people. An example of functional conversion, when a noun is used as a verb can be, "Arooj will chair the meeting".

### Syntactic Level Analysis

Some of the Stylistic Devices at this level are:

- Coordination
- Subordination
- Linguistic Deviation

Coordination means joining two independent ideas of equal importance. In a way coordination joins two independent clauses. Coordinating conjunctions are "for, and, nor, but, or, yet, so".

Subordination joins two related ideas of unequal importance. Subordinating conjunctions are "where, where as, because, since, although, unless, until" and many more.

### Semantic Level Analysis

Some of the Stylistic Devices at this level are:

- Metaphor
- Anaphora

Metaphor carries meaning from one concept to another concept, by stating or implying that one is the same or like the other. An example of metaphor, is Humanizing Metaphor which attributes characteristics of humans to what is non human. For example "the friendly river", or "laughing valleys". Anaphora is the repetition of words or phrases at the beginning of each clause. For example the repetition of "I have a Dream" in the political rhetoric of Martin Luther King Junior.

### 2.6 English Stylistics

Stylistics refers to the study of Stylistic Variations in language and the way in which the language is exploited (used) by the user. According to (Khatak, Khatak, & Khatak, 2012), "Stylistic Analysis has two main objectives, first to enable the readers to make meaningful interpretation of the text itself, second is to expand the knowledge and awareness of the language in general". According to (Whiteley & Canning, 2017), "Reader response research in stylistics is characterised by a commitment to rigorous and evidence-based approaches to the study of readers' interactions with and around texts, and the application of such datasets in the service of stylistic concerns, to contribute to stylistic textual analysis and/or wider discussion of stylistic theory and methods".

## 3 THEORETICAL FRAMEWORK

### 3.1 Variables and Dimensions

Language Choices  
(Independent Variable)

#### Dimensions of Language Choices

- a) Gender
- b) Personality Trait

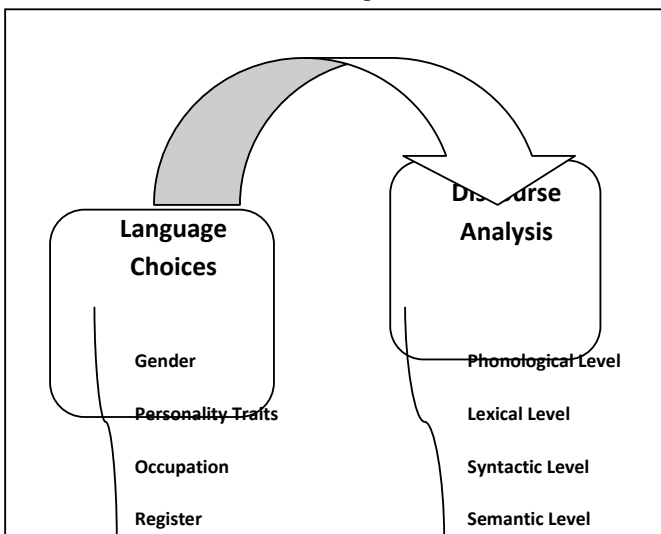
- c) Occupation
- d) Language Register

**Discourse Analysis**  
(Dependent Variable)

**Dimensions of Discourse Analysis**

- a) Phonological Level
- b) Lexical Level
- c) Syntactic Level
- d) Semantic Level

**3.2 Theoretical Framework Diagram**



**Figure 3.** Theoretical Framework. Impact of Language Choices on Discourse Analysis in English Stylistics.

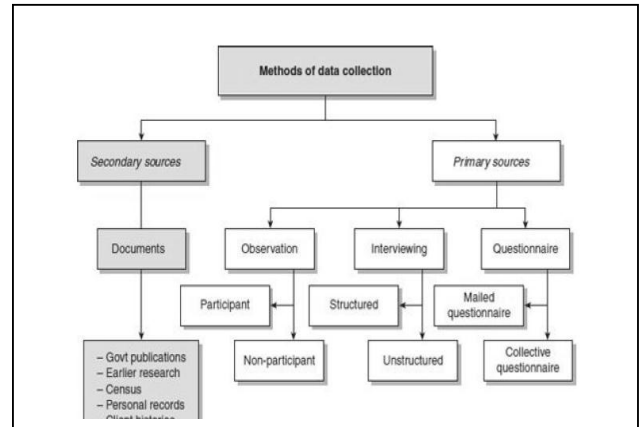
**ALTERNATE HYPOTHESIS**

H<sub>1</sub>: There exist a relationship between Language Choices and Discourse Analysis in English Stylistics.

