FASHION JARGON USED IN VOGUE MAGAZINE

THESIS

SARAH BEBY WITIA
06185078

JURUSAN SASTRA INGGRIS
FAKULTAS ILMU BUDAYA
UNIVERSITAS ANDALAS
PADANG 2011

ACKNOWLEDGEMENTS

i

ABSTRAK

Dalam skripsi ini dibahasa 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 menunjukan 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 menunjukan identitas mereka sebagai kelompok fesyen.

TABLE OF CONTENTS

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).

1

to understand and often formal for other speakers. Even though, fashion people may speak English, they also have differences in vocabularies and meanings. The fashion people considered fashion jargons as a part of their daily lives, especially in their daily language. Fashion jargon is a reflection of the ideas and values or attitudes of fashion people. It can be seen in the way of fashion people develop their characters through their language. It means the use of fashion jargons can reflects their social identity

Nowadays, urban society tends to be favor with fashion. Fashion is spreading in our lives, although we realize it or not. Based on the fact, the writer interests in analyzing fashion jargon and takes the data from one of famous fashion magazine, *Vogue*. In this magazine, the writer selected the fashion jargons as the data in selected articles of fashion.

1.2 Identification of the Research

Jargon is the technical terms used by professional or occupational. Jargons are developed based on the users of that langue. Fashion people have their own life styles and the way of speaking that reflects them in society. Therefore, the writer focuses on fashion jargon. In line with this, the writer wants to identify fashion jargon with these following questions:

1.   What are the linguistic forms of fashion jargon used in *Vogue* magazine?

2.   What are the meanings of fashion jargon found in *Vogue* magazine?

3.   What are the functions of fashion jargon used in *Vogue* magazine?

1.3 Objective of the Research

This research is aimed to describe and identify the linguistic forms of fashion jargon in *Vogue* magazine. Besides that, it also analyzes the meaning and the function of the jargons. The writer also analyzes literal and contextual meanings which occur in *Vogue* magazine in order to know the reason why fashion people use fashion jargons in their daily lives.

1.4 Scope of the Research

This research deals with sociolinguistics studies as the part of linguistics. This research concerned with language as social and cultural phenomenon (Trudgill, 1974:32). In this jargon case, fashion jargon which occurs in one of society magazine, *Vogue*, just focuses on fashion life, and design. In this research the writer focuses on analyzing fashion jargon in Vogue magazine by using linguistics form, literal and contextual meaning to get the intended meaning, because the study of sociolinguistics argues that language exists in context.

1.5 Method of the Research

This research is done qualitatively. The qualitative means the data is in the form of words, or pictures or objects with subjective individual interpretation. Further more there are three steps of qualitative research, they are collecting data, analyzing data, and presenting the result of analysis.

1.5.1 Collecting the Data

In conducting the research, the first step is collecting the data. In collecting data the writer uses an observational method and non participant observation technique where the writer does not get involved directly to the source of the data.

4

The observational method the writer did some techniques, they are, reading, and noting. The writer read the magazine, Vogue U.S, in special editions (June, July, October, and December 2010), then noted it, and then matched with browsing the data in internet. In this case, the writer also collected some data in Vogue official websites in internet, www.vogue.com. Then the writer identified the data which are the form as fashion jargons, in special articles of fashion in *Vogue*. The last step is classification, the writer did not analyze all of the data, but the writer classified all the data by using table. The data selected are classified by using some dictionaries and dictionary of fashion jargon in internet.

1.5.2 Analyzing the Data

For the method use distributional and referntial methods to analyze the data (Sudaryanto, 1993:13). The distributional method is used to explain the form and meanings of jargon, and referential method is is to identify context and function jargon (Stubbs, 1983:67). As the theory uses is language variation by Wardhaugh and the contextual situations by Hymes.

1.5.3 Presenting the result of analyis

In this step, the results of analysis are presented descriptively. It will be presented clearly together with the picture and explanations are described orderly. Then, the writer interprets the messages in a narrative form by seeing the context of the data. The linguistic form and function of jargon are presented in the table.

5

CHAPTER 2

REVIEW ON RELATED LITERATURE

2.1 Review of related studies

There are three related studies to this topic. First is this research by Kirana (2009) entitled "An Analysis of English Jargon Used in 'KOMPUTER AKTIF' Magazine: Sociolinguistics approach". The purpose of this research is to describe the Morphological Forms of English Jargon used in 'KOMPUTER AKTIF' Magazine and to reveal the lexical and contextual meaning of each Jargon used in 'KOMPUTER AKTIF' Magazine. This research has two benefits they are Academic Benefits and Practical Benefits. In academic benefits there are giving clear description about the meaning of each Computer Jargon, supporting the development of the subject dealing with language variation, and for practical benefits there are giving some contribution on the enlargement of new vocabulary to the readers, especially jargon in the computer science and enabling the readers to know the Jargon in the computer science.

The second is the research done by by Cavaliere (2005) entitled *The Language of Fashion between Words and Images: English for Fashion between Special Language and Fashion Jargon.* The ultimate purpose of this research is to give a learning device for the Fashion Sciences and Technologies Faculty at Università degli Studi di Bari, to better understand and comprehend not only the Italian, English and French within/beyond fashion language, but above all how it arises with its specific context: the editorial staffs, the fashion shows, the

parties, the street. The language of fashion has not ever been analyzed completely and purely as a special language.

The finding of the research focuses on fashion language and it's linguistically and for specifically, there are two contamination processes comes out from important. The contamination are: "esotismo or prestito non adattato" which means French or English-borrowed terms by which the Italian words often derive affixation, such as *fashionista*; and "calco linguistico or prestito semantic", a teasing and flowing category, formed by language terms combined on a foreigner pattern. The most classical example in fashion is prêt-à-porter (literally in Italian, "pronto da indossare"), an expression more and more often noticeable on the international press, less or more American-oriented, as "RTW" or we called "ready to wear".

The third is the research by Layliana (2000), in her study entitled "*Analysis of English Jargon of Digital Photography (Sociolinguistics Study)*" found that the object only on the jargon that she found on Digital Photography. On her research, she analyzed the linguistic forms, the function of each jargon using theory proposed by Hyme's in SPEAKING formula and the meaning of English jargon in Digital Photography.

Based on the previous studies, the thing that they are different is in the data. These studies could give the information to the writer about jargons and the meanings. It also gives the contribution to the writer on how to analyze the jargon.

2.2 Definition of key terms

2.2.1 Jargon

7

According to Green (1987:13) the meanig of jargon is a highly specialized sort of shorthand which is used among followers of a particular trade or hobby, characterized by the usage of terms which are unfamiliar to most people. According to Cambridge English Dictionary (2009) jargon (n) is a special words and phrases which are used by particular groups of people, especially in their work.

2.2.2 Fashion

According to *Oxford English Dictionary* (2009), Fashion (n) is a popular or the latest style of clothing, hair, decoration, or behavior. Fashion (n) is a manner doing something. According to *Cambridge English Dictionary* (2009), Fashion (n) is a style that is popular at particular time especially in clothes, hair, make –up, etc. Fashion (v) is: to give a particular form to, to make suitable or fitting.

Fashion(s), these nouns refer to a prevailing or preferred manner of dress, adornment, behavior, or way of life at a given time. *Fashion,* the broadest term, usually refers to what accords with conventions adopted by polite society or by any culture or subculture: *a time when long hair was the fashion.* *Style* is sometimes used interchangeably with *fashion,* but like *mode* often stresses adherence to standards of elegance: *traveling in style; miniskirts that were the mode in the late sixties. Vogue* is applied to fashion that prevails widely and often suggests enthusiastic but short-lived acceptance: *a video game that was in vogue a few years ago.* The word fashion origin from 13th century is *facioun* form, manner, from Old French *faceon,* from Latin *factiō* a making, from *facere* to make as stated in Collins English Dictionary – Complete and Unabridged (2003). Fashion

jargon is a special technical terms use by fashion people, as their occupation in fashion or as fashion professional.

