



## The study of language from the perspective of cultural studies

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### ABSTRAK

Munculnya kajian budaya telah memperluas cakupan pemahaman dan keterlibatan dengan banyak fenomena budaya. Bahasa, yang penting bagi konsep budaya, telah mengambil fungsi yang lebih signifikan dan bertujuan. Linguistik harus beradaptasi untuk mencakup perspektif yang lebih luas agar selaras dengan pemahaman yang lebih besar tentang budaya sebagai landasan linguistik. Dalam skenario ini, linguistik harus bergantung pada asumsi berikut: (1) bahasa tidak imparsial atau netral, (2) bahasa berkaitan dengan konsep representasi, (3) bahasa terkait erat dengan dinamika kekuasaan, dan (4) bahasa terhubung dengan tindakan mengekspresikan pikiran dan gagasan. Poin-poin ini penting dalam kemajuan kajian budaya.

### ABSTRACT

The emergence of cultural studies has expanded the scope of understanding and engaging with many cultural phenomena. Language, essential to the concept of culture, has taken on a more significant and purposeful function. Linguistics must adapt to include wider perspectives to align with the greater understanding of culture as the foundation of linguistics. In this scenario, linguistics must rely on the

following assumptions: (1) language is not impartial or neutral, (2) language is concerned with the concept of representation, (3) language is intertwined with power dynamics, and (4) language is connected to the act of expressing thoughts and ideas. These points are significant in the advancement of cultural studies.

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## 1. INTRODUCTION

This article provides a thoughtful analysis of the existing literature in cultural studies, emphasising that language is this field's primary focus. Storey (2003) asserts that language is a tool and channel for creating importance or meaning. Studying culture involves examining how meaning is created symbolically via language as a system of signs. Storey's perspective further validates the significance of language, as emphasised by Bourdieu, Foucault, Habermas, and post-modernist scholars who consider language to be of utmost importance. This viewpoint has led to the emergence of specialised language known as "linguistic turn jargon" (Santoso, 2006). Several scholarly works, such as Cavallaro (2004), Storey (2003), and Barker (2000), use the concepts of language games (proposed by Wittgenstein) and performative utterances (proposed by Austin) to demonstrate that the language examined in cultural studies is ordinary English, rather than formal or logical language. Wittgenstein demonstrated that language serves several purposes, and in order to comprehend them, one needs redirect their focus from the principles of logic and flawless linguistic structure to the reasoning inherent in daily language, namely,

the language of common sense. According to Wittgenstein, language is not a metaphysical entity but a tool people use to organise their acts within social relationships (Storey, 2003). The semantic interpretation of a term is contingent upon its use within a certain linguistic context. The significance of a statement depends on the context in which it is used since this determines the specific meaning it conveys. To see language as a tool, we must acknowledge that language is involved in every action we do. Language is both a means of communication and a tool that directs and informs our actions. When used in a social environment, language might be temporarily formed for practical reasons.

The primary emphasis of cultural studies is on attention. Linguistics must address the role of language in daily communication. There are two significant points to consider with this formulation. Function-based linguistics is founded on the idea that language forms are influenced by their purposes in language usage. Secondly, function-based linguistics diverges from the premise that linguistics, similar to language, has distinct functions and activities. The form of the tongue will adapt to its functions related to language. The following explanation outlines the specific linguistics field pertinent to cultural studies. (1) Cultural studies include the interpretation, extent, and fundamental ideas, followed by (2) linguistics, which is focused on cultural studies

## 2. METHOD

This study employs the methodology of Library Research. As stated by Mestika Zed (2003), library study or literature refers to a set of activities including the collection of library data, reading and recording research materials, and processing them for research purposes. Literary studies may also examine diverse reference books and prior research findings, which are valuable for acquiring a theoretical foundation for the subject under investigation (Sarwono, 2006). Literature research refers to the process of gathering information by examining books, literature, notes, and reports that are relevant to the subject at hand (Nazir, 2003). Meanwhile, Sugiyono (2012) defines literature research as a theoretical examination of cultural, value, and norm-related scientific literature that pertains to the social context under investigation.

## 3. RESULT AND DISCUSSION

The following passage elucidates the fundamental concepts of linguistics as alluded to in the context of cultural studies.

### **The study of language science must include a critical approach.**

Due to its focus on the connection between culture and power, cultural studies need a specific branch of linguistics to address this aspect of power effectively. At the very least, this promise may be found in critical linguistics.

Critical linguistics is an academic discipline that investigates the scientific aspects of language, intending to uncover concealed power dynamics and ideological mechanisms that manifest in oral or written communication (Crystal, 1991). It is widely held that a simple language examination cannot uncover crucial significance. Fowler (1986:6) argues that only a critical analysis that recognises the text as a form of communication and regards it as discourse would have the capacity to do this. Critical linguistics facilitates discourse on the trajectory of language theory, including its comprehensive and dynamic role within historical, social, and rhetorical frameworks.

Regarding the significance of linguistic patterns, a crucial aspect is the interplay between the development of texts and the social, institutional, and ideological factors that influence the production and reception processes. Linguistic frameworks serve to organise and modify reality. Hence, the aspects of history, social structure, and the critical linguistic framework (Fowler, 1986: 8) posits that ideology serves as the primary foundation for knowledge and hypotheses.