According to (Shahzad, 2019), Alternate Hypothesis is defined as a testable proposition which is expressed as a significant relationship between independent and dependent variable. A proposition is an inventory of Variables. A testable proposition is a Hypothesis. Independent variable is the cause which is supposed to be responsible for bringing about changes in a phenomenon or situation. Dependent Variable is the outcome or change brought about by introduction of an independent variable. In Research, Variables are broken down into dimensions and these dimensions are then studied to measure the effects of variables on the research study. Figure 3 exhibits the Theoretical Framework for this research. Impact of Language choices are studied on the Discourse Analysis in English Stylistics. Discourse Analysis have four layers of analysis. Phonological level analysis is concerned with the Phonology patterns used in the Discourse. Lexical level deals with the words and vocabulary of language. Syntactic level of analysis deals with the structure of statements and sentences. Semantic level of analysis deals with the semantics of Discourse. By semantics, is meant, meaning of meanings.

**4 RESEARCH METHODOLOGY**

This research uses a Positivist Approach. This study is trying to provide logical reasoning and justification of the realities that occur by doing logical analysis of the theories and the related literature. Data collection methods used in this study are secondary data sources as exhibited in Figure 4.



(2019). Ilmi  
Sociology for CSS PMS by Arooj Shahzad.  
Lahore: Ilmi Kitab  
Khana.

**5 RESULTS AND DISCUSSIONS**

Gender wise Language Choices and Discourse Analysis Table 1 is from the Research of (Baquee, 2016) about the Influence of Gender Roles in Language Choice. Data analysis was performed using a Survey Questionnaire comprising of 15 Questions. The forth question on its Survey Questionnaire was "Do you use taboo words like "Shit", "Damn", "Hell", etc. in your regular conversation?" The answer to this question was responded in Option A "Yes", or Option B "No".

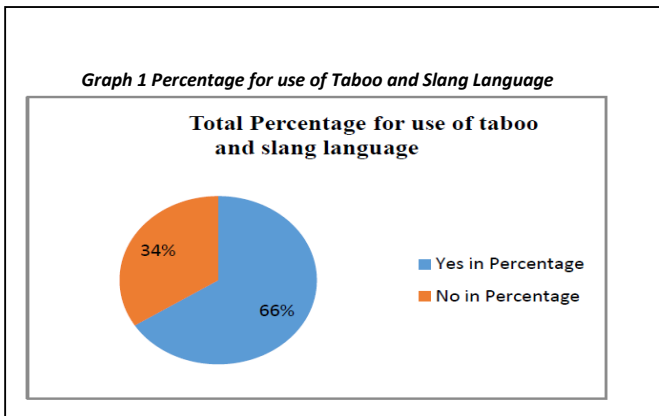
Table 1 Use of Taboo Words and Slang language

Options	Male (%)	Female (%)	Total (%)
Yes	15 (60%)	18 (72%)	66%
No	10 (40%)	7 (28%)	34%

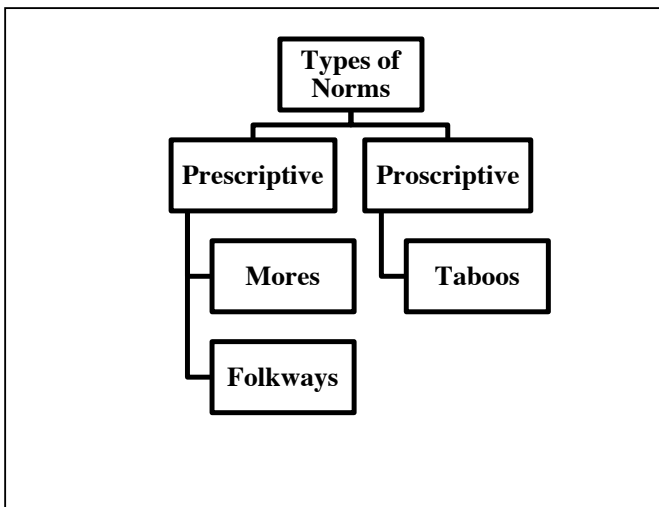
Source: Baquee, A. (2016, April). Influence of Gender Roles in Language Choice: A study of male and female students in private universities in Dhaka City. Dhaka, Bangladesh.