2.3 Theoretical Frameworks

2.3.1 Linguistic Form

Linguistic forms are a meaningful unit of speech, as a word, phrase, sentences, and clause. Analyze the fashion jargons cannot be separate with the linguistics form; the utterance in articles in *Vogue* can be in the form of clause, phrase, word or sentences. Analyzing the utterance means knowing the form of the utterance itself. The linguistic forms relate with the grammatical or syntaxes, Kentjono (in Kushartanti 2005, p.124) says the rule of syntaxes gasp the relations of grammatical between a word in a sentences and then show when the different structure can make different meaning and the contrary. Linguistic forms that writer needs to analyze in the fashion jargons in Vogue magazine.

1. **Sentences**

A sentence is a grammatical unit that is composed of one or more clauses. The meaning of the term *sentence* may be expanded to include elliptical material and nonproductive items. It is important for us to know that every clause, in a sense, a miniature sentence. Simple sentence contains only a single clause, while a compound sentence, a complex sentence, or a compound-complex sentence contains at least two clauses.

Based on function in situation relationship, sentence can be divided into three parts they are: informative sentence, imperative sentence, and interrogative sentence (Ramlan, 1987)

1. Informative sentence

   The function of informative sentence is to give information about something for someone.

2. Interrogative Sentence

   Based on Ramlan (1987) the function of interrogative is to ask something. Interrogative sentence the tone in last sentence is up and always ends in a question mark.

3. Imperative sentence

   An imperative sentence gives a direct command to someone this type of sentence can end either with a period or with an exclamation mark.

2. Clause

   A clause is a grammatical unit that includes at minimum, a predicate and an implicit subject, and expresses a proposition, For example: *It is cold, although the sun is shining.* The main clause is *it is cold* and the subordinate clause is *although the sun is shining.*

The kinds of clause based on Meggison (2007)

1. Noun Clauses is an entire clause which takes the place of a noun in another clause or phrase. Like a noun, a noun clause acts as the subject or object of a verb or the object of a preposition, answering the questions "who(m)?" or "what?". Consider the following examples: *"Where they are going* is unknown". The question "Where are they going?" with a slight change in word order, becomes a noun clause when used as part of a larger unit like the noun "destination," the clause is the subject of the verb "is."

2. Adjective Clause is a dependent clause which takens the place of an adjective in other clause or phrase. Like an adjective, an adjective modifies a noun or pronoun. Answering question like "which" or "what kind of" for example: *"The coat which I bought yesterday"*. The dependent clause "which I bought yesterday" in the example modifies the noun "coat." Note that an adjective clause usually comes *after* what it modifies, while an adjective usually comes *before*.

3. Adverb Clause is a dependent clause which takes the place of an adverb in another clause or phrase. An adverb clause answers questions such as "when?", "where?", "why?", "with what goal/result?", and "under what conditions?" For example: "The premier gave a speech *where the workers were striking"*. Usually, a subordinating conjunction like "because," "when (ever)," "where (ever)," "since," "after," and "so that," will introduce an adverb clause.

3. Phrase

A phrase is a sequence of two or more words that make up a grammatical construction, usually lacking a finite verb and hence not a complete clause or sentence: shady lane (a noun phrase); at the bottom (a prepositional phrase); very slowly (an adverbial phrase). In general use, phrase refers to any frequently repeated or memorable group of words, usually of less than sentence length or complexity: a case of feast or famine to use the well-known phrase. Expression is the most general of these words and may refer to a word, a phrase, or even a sentence: prose filled with old-fashioned expressions. Locution is a somewhat formal term for a word, a phrase, or an expression considered as peculiar to or

characteristic of a regional or social dialect or considered as a sample of language rather than as a meaning-bearing item: a unique set of locutions heard only in the mountainous regions of the South.

Kinds of phrase based on Meggison (2007)

1. Verb Phrase consists of a verb, its direct and/or indirect objects, and any adverb, adverb phrases, or adverb clauses which happen to modify it. The predicate of a clause or sentence is always a verb phrase, For example: "After she *had learned to drive,* Alice *felt more independent".* "We *will meet at the library at 3:30 p.m ".*

2. Noun Phrase, A noun phrase consists of a pronoun or noun with any associated modifiers, including adjectives, adjective phrases, adjective clauses, and other nouns in the possessive case. Like a noun, a noun phrase can act as a subject, as the object of a verb or verbal, as a subject or object complement, or as the object of a preposition, as in the following examples: "Subject : *Small children* often insist that they can do it by themselves. Object of a verb": To read quickly and accurately is *Eugene's goal.*

3. Adjective Phrase is any phrase which modifies a noun or pronoun and has marked as more, most, and so. You often construct adjective phrases using participles or prepositions together with their objects, For example: "I was driven mad by the sound of *my neighbor's constant piano practicing".* In this sentence, the prepositional phrase "of my neighbor's constant piano practicing" acts as an adjective modifying the noun "sound."

4. A prepositional phrase can also be an adverb phrase, functioning as an adverb, as in the following sentences. For example: *"She bought some*

spinach when she went to the corner store". In this sentence, the prepositional phrase "to the corner store" acts as an adverb modifying the verb "went."

In addition, in linguistic, a compound is a lexeme (less precisely, a word) that consists of more than one stem. Compounding or composition is the word formation that creates compound lexemes (the other word-formation process being derivation). Compounding or Word-compounding refers to the faculty and device of language to form new words by combining or putting together old words. In other words, compound, compounding or word-compounding occurs when a person attaches two or more words together to make them one word. The meanings of the words interrelate in such a way that a new meaning comes out which is very different from the meanings of the words in isolation (Plag, 2003:17).

2.3.2 Language Variation

In general, sociolinguistics deals with the inter-relationships between language and society. Sociolinguistics argues that language exists in context, dependent on the speaker and dependent on where it is being used and why or sociolinguistics is the study of language in its social contexts and the study of social life through linguistics (Coupland and Jaworski, 1997:1). Speakers mark their personal history and identity in their speech as well as their sociocultural, economic, and geographical coordinates in time and space. Therefore if we want to define the English language we must define it based on the group of people

who speak it. Speech has a social function, both as a means of communication and also as a way of identifying social groups.

There are many different ways that society can impinge on language that make the field of reference extremely broad. Wardhaugh (1994:14) says that there are four possible relationships between language and society. One of them is social structure which influences the linguistic structure. For example the teens speak in different way from the adult. This difference reflects their own age, social, regional, and sex, education and ethnic origin. The different orientiations of sociolinguistics research have traditionally been subsummed by one of two umbrella terms, they are sociolinguistics and the sociology of language. Sociolinguistics tends to put emphasis on language in social context (Holmes, 1992). Language variation as the part of sociolinguistic study, also defines the use of vary language it means that the language variation appears because many languages are used for communication. The study of language variations is important part of sociolinguistics that requires references to social factor. Language variation as the part of social process and as the language which vary from one place to another from social group to another.

Language variation focuses on languages, dialects, sociolects, accents, jargons, registers and so on. Language variation also divides on the focuses on the users and the uses. Language variation focuses on the users consists of four language variations that are based on its users, they are: idiolect, dialect, and social dialect. In accordance with social dialect, there are some other language variation that people usually call as acrolect, bacilect, vulgar, slang, jargon, argot, colloquial, and cant (Wardahugh, 2002). Language variations come from the

different ways in speaking. Every language in this world has its own variation in style of English in order to show their identity in community. For social process there are linguistic variations used to express and reflect social factors through vocabulary or word choice in community (Holmes, 1992). It may be simply of a small set of linguistics items, in this case with slang or jargon, which may typically be defined as restricted set of new words of meanings from older words mixed with linguistics items with much larger social distribution in this social process with the language (Hudson, 1996:21). Variety is defined in terms of specific set of linguistics items, which can be associated with some external factors, such as social group. Linguistic items are for example the words, sounds, or grammatical constructions. One important, sociolinguistics determines if such unique set of items or patterns do exist.

Trudgill (1977:17) divided into two terms of variety of language; they are standard variety and non standard variety. Hudson (1996:22) also defines a variety of language as a set of linguistics items with similar distributions, for example: English, French language, etc and it indicated certain steps that variety of a language must be followed if one becomes standard language. It's referring to the development of such things grammars and dictionaries to the use of the standard language. A standard language (also standard dialect, standardized dialect, or standardized dialect) is a language variety used by a group of people in their public discourse. Varieties become standard by undergoing a process of standardization, during which it is organized for description in grammars and dictionaries and encoded in such reference works.

Standard English is that variety of English which is usually used in print and which is normally taught in schools and to non native speakers learning the language (Trudgill, 1983:17). The difference between standard and non-standard should be noted as it has nothing in principle to do with differences between formal and colloquial language or call 'bad language'. Standard English has colloquial as well as formal variants of language.

Variation according to the use in specific situations is also studied in terms of register. It is obvious that one of the key features of a register is the use of special jargon, which can be defined as technical vocabulary associated with a special activity or group. In social terms, jargon helps to connect those who see themselves as `insiders' in some way and to exclude `outsiders'. Insider means only the member who engaged with them, and outsider is the other outside from them group. According to Spolsky (1998:3) jargon is in group variety which serves not only to label new and needed concepts but also to create bond among the members of a certain group and enforce boundaries for the people outside the group.

2.3.3 Jargon

People in society may speak with their own language or talk with some varieties to make them easier with that different ways for communications in social circumstances. They will use Standard language for instance English language in such formal situations. In other hand they use non standard language for informal situations (Rudelson, 1998). Jargon, it is a part of register, concerns with how we use language to express our social identity and social competence. In

16

linguistics register is a variety of a language used for a particular purpose or in a particular social setting. Some prefer to restrict the domain of the term "register" to a specific vocabulary (Wardhaugh, 1986) which one might commonly call jargon, while others argue against the use of the term altogether. For example, linguists have a large vocabulary that is not well understood by non-linguists. Jargon is usually thought of as relating to lexicon (words) however (like style more generally) it can also include grammar, channel (the way the language is delivered, i.e. aspects of speech and writing), and even intonation, punctuation etc. When someone uses language which is described as jargon there is a suggestion that the person had dubious motives for choosing to speak that way:

1. Amelioration (euphemism): making something sound better than it is

2. Deception (obfuscation): concealing the real meaning of what is being said

3. Pretention: pretending to be a member of a group which one isn't really a member of the group.

Jargon is subdivisions among high varieties, high varieties is used formal setting, and perceived more prestigious variety: Science, academics, law, bureaucracy, business, etc (Lutz, 1992) it means that the use of jargon aims for professional or occupational and it was different with slang that subdivisions among low varieties, low varieties is used for giving directions in conversation, children learn, and simple term used, for example teenagers slang. The word 'jargon' can be traced to 14th century Old French, but the actual origin is unknown. In general, when people use jargon not to communicate but to impress their audiences with their importance or use it to announce membership in a group, communication suffers and the jargon can quickly degenerate into

something close to the twittering of birds." (Lutz, 1992). Jargon is derived from the fourteenth century term for "twittering or warbling of birds," which in turn has the root 'garg' from which also stem such words as "gargle," and "gurgle" then, studies of jargon, may claim that jargon was invented simply as a professional shorthand. The main functions of jargons:

1. Provides speakers of specialized domains with clear, unambiguous terms to refer to their activities. It means they have their technical terms, in this case jargon, and they use this jargon to refer to their activities as a professional, for example: designer, model, the editor of fashion magazine, etc.

2. Provides speakers of a subgroup with a means of marking in-group membership and excluding outsiders. It means all they do with this jargon is to represent them as a member of some group or to identify them which is belong to certain group in society, in this case, fashion people (Crystal, 1996).

Jargon is commonly used by groups that have a similar interest, like trades or professions. However, it can be used by people who involve in sports or other casual groups. Jargon can be used by anyone, but for someone to understand what you are talking about and they must also know the jargon terms (Ives, 1999). Jargon is used in several fields, among which some are: business jargon, military jargon, police jargon, medical jargon, computer jargon, sports jargon, office jargon, legal jargon, marketing jargon, jargon file, internet jargon, police radio jargon, etc Ferguson (1994) cited in Wardhaugh (2006).

In this research the focus is on the professional people in fashion. They have their own language or called fashion jargon. For example of fashion jargon; *chinoiserie silks, gleaming chain, pajama pants, bias-cut dresses, peep toe, bed head, halter top*, etc (*www.vogue.com*) these are familiar in English vocabulary however it can hardly find them in ordinary dictionary of English language, because it is kind of fashion jargon which derived from professional in fashion and it may be only known by fashion people or the people who concern and have interest in fashion. That is for the meaning of the fashion jargon which occurs in the mass media, such magazine.

We can find the meaning of these jargons through the context. For the magazine it can be show with the picture and the fashion items are symbolized with the words which they named as fashion jargon. Every jargon or fashion jargon for instance has their own characteristics. They belong to one social class or different group in our society. Fashion jargon is not like slang, because jargon is more polite than slang and it is often accepted by high social class, therefore, it is referred to as a high language. Jargon also shows the occupations of professional today and they demand to their construct.

Jargon is an aspect of everyone who has life in some ways; they would be in a job, a hobby, or a sport. Jargon is a way for groups in society to have their own specific language. In this case, there are advantages and disadvantages for using jargon. People usually tend to focus on the advantages. Using jargon can be fun, and it can be an advantageous. For instance, jargon can give a person a sense of belonging to a specific group. Today, society loves to show off and use jargon as a way for people to show their identity. Using fashion jargon also signs up their

identity that they are fashionable people or member of fashion people whom exists now. Because fashion could not be separated in our lives as human need something to make clear their identity through all the fashion items. Using jargon can also be a disadvantage. According to Fleishman (1999) jargon can leave someone feeling excluded from a conversation. The military, advertising, teachers, and politicians have all been criticized for using jargon. Using jargon in these four areas leaves people wondering if they have a hidden agenda. As for military jargon (Lutz, 1992).

Jargon can be a good thing as long as it is not abused. It is easy to just slip into a jargon of your own by making it difficult for other people to understand what is being said. Jargon can be the part of those words, these words or phrases which have value when everyone is in agreement as to what they mean, but uses these in other different visions or different community. However, it can be value decreases of the meaning of that words or phrases outside of them. For the group or the community, they must use language as they live as a human that need language to express anything related to their field. The community relates with society, and the language is as the key. This research concerns with how the language is used in particular community with their own way in their society.

2.3.4 Contextual Situations

Language and variation are inseparable. A social situation deals with the content, functions and style of language use. The development of jargon is also being influenced by situation. As the part of language, jargon develops from time to time. It shows that jargon is same as the language that they are dynamic. Jargon

words also enrich language vocabulary in this world. Trudgill (1972:103) states that language varies not only according to the social characteristics of the speaker (such as social class, ethnic group, age, and sex), but it is also according to social context. Language variation is also included jargon. The situational context involves the speaker, listener, the reader, the writer, time, place, and also for the topic of conversation (Hymes, 1978).

Jargon usually comes from standard language. Holmes (1992:2) states "the variation of sociolinguistics term referring to language context". As a result the meaning of jargon derives from the situational context and conversion where the communication occurs, jargon can be a register with this conversion.

There are several factors that are involved in the analysis of a communicative event to which speakers attend in speech situations. An ethnography of communication event in description of all factors that are relevant in understanding how its communicative events goals speech is used in different ways among different groups of people. Hymes (1974) has proposed the ethnography of communication. Ethnography of communication is a description of all the factors that relevant in understanding how that particular communicative event achieves its objectives. Hymes in Stubbs (1983:46) sums up the component of speech events:

1. Sender and receiver

   The use of jargon is influenced by the speaker as a sender and the listener as a receiver.