According to the results exhibited in Graph 1 (Pie Chart), 66% of the respondents used taboo words. On the contrary, 34% of the respondents of the research preferred Euphemism.





Source: Baquee, A. (2016, April). Influence of Gender Roles in Language Choice: A study of male and female students in private universities in Dhaka City. Dhaka, Bangladesh. According to (Jimoh, 2015), Euphemism adds deviant features in the surface structure of text. Therefore sometimes Style in the Discourse can be a deviation from the norm, and will be considered as Taboo words. Taboos are strong negative norms and their prohibitive nature varies from culture to culture. For example, a taboo word which is prohibited or proscriptive in one culture can be a permissible or prescriptive in another culture. Therefore norms are of two types, prescriptive of proscriptive as exhibited in Figure 5.



**Figure 5** Types of Norms. Shahzad, A. (2019). *Ilmi Sociology for CSS PMS*

by Arooj Shahzad. Lahore: Ilmi Kitab Khana. In a nut shell, this research indicated the use of taboo words viz a viz Gender. Personality wise Language Choices and Discourse Analysis According to (Eichstaedt, et al., 2014), individuals scoring higher on Neuroticism used first-person singulars (e.g., I, me, mine) more frequently, whereas Extraversion related to using more positive emotion words (e.g., great, happy, amazing). Therefore Language Choices based on the Personality Traits significantly reflect in the Discourse Analysis. Occupation wise Language Choices and Discourse Analysis Language Choices based on specific Occupations, impact the discourse analysis in English Stylistics. For example the

Employees of the Corporate Sector will write the formal letters to their CEOs and Top Management Authorities, generally using subordinate clause.

Subordinate Clause at Syntactic Level Analysis of Text in Discourse Analysis

Subordination joins independent clause with dependent clause. Independent clause is the main clause and dependent clause is the subordinate clause.

Example on Subordinate Clause

"Until we know what is causing the problem, we will not be able to fix it."

Here, Independent Clause is "until we know what is causing the problem".

Dependent Clause is "we will not be able to fix it".

Occupation as a Poet: Language Choices and Discourse Analysis of Baa Baa Black Sheep Poem

"Baa, baa, black sheep,

Have you any wool?

Yes, sir, yes, sir,

Three bags full;

One for the master,

And one for the dame,

And one for the little boy

Who lives down the lane." (Mother Goose)

Rhyme is used, at the Phonological Level Analysis of Poem.

For example wool, full, and dame, lane in the poem.

Assonance is used at the Phonological Level Analysis of Poem. For Example, "Baa Baa" in the phrase "Ba Ba Black Sheep".

### Register and Discourse Analysis

According to (Kolata, 2010), "Two of the most prominent linguists who have devoted themselves to style analysis are undoubtedly Suzanne Eggins and James Martin (1997) who in the article Genres and Register of Discourse postulate that Register and Genre Analysis always contains different stages".

### Linguistic Deviation in Discourse Analysis

Deviation means breaking the rules which others obey. Deviation corresponds to the traditional idea of poetic license. Linguistic Deviation occurs at Syntactic Level Analysis of Discourse. An example to quote on Linguistic Deviation can be observable from this literary piece "where wealth accumulates and men decay". Here "men decay" includes Linguistic Deviation. According to (Ahmad, 2012) Linguistic Deviation means "the deviation from the linguistic norms flourishing in poetry which scientific texts often lack. The word 'deviation' for instance, expresses one of the frequent concepts in the description of literary texts whereas deviation rarely occurs in scientific texts. The use of linguistic features is well maintained in scientific composition because any deviation from lexis and syntax in scientific text will, really, mar the easy grasp of the text". Linguistic deviation at lexical level analysis of Discourse can be done through Prefixation and Suffixation. An example of Lexical Deviation through Prefixation is "fore-suffer". An example of Lexical Deviation through Suffixation is "treeless".

## 6 CONCLUSIONS

Keeping in view the results and discussions of the research, the Alternate Hypothesis is accepted. Therefore, in this study it was concluded that the Language Choices impact the Discourse Analysis in English Stylistics. For the Language Learners, Stylistic Analysis is advantageous because it

illustrates particular linguistic forms and their functions to convey specific messages. Stylistic Analysis in Linguistics refers to the identification of usage patterns in speech and writing. Stylistics attempts to establish principles capable of explaining language choices made by individuals in certain situations.

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