2. Message form

Message form deals with the form and content of the message. It indicates to the actual form and content words that have been used. People use some ways to convey a message in order to make the receiver is easier to receive and understand it. One of the ways is using jargon.

3. Channel

Channel refers to the instrumentality that involves the choices of channel e.g written, oral, and telegraph.

4. Code

Code concerns with the actual form of speech like language, dialect, register, jargon, slang, etc.

5. Topic

Topic deals with the conversation about. It also influences the use of jargon.

6. Setting or situation

Setting or situation refers to the time, place, and other physical condition surrounding the speech event.

Related with speech act explanations above, Hymes (1972) says that the intention at each utterance can be comprehended unless the component of communication is ignored. Hymes uses the word SPEAKING as an acronym for the various factors he deems to be relevant, SPEAKING:

S= setting, physical circumstances of a communicative event (time, place) and sceneis psychological setting. i.e, culturally defined.

P=participants, speaker as well as a source, addressee as audience or reader.

E=ends it outcomes and goals, which is expected.

A=act sequences which content the actual form and message.

K=keys, refers to manner or spirit in which a speech act is carried. It can be serious,solemn, jokes, mock or sarcastic. The key may also be marked non-verbally by certain kinds of behavior, gesture, posture, etc.

I=instrumentalities is channels of speech and forms of speech.

N=norms of interaction (no gap, no overlap, the norm of interaction based on

mainstream British English) and norm of interpretation.

G=genres refers to categories lie poem, myths, proverbs, commercial message, etc.

In this research, the theory SPEAKING by Hymes (1972) is applied to examine which one influences the writers of this magazine in using jargons. There are eight factors, they are (S) setting, which happens in fashion people in their daily life, (P) participants are the readers and the writers of the magazine, (E) ends, the goals give a standardized variety to give a prestige to the participants, (A)act refers to how the jargons are used precisely, (K) key, the degree of formality, (I) instrumentalities are as the forms of the speech in the articles, (N) norm must be selected and accepted as the jargon must be a convention for fashion professional and (G) genre refers to the fashion magazine.

CHAPTER 3

FASHION JARGON USED IN VOGUE MAGAZINE

3.1 Introduction

In this chapter, the writer analyzes the fashion jargons as the data in *Vogue* magazine. *Vogue* is a magazine addressing topics of fashion, life and design which published per month and has main offices located in New York, Miami, Madrid, Milan, Tokyo, London and Paris. In *Vogue*, there are many fashion articles, and in this analysis, the selected articles are chosen from each edition. The writer takes the edition in June, July, August, and December 2010. After collecting the data the writer applies the theory of language variation in sociolinguistics, specifically, jargon. The theory of contextual situations is also applied to get the intended meanings and the functions of jargon words. There are twelve (12) articles which contain ninety five (95) fashion jargons which selected in those editions and the writer only engaged twelve (12) data to be analyzed in this chapter, since they are already representative. To show the fashion jargon words, the writer types in bold and italic style then puts in the analysis below.

3.2 THE ANALYSIS OF FASHION JARGON IN VOGUE MAGAZINE

Datum1

Article 1

Title of the article: *A Look At Resort 2011: Yves Saint Laurent*

24

*Clearly, on the strength of his 2011 resort efforts, Stefano Pilati is thinking about two **iconic** moments in the history of Yves Saint Laurent………*

Source: Vogue June edition 2010 and www.vogue.com

Analysis

The linguistic form of ***iconic*** is a term which has a function as adjective. It has one function which makes it to be classified iconic as a form of word. ***Iconic***, means relating to or having the characteristics on an icon as stated in The American Heritage® Dictionary of the English Language (Mifflin, 2009). Some fashion jargon words are created by taking the words from standard language. Then it is adjusted to fashion context. This fashion jargon word derives from the word *icon* (n) which means an image; figure; representation as stated in Oxford English Dictionaries (William R. Trumble, Angus Stevenson, 2006) and the origin word *icon* is from Greek *eikōn*, from *eikenai, to be like, seem*. There a lot of influences in fashion jargon words that makes fashion people use the word ***iconic*** referring to someone or something which most to influence their daily lives. Some people know about it, that is why it becomes the standard of language variety.

Furthermore, fashion jargon uses jargon word ***iconic*** to show their social identity and the terms that they use refer to their activities. To understand the intended meanings and functions of fashion jargon word it depends on the writers of the magazine and readers as the participants or its context. In this article, there are clearly sentences which help the writer of this magazine to use it as fashion jargon words, ***iconic.*** In this case, the writer of the magazine as the source of the speech and conveys his memories about Yves Saint Laurent moments. It can be seen on the

sentence *Stefano Pilati is thinking about two iconic moments in the history of Yves Saint Laurent*. Stefano Pilati is a famous fashion designer. In 2000 he joined Yves Saint Laurent to his ready-to-wear clothing design. Then other sentence is *The two iconic moments is Opium Scent and the Collection of Spring 1971*. The *Opium Scent* (n) means, when *Opium Scent* hit the market in 1977, women bought it by the gallon. Opium was so much more than a fragrance. It became an identity because the woman who wore *Opium Scent* was signaled that her life was rife with exoticism and secrets, even if she lived in a split level in the suburbs. The Yves Saint Laurent marketing machine fueled this image with print advertisements of mostly naked women surrounded by crimson and shadows. For *the collection of spring 1971* means that it is the greatest collections which raised controversy, and inspired by 1940s fashion. Both of them are controversial as the breakthrough of Yves Saint Laurent works as the influenced famous fashion designer at the time until nowadays. The word *iconic* is used to define someone or something which relates to the style and icon, for example: Michelle Obama and Lady Gaga as the *iconic*, especially with their sense of style in fashion. By using the fashion jargon words, *iconic* shows a style of behavior in order to appreciate the people or something in fashion which give strong influence to many people. In addition, it also describes the speaker or the writer of the magazine belongs to the same group as the reader. *Iconic*, it can say as a representation of an object or person, or that object or person may come to be regarded as having a special status as particularly representative of, or important to, or loved by, a particular group of people, a place, or a period in history.

From the context, it can be seen that the word *iconic* is applied by the writer who is included in fashion community. The function of jargon is to identify their group members, even to include or exclude the members as refers to Mc Arthur (1998:27). The writer of this magazine expresses fashion jargon words as the style of language to convey his feelings, thought of appreciation and creation of casual situations, such as in fashion shows event. The speech event takes places in the fashion shows of Yves Saint Laurent in his collection of spring 2011. Yves Saint Laurent (1 August 1936 – 1 June 2008) is a legend French fashion designer with his controversial design.

Datum 2

Article 2

Title of article: *Tales From the Sales Floor: What's Hot for Fall at Barneys New York*

> *……..A few minutes later Simone Green, whose clothing knowledge belies her scant years—she's still in high school—is craving "a loose but fitted T-shirt from The Row and an **edgy** leather jacket from Rick Owens."…….*

Source: Vogue July Edition 2010

Analysis

In analyzing the linguistic form of *edgy* it has function as an adjective and *edgy* classified as a form of word. Originally, the word *edgy* refers to the acronym words of *"cutting edge"* in fashion terms. In this case, fashion people use diminutive form in creating fashion jargon words. The phrase in the following jargon also applies economy principle like *cutting edge* and becomes the word *"edgy"*. Actually this

word derives from standard language and it becomes jargon words by changing the forms. By creating the form of jargon words, it changes the form of standard language with similarly meanings.

The fashion jargon word, *edgy,* derives from the phrase *cutting edge* (Barrett, 2009). First, the word *"cutting"* is formed in verb, noun, and adjective. In clothing terms, it means to design and make a piece of clothing in particular way (Oxford English dictionary, 2010) and the word *"edge"* is formed as noun and verb means the outside limit of an object, a surface or an area. The fashion jargon word *edgy* means a breakthrough. In some fashion environments is often used it as a pronoun "good" and "cool". The word *edgy* in this case refers to leather jacket of Rick Owens. It is a new trend of the leather jacket with its adorable cutting and design. In addition, they use the word *edgy* to symbolize their style, that they are still in the trend of fashion or always be a good choice. Therefore, they always look nice in every looks. Through this style, it shows the identity of fashion people. It also purposes to be brief and concise of the jargon word itself. This article tells about the style of women in the picture of this article, who are fashionable. This picture captures the objects where happened in Barney's, Barney is a chain of luxury department stores headquartered in New York City. The writer of this magazine wrote this article as his work to investigate the fashion people in Barney; he focused on the fashion people style, especially about what they wear. For the context, it can be seen that fashion jargon word *edgy* has a function to make them adorable when they look *edgy* with their own

style and it also to show their identity through their special taste of fashion to the others.

Datum 3

Article 3

Article title: _Changing Her Life, Changing Her Look: Gallerist Nicola Vassell,_

"The **pantsuit** is exhilarating," says Nicola Vassell..

Source: Vogue July Edition 2010

Analysis

The fashion jargon **pantsuit** is a term which has one function as a noun could be classified as a form of word, **pantsuit**. The expression "the pantsuit is exhilarating" in the sentences on the article is there one of fashion jargon word, it is a **pantsuit**. The fashion jargon word **pantsuit** derives from the word "pants" and "suit". The fashion people use those words become one in "**pantsuit**". But the **pantsuit** word already known in Standard English, it means, **pantsuit** (n) is a trousers suit or a pair of pants and a matching jacket worn by women (Webster's New World College Dictionary, 2010). A **pantsuit** or **pant suit**, also known as a **trouser suit** outside the USA, is a woman's suit of clothing consisting of trousers and a matching or coordinating coat or jacket. The pantsuit was introduced in the 1920s, when women took on a new role wearing pantsuits, hats, and even canes and monocles. Formerly, the prevailing fashion for women included some form of coat, but paired with a skirt or dress. Hence the name is **pantsuit** (Alexander, 2005). This fashion jargon word

describes fashion people with their own style in creating new jargon words. This word can be used both formally and informally depending on the context. They use fashion jargon to make it different to outsiders. That is why these jargon words more develop in fashion people because they create different terms with the others. It also enriches their language by using style of jargon words. This word is uttered by Nicola Vassel shows her identity as fashion professional.

This statement of the expression of Nicola takes places at the Nicola's office, Pace Gallery. Nicola works as the new installed director in there. In this article, the speaker, Nicola told about her desire of her new found obsession for the 32-year-old woman style. She wants others follow her idea to change a style of a matching a jacket and pant which did not hold much appeal for them as suitable as their age while wearing a pantsuit. It also has a function to provide them as marking speakers of a subgroup with a means of marking in-group membership and excluding outsiders. It shows that they are the member of fashion group since they have the same passion and purpose in fashion.

Datum 4

Article 4

Title of article: *The First Step to Getting the Isabel Toledo/Payless Collaboration Paris*

> *It's unlikely you'll ever be navigating treacherous walking conditions in these, so the sole might be a little superfluous…………..*
Source: Vogue July Edition 2010

Analysis

The fashion jargon *superfluous* has one function as an adjective that is classified as the form of word, because it stands on the one function in this context of the article. One of fashion jargon words which is selected and analyzed in this article is *superfluous*. This fashion jargon word is often created by taking the word from standard language. It does not differ from vocabulary of standard language. The fashion jargon words *superfluous* (adj) as stated in The American Heritage® Dictionary of the English Language, (Mifflin, 2000) means being beyond what is required or sufficient. *Superfluous* is used as a term to fashion people which refers to something needed or wanted for fashion items. The origin of *superfluous* derives from Middle English, from Latin *superfluus,* literally, running over, from *superfluere* to overflow, from *super-* + *fluere* to flow — more at <u>fluid</u> and first known use in 15th century. *Superfluous,* also calculated measurements beyond significant figures.

Jargon also gives a new word that is distinct and higher than the non-standard language. It describes social identity. So, fashion people create new word to get a new sense of styles of their language. Based on the context, *superfluous* means the new trend of the shoes with *a glossy patent ghillie lace up*, and *with a colorful (or white) sculpted heel and a tread sole.*

In this explanation, the shoes have a new design for the sole, and the sole looks more fabulous with this weird sole ever had in fashion, so that is why they say it *superfluous*, by adding the word *little,* it does not reduce the meaning of *superfluous* as an adorable thing. In understand fashion jargon word, it depends on

the speaker or the writer and the listener or the reader with the context in order to get the intended meaning.

Datum 5

Article 5

The title of article: _Through the Looking Glass: Prism's Anna Laub_

> _"He showed me hundreds of **plastic colors**, but they weren't in line with my very specific ideas," says Laub........._

Source: Vogue August edition 2010

Analysis

In analyzing of linguistics form **plastic colors**, the function of **plastic colors** is as a noun phrase. Because in **plastic colors** there is element of head of phrase (_colors_) which is preceded by another noun as modifier which describes the characteristic of the head noun.

There are many fashion jargons in this article; one of them is **plastic colors**. According to M. W. Levine and J. M. Shefner (1991) **plastic colors** means relating to or dealing with shaping or modeling: the plastic art of sculpture. This fashion jargon phrase derives from the words _plastic_ and _colors_. In here, different cultures have different terms for colors, and may also assign some color names to slightly different parts of the spectrum. This also applied in fashion jargon. Some color words are derived from the name of an object of that color. They use term **plastic colors** as the fashion jargon of coloring terms in fashion. **Plastic colors** formed in Standard English language. When they gather in one term, the meaning of it can be changed.

32

Plastic color not means as the color of the plastic itself, but the way of the plastic and the colors make them as the choices of the use of color or it can be a new term of color. We know the colors such as red, white, etc. but in fashion, the words or their terms can have a new way of style in this hand by professional in fashion when they utterance something with their own language. For the context, the fashion jargon phrase *plastic colors* refer to the colors that used in the new design of glasses for summer style by fashion people. Anna Laub is a new in fashion designer list. She has a debut in 2009. The function of fashion jargon phrases plastic colors is provides the speaker to use their terms to define or refers to their activities, in this case as a fashion designer.

Datum 6

Article 6

Title of article: *Why Every Summer Is the Season of the Sigerson Morrison Sandal,*

> ……………*The pair's eponymous line, Sigerson Morrison has emerged these past few years as the go-to address for cool, **effortlessly chic** footwear: Remember the black and white tribal flat? Or the graphic buckled ankle sandal before that?..........*

Source: Vogue August edition 2010

Analysis

The linguistic form of *effortlessly chic* is a noun phrase because it is consist of a noun as the head and effortlessly as adverb which explain the condition of head (*chic*). **Effortlessly chic**, this is the most common fashion jargon that is used in signed the expression when they look something in a good thing. As the Oxford English

dictionary (Simpson, 2010) describes *effortlessly* (adv) means making, requiring, or showing virtually no effort and the word *chic* (n) means stylishness and elegance.

In fashion terms the words **effortlessly** and **chic** always together in one phrase, become **effortlessly chic**, which means the style which occurs from a simplest thing that they wore. The phrase **effortlessly chic** in the article indicates that the use of jargon in fashion cultural context. Fashion people use fashion jargon in order to show how these style of language is only used in fashion people society. Therefore it is regarded to Standard language. Fashion people use jargon to change the level of informal to the direction of formality. From the context it can be seen that the use of **effortlessly chic** is applied to refers to the trend of footwear at the summer, in this case it can see in the sentence of the article above, ...*remember the black and white tribal flat or the graphic buckled ankle sandal...*, the writer of this article purpose itto remind the readers of this magazine about one the latest summer styles, especially for "flat sandals". This **effortlessly chic** has a function to identify their terms to make them easier to communicate and also refers to them who belongs to the member of fashion people, especially their look effortlessly chic although they only use sandals.

Datum 7

Article 7

Title of article: *For Those Ready for Some Fringe Benefits, Consider This Matta Purse,*

> *A burnished-tan or deep-brown leather purse whose only adornment is a leather fringe that swishes as the bag hits the **hip**.........*

Source: Vogue August edition 2010

<u>**Analysis**</u>

The analysis of linguistics forms of *hip* has functions as noun, adjective, and exclamation. In this article *hip* has a function as an adjective, it is classifies as *hip* formed as a word. Fashion jargon word in this article is *hip*. As stated in Oxford Dictionary (Simpson, 2010) and Webster's New World College Dictionary (2010) , *hip* (adj) means following or knowing what is fashionable in clothes, music, etc or informed about the latest trends. *Hip* also defines as standard language because it can be seen in the most of words in Standard language dictionary and it also used in fashion jargon. Fashion people use this fashion jargon word to create casual style but in formal situation. The word *hip* was become starting to fashion jargon is in the 60's when groups of hippies popular and they reappeared in the 90's. Now, the hip could be interpreted as flexibly, up to date or stylish.

This article tells about the latest trend that must be followed, it tells about the bag at the picture on the article which *hip* now. The bag becomes *hip* because the bag designs in the famous colors nowadays in fashion, such as burnished tan or deep brown, and it also made from leather. The bag *hip* because there is the cased of leather fringes as the details of the bag. The word *hip* remembered fashion people about the trend of 60's are came back now. Fashion people use this fashion jargon in order to make a new sense when they identify something in fashion terms. The functions of this jargon words to mark them belong to fashion group in the society

and when they use this fashion jargon word it means they are always in the trend of fashion.

Datum 8

Article 8

Title of article: *It's Fashion Week in Istanbul and This Is What They're Wearing,*

> *...........on the second day of Istanbul Fashion Week is more interested in swilling champagne and eyeing each other's **outfits** than gawking at lunar wonders......*

Source: Vogue August Edition 2010

Analysis

The linguistic form of fashion jargon, *outfits*, has two functions as literally, they are noun (n) and verb (v), in this case, *outfits* has one function in contextual. In this article *outfits* has a function as a noun (n). The fashion jargon word *outfits* (n) as stated in Collins English Dictionary – Complete and Unabridged © (2003) means a set of usually matching or harmonious garments and accessories worn together; coordinated costume; ensemble: a new spring outfit. In fashion people, they use this fashion jargon word to refer to the high taste of wearing clothes.

Outfits is often created by taking the word from standard language in vocabulary, because many jargon pass into standard language, especially standard English also value in fashion terms. There are much influenced terms that is used in fashion jargon. Fashions people use the words *outfits* based on their knowledge about what is the costume of fashion people and they identify it with use *outfits*. It also shows their social identity. In understanding this word it depends on the participants

(the writer or the speaker, the reader or the listener) and the context in order to get the intended meaning of this fashion jargon. This article happen in the fashion shows event in Istanbul, Turkey. Then the writer of this magazine shows what happening at the time. In this case, the writer of the magazine focused on the style of the people who attended this event. The use of fashion jargon *outfits*, marking that the fashion people always wear their outfits as their "dress-code" that sign them as the member of fashion people group and it can distinct them with others.

Datum 9

Article 9

Title of article: *And It's Lady Gaga by a Mile: The Outré Original Wins Best-Dressed of the Year*

> ....*Lady Gaga dressed up—way, way up—in lipstick-red latex to shake hands with the Queen, and as a sequin-suspendered Larry King to be interviewed by, well, Larry King. She turned heads in towering headdresses; she wore a hat made of her own hair, a **metal bikini** at the beach, and,*
> ....

Source: Vogue December edition 2010

Analysis

In analyzing of linguistic forms for *metal bikini* as fashion jargon it looks at for the function of each word. The function of *metal bikini* has a function as a noun (n) phrase. It is because *metal bikini* consists of the words *"metal"* and *"bikini"*. The word *"metal"* has a function as a noun (n). The word *"bikini"* also has a function as a noun (n). As the noun phrase, *"bikini"* (n) as the head of the phrase which is

preceded by another noun , *"metal"* (n), as the modifier which describes the characteristic of the head noun. That is why it classifies as the noun phrase.

The fashion jargon phrase, metal bikini is widely used in fashion terms nowadays as a revolution of the breakthrough design in fashion, especially the new model of bikini and it is not only used on the certain occasion. This fashion jargon derives from two word, they are *"metal"* as stated in Oxford English Dictionary (Simpson, 2009), in literally *"metal"* (n) means a type of solid mineral substance that usually hard and shiny and that heat and electricity can travel through, example: tin iron, gold, etc, and the word *"bikini"* (n) in literally means a piece of clothing in two pieces that women wear for swimming and lying in the sun. For the context meaning, this fashion jargon phrase, *metal bikini* for fashion people is now considered a fashion icon, in this case, the celebrity, as the fashion people, and this style worn first by *Lady Gaga*. *Lady Gaga* is a famous American pop singer and she is famous because her controversial style and her songs. The use of this fashion jargon, depend on the reader and the writer, and context. The reader needs special understanding to get the intended meaning. Fashion people use this phrase, *metal bikini*; has a function to establish their social identity and to shows the type of style fashion people. In this case, celebrities as the main influence for fashion people. This article tells about the ten supremely best-dressed of celebrities, which one of the nominee, and also as a winner, *Lady Gaga* with her incredible sense of fashion.

Datum 10

Article 10

Title of article: *The Impact List of 2010: Looking Ahead Emma Watson*

> .... *We've watched her progression from the young Hermione Granger to Brown University student, and now, to burgeoning fashion icon. With the final Harry Potter movie wrapping up, we can't wait to see what the actress will do next—and we **suspect fashion** will play a strong role...............*

Source: Vogue December Edition 2010

Analysis

In analyzing of linguistics form ***suspect fashion*** as the fashion jargon, the function of ***suspect fashion*** is as a phrase. It is because ***suspect fashion*** consists of *"suspect"* as a noun and *"fashion"* as noun based on the context. In ***suspect fashion*** there is element of head of phrase, *"suspect"* (n) is preceded by another noun as modifier, *"fashion"* (n) which describes the characteristic of the head (noun), in this case *"suspect"*.

In this article, fashion jargon will be analyzed is ***suspect fashion***. This fashion jargon phrase originally comes from *fashion victim*. The usage of this fashion jargon phrase is ***suspect fashion*** and do not *fashion victim* because nowadays fashion people tend to use ***suspect fashion*** because like a language, jargon also dynamics and needs a change. It is all about the new sense of the words which is used as fashion jargons. Most of fashion people also use this phrase as exclamation to say someone who became a people who are as the sacrifice in fashion trend. Mean while, this fashion jargon derives from two words, *"suspect"* and *"fashion"* and to get the intended meanings are based on the context. According to Oxford English dictionary (2009) the literally meaning of *suspect* (n) is a person who is suspected of a crime or having

done something wrong. The word *fashion* (n) means a popular style of clothes, hair, etc at particularly time or place to the state of being popular. The fashion jargon phrase **suspect fashion** by fashion people is fans of fashion fanatics. Most live from hand to mouth and are willing to sacrifice other basic needs as long as it looks trendy. Fashion people use special words to show their identity that it is has function to provide them with their unambiguous terms to refer to their activities. The topic of the article is about one of famous celebrities, *Emma Watson* who famous because her acting in Harry Potter the movies, and now she is becoming a new fashion icon in the world (fashion). In this article, the fashion jargon **suspect fashion** is related to the writer and the reader of this magazine.

Datum 11

Article 11

Title of article*: On Such a Winter's Day: Previewing Bikinis at the Lisa Marie Fernandez Trunk Show*

> …………….*Fernandez also makes a **tuxedo legging** that might prove perfect for more mild climates……………………*

Source: Vogue December Edition 2010

Analysis

In analyzing the linguistic form of **tuxedo legging** it derives from two words, first is *"tuxedo"* as a noun. The second is *"legging"* as a noun. When they are gathering into **tuxedo legging** it still has a function as noun, then it is classified as a noun phrase. The word *"tuxedo"* (n) as stated in Oxford English Dictionary (2009)

means dinner suit, origin this word come from Tuxedo Park in New York, where it was first worn. The word *"legging"* (n) means is a trousers or pants for women that fit tightly over the legs, made of fabric that stretches easily. The **Tuxedo legging** for fashion peoples means a new design of legging which imitated the style of design of Tuxedo which is added the sequin details, that is the kind of a new advance of designing of legging in fashion.

Fashion people use this fashion jargon refers to the new style by *Lisa Marie Fernandez* as fashion professional in design of clothes. Literally, *"legging"* is used in informal situation of their occasion and *"tuxedo"* commonly use in formal occasion of style. But by this fashion professional, they made their own items in fashion, which also become their terms for fashion jargons. In context, *tuxedo legging* becomes casual suits with has a function for the mild climate, in this case for autumn in 2011. To get intended meaning, the knowledge of the speaker or the writer and the reader and the listener and context about the latest fashion. **Tuxedo legging** has a function to fashion people in order to add their importance to convey the reader about the new style in fashion.

Datum 12

Article 12

Title of article: *The Verdict's In: Major, Major Earrings datum 13*

> *If there's a way to get noticed this spring, it's with **bold statement** earrings. "They'll boost your confidence," says Vogue Accessories Editor Amalia Keramitsis..........*

Source: Vogue December edition 2010

Analysis

In analyzing the linguistics form of bold *statement*, there has two functions, first is *"bold"* as an adjective, and second is *"statement"* as a noun and as a verb. In this context of the article above, *"statement"* has a function as a noun. It is because *"statement"* is more defining as a thing in the context of the article. **Bold statement** is a noun phrase because it consists of a noun as the head, in this case, "statement" and *"bold" (adjective)* as a modifier which explains the condition of head of the phrase. The word "bold" (adj) as stated in Oxford English Dictionary (Simpson, 2009) means (people or behavior) brave and confident, not afraid to say what you feel or to take the risks. The word *"statement"* (n) means something stated; a declaration.

In fashion, **bold statement** means message conveyed by clothes: an item of clothing or set of clothes that expresses something about the attitude, point of view, or lifestyle of the wearer in this case is fashion people. The use of fashion jargon phrase **bold statement** depends on the writer and the reader context. For fashion people, the use **bold statement** is to determine the stuff or an item in fashion which worn by them as the function to make bold their identity as fashion people which have a good taste in fashion.

3.3 findings
The table of linguistic form and function of fashion jargon in Vogue Magazine

No	Fashion jargon	Source	Grammatical category (linguistic forms)			Function Of Jargon
			word	phrase	Com-pound	
1	Iconic (adj)	Article 1	√			Provides speakers of specialized domains with clear, unambiguous terms to refer to their activities
2	Edgy (adj)	Article 2	√			Provides speakers of a subgroup with a means of marking in-group membership and excluding outsiders
3	Pantsuit (n)	Article 3	√			Provides speakers of specialized domains with clear, unambiguous terms to refer to their activities
4	Superfluous (adj)	Article 4	√			Provides speakers of a subgroup with a means of marking in-group membership and excluding outsiders
5	Plastic colors (n)	Article 5		√		Provides speakers of a subgroup with a means of marking in-group membership and excluding outsiders
6	Effortlessly chic (n)	Article 6		√		Provides speakers of a subgroup with a means of marking in-group membership and excluding outsiders

No	Word	Article				Function
7	Hip (adj)	Article 7	√			Provides speakers of a subgroup with a means of marking in-group membership and excluding outsiders
8	Outfits (n)	Article 8	√		√	Provides speakers of specialized domains with clear, unambiguous terms to refer to their activities
9	Metal bikini (n)	Article 9		√		Provides speakers of a subgroup with a means of marking in-group membership and excluding outsiders
10	Suspect fashion (n)	Article 10		√		Provides speakers of a subgroup with a means of marking in-group membership and excluding outsiders
11	Tuxedo legging (n)	Article 11		√	√	Provides speakers of a subgroup with a means of marking in-group membership and excluding outsiders
12	Bold statement (n)	Article 12		√	√	Provides speakers of specialized domains with clear, unambiguous terms to refer to their activities

Source: the result of analysis on fashion jargon used in Vogue magazine

The table shows the most linguistic form of fashion jargon that found in Vogue Magazine. They are categorized as phrase jargon. The function of fashion jargon mostly found is to provide speakers of a subgroup with a means of marking in group membership and excluding outsiders.

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

jargon to express their minds and their feelings about fashion. The people in fashion world are not only designers, models, or celebrities but for all people who enjoy and spend their daily lives with fashion. The second function is to inform the readers that fashion jargon as their special terms in communication. *Vogue* magazine, contains with an information about fashion and lifestyle. The third function is to show the image of the person of the user of fashion jargon, and the fourth function is to aesthethics. The uses of fashion jargon is to make them more aesthethic as the fashion people always looks elegance in their daily lives, especially in their language. They have something that shows their importance with this aesthethics.
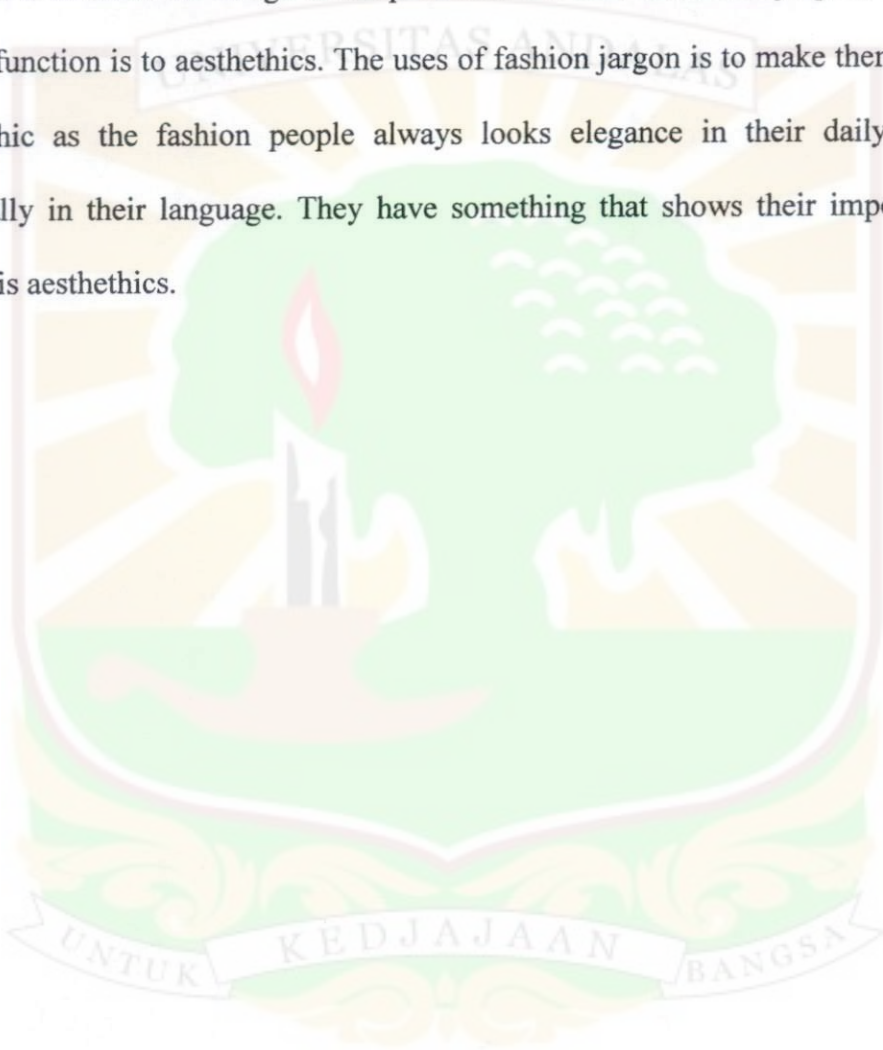
BIBLIOGRAPHY

Agha, A. (2006). *Language and social relations*. New York: Cambridge University Press.

Allison Wray, Kate Trott and Aileen Bloomer.(1998). Projects in Linguistics: *A practical Guide to Researching Language*.Oxford University Press.London.

Barret, Grant (1999-2009). Double-Tongued Dictionary. New York City. Double- tongue Dictionary online. 6 October 2010 http://www.doubletongued.org/index.php/dictionary/newcats/C218/

Cavaliere, M. (2005). *The Language of Fashion between Words and Images: English for Fashion between Special Language and Fashion Jargon*. Retrieved March 20, 2010, *http://www.tesionline.com/intl/thesis.jsp?idt=15575*

Cummings, M. and Simons, R. (1983). *The language of Literature*. Oxford: Pergamon.

Coupland, Nikolas. (2000). *(Ed.), Small talk,* Harlow: Longman.

Coupland, N.., Coupland, J. and Giles, H. (1991). *Language society and The Elderly*. Oxford: Blackwell.

Crystal, David.(2001). *Language and the internet,* Cambridge: Cambridge University Press.

Crystal, David.(1996) *The Cambridge Encyclopedia of The English Language.* Cambridge: Cambridge University Press.

Eble, Connie. *College Slang 101*. Georgetown, Conn.: Spectacle Lane Press, 1989. "Fashion". Oxford Online Dictionary. 2010 Oxford dictionary-online. 6 October 2010 http://oxforddictionaries.com/fashion

Fergusson, C. A. (1996). *Sociolinguistic Perspective*. Oxford: Oxford University Press.

Fleishman, Alfred. (1987). *Doublespeak St. Louis Business Journal* 19 (May 1999)
Green, Jonathan. *The Dictionary of Jargon*. Routledge & Kegan paul, Inc.:New York, NY.

Holmes, J. and Meyerhoff, M. (1999) 'The Community of Practice: *Theories and Methodologies in language and gender research'*, Language in Society. , 28: 173-83

Hudson, R.A. (1980). *Sociolinguistics*. London: Cambridge University Press.

Hymes, Dell. (ed.) (1971) *Pidginization and Creolization of Languages*:
    Proceeding of aConference Held at the University of the West Indies, Mona,
    *Jamaica, April.1968*Cambridge: Cambridge University Press.

Hymes, D. H. (ed.) (1964) *Language in culture and society*: *A reader in linguistics*
    and anthropology. New York: Harper & Row.

Hymes, D. H. (1972) 'Models of the interaction of language and social life', in J. J.
    Gumperz and D. Hymes (eds) *Directions in sociolinguistics: The ethnography*
    Of communication. pp. 35-71.New York: Holt, Rinehart & Winston.

Ickes, K. (2001). *The Evolution of The Chinook Jargon Language*. Retrieved June 4,
    2010.*http://muggins.org/papers/chinook.html*

Ives, Peter. (1999) "In Defense of Jargon."1999.
    http://eng.hss.cmu.edu/bs/31/ives.html. Sept, 1999. retrieved 5 November
    2010.

Jakobson, Roman. (1960). "Linguistics and Poetics", in T. Sebeok, ed. , pp. 350-377.
    Style in Language, Cambridge, MA: M.I.T. Press.

"Jargon". Oxford Online Dictionary.2010
        Oxford dictionary-online. 6 October 2010
        http://oxforddictionaries.com/jargon
Jargon. Collins English Dictionary.2010
        Collins English Dictionary-online. 6 October 2010
        http://www.thefreedictionary.com/jargon

Jaworski, Adam. (2000). Silence and small talk, In Justine Coupland (Ed.), *Small talk*
    (pp, 110-132), Harlow: Longman.

Kirana, S. Ethika (2009). *An Analysis of English Jargon Used in 'KOMPUTER*
    AKTIF' Magazine: Sociolinguistics approach". Retrieved, December 25th,
    2010.
    http://etd.eprints.ums.ac.id/3524/1/A320030083.pdf

Kushartanti, Yuwono, U. and Lauder, M. RMT. (2005). *Pesona Bahasa:Langkah*
    Awal Memahami Linguistic. Jakarta:Gramedia Pustaka

Layliana, Sartika. (2000). *Analysis of EnglishJargon of Digital Photography*
    (Sociolinguistics Study). Retrieved December 25th, 2010.
    http://etd.eprints.ums.ac.id/3524/1/A320030083.pdf

Lutz, D. William (1998). *Jargon.* Oxford: Oxford University Press.
    (2000). Sociolinguistics: an introduction to language in society. London: Edward Arnold Press.

McArthur, Tom.(1998). *Sociolinguistics.* Concise Oxford Companion to the English Language. *Encyclopedia.com.* 14 Jul. 2010 <http://www.encyclopedia.com>.
"Mélange"(2010).The American Heritage® Dictionary of the English Language. Fourth Edition copyright ©2000 by Houghton Mifflin Company. Updated in 2009. http://www.thefreedictionary.com/melange (cited on 6 October 2010).

Meggison, D. (2007). *HyperGrammar*. University of Ottawa. From Retrieved June http://www.writingcentre.uottawa.ca/hypergrammar/claustyp/phrase/sentence. html. 20th 2010

Nellis, Cynthia (2010). Women's Fashion.*About.com*. 6 Oct 2010 http://fashion.about.com/cs/historycostumes/a/whatisfashion.htm

Partridge, Eric. *Slang Today and Yesterday, with a Short Historical Sketch and Vocabularies of English, American, and Australian Slang.* New York: Barnes and Noble, 1970.

Plag, Ingo (2003). *Word-formation in English*, Cambridge University Press, Cambridge

Sudaryanto (1993). *Metode dan Aneka Teknik Analisa Bahasa*. Yogyakarta: Duta Wacana University Press.

Spolsky, Bernard. (1998). *Sociolinguistics*. Oxford: Oxford University Press.
Steele ,Valerie (1997). *Fashion theory.* USA: berg fashion library. The Museum at The Fashion Institute of Technology.

Stubbs, M (1983). *Discourse Analysis The Sociolinguistics of Natural Language*. England: Basil Blackwell Publisher Limited.

Rudelson, Justin Jon. (1997). *Oasis identities: Uyghur nationalism along China's Silk Road*. Columbia University Press. p. 178.

Tagliamonte, Sali. A.(2006). *Analysing Sociolinguistics variation*. Cambridge: University ofCambridge Press.

Tallerman, M. (1998). *Understanding Syntax*. New York: Oxford University Press.

Trudgill, Peter. (1974). *The Social Differentiation of English in Norwich*. Cambridge: University of Cambridge Press.

Trudgill, Peter. (1995). *Sociolinguistics (2nd revised edition)*. Harmondsworth: Penguin.

Trudgill, P.and Hannah, J. (1985).*International English a Guide to Varieties of Standard English (2nd edition)*. London:Edward Arnold.

"Vogue." Merriam-Webster Online Dictionary. 2010. Merriam-Webster Online. 6 October 2010 http://www.merriam-webster.com/dictionary/vogue,

Wardhaugh, R. (1994). *An introduction to sociolinguistics*. Oxford: Blackwell Publishers.

Wardhaugh, Ronald. (2006). "An Introduction to Sociolinguistics". Blackwell.

Wolfram, Walt. (1969). *A Sociolinguitics Description of Detroit Negro Speech*, Washington, DC: Center for Applied linguistics.