**Public discourse analysis refers to examining and evaluating communication and discussions within the public sphere.**

An analysis is conducted with the purpose of (1) uncovering or identifying the underlying ideology that is implicitly conveyed via explicit statements (overt propositions) and (2) examining the ideology within the particular framework of social development (Fowler, 1996, third quarter).

**Analytical tools**

This is a compilation of descriptive categories suitable for the intended purpose, specifically focussing on the structures Halliday characterised as ideational and interpersonal components. Furthermore, Fowler incorporates insights from several linguistic traditions, such as his examination of speech actions and transformations.

**Language science must possess distinctive characteristics Instrumental**

Given cultural studies' focus on the many practices, institutions, and categorisation systems that are deeply rooted in the specific values, beliefs, skills, habits of life, and typical behaviours of a people, linguistics becomes an essential tool. This may be seen in the field of instrumental linguistics.

**The field of instrumental linguistics originated.**

Expanding on Halliday's perspective on instrumental ideas in functional-systemic linguistics. According to Fowler (1996), the word functional in functional linguistics has dual interpretations. Functional linguistics is based on the idea that the purposes and uses of language shape language forms. Functional linguistics operates on the premise that linguistics, like to language itself, encompasses several functions and activities. Linguistic form will correspond to these linguistic functions.

During an interview with Herman Parret, Halliday (1978) acknowledged the perspective that linguistics is instrumental linguistics, which is the study of language to comprehend something else. Therefore, instrumental linguistics is significantly relevant to the tasks that must be accomplished. Instrumental linguistics also examines the overall nature of language as a phenomenon. According to Halliday (1978:36), instrumental and autonomous linguistics are not contradictory. Instrumental linguistics is the research field that examines language to gain insight into another subject, such as a social system. Autonomous linguistics is the scientific study of language to comprehend the structure and functioning of the linguistic system.

**Language science must possess distinct characteristics.**

Delegation of Authority to Subordinates given the interdisciplinary nature of cultural studies, which explores the relationships between non-academic language and social and political movements, it is important for linguistics to adopt an empowering stance, particularly for marginalised groups, communities, or cultures facing physical, political, and ideological oppression. Following the critical linguistic formulation Critical linguistics is well-suited for analysing communication phenomena characterised by unequal or asymmetrical relationships between participants. Its purpose is to uncover hidden power dynamics and ideological

processes. It is assumed that those engaged in communication would consistently be driven by their commitment to advocate for their own ideologies. Higher-level players will use ideology as a means to suppress or extort, while lower-level participants will utilise it.

They use ideology as a means to conceal the true nature of their servitude. Communications that are often characterised by significant gaps include (1) political communication, (2) hierarchical relations, (3) mass media discourse, (4) cross-cultural communication, and (5) gender interactions. Individuals of both male and female genders in the realm of political discourse around gender. Fowler (1996: 5) states that the critical linguistic model focusses on using language analysis to identify misrepresentation and prejudice in different forms of public discourse. The subjects explored include issues such as (1) gender discrimination, (2) racial prejudice, (3) disparities and inequities in education, employment, and the legal system, (4) armed conflict, (5) nuclear armaments and nuclear energy, (6) tactics in politics, and (7) promotional techniques.

In order to accomplish the objective of empowerment, linguistics must use two interconnected instruments: (1) defamiliarization and (2) boosting awareness. The first tool, known as familiarisation, is crucial for understanding diverse linguistic occurrences. language critique, often known as language analysis, has two primary purposes. Firstly, criticism seeks to unveil the process of analysing language use, particularly language that may seem harmless and spontaneous. The use of language that has traditionally been regarded as general knowledge (common sense) must be confronted with a lack of acquaintance. Furthermore, critique seeks to engage in introspection and focused analysis in order to delve into the text and encourage thoughtful contemplation.

The first tool, defamiliarity, heightens one's critical consciousness about the presence of concealed elements inside language use. Analysts do not unquestioningly endorse the usage of certain language; they approach it with a critical mindset. Now that has been clarified, the use of seemingly inconspicuous language, which presents itself as innocent and natural, really conceals a certain ideology from the piece's author. The study of linguistics and the understanding of constraints Nonlingual individuals in the context of language selection given cultural studies' emphasis on power dynamics and hegemony across many social spheres, it is crucial for linguistics to acknowledge the presence of nonlinguistic factors that influence language selection. The linguistic expressions used by humans are not arbitrarily selected.

Birch (1996:67) states that certain factors determine language choice. These factors are formulated by a predetermined set of political, social, cultural, and ideological limitations. External influences have a role in shaping the specific language spoken by individuals. This often occurs on a subconscious level. The suggestion is that society can be influenced, organised, and evaluated in terms of the positions and status of those in lower and higher positions (inferior-superior) using a set of social tactics that involve elements such as power, rules, subordination, solidarity, cohesion, antagonism, pleasure, and other factors that are all essential components of societal control. Menz (1988) argues that the significance and worth of language selection are not attributed to an individual but rather emerge from ideological and politically driven communicative conflicts and real-life encounters (as cited in Birch). The reference "1996:65" is provided. According to this perspective, actors who produce text are not autonomous people, but rather humans who are influenced by sociocultural and institutional factors that determine their actions. Individuals often

**The process of creating that linguistic choice occurs inside the realm of conscious consciousness.**

Linguistics that considers texts as the embodiment of many forms of communication given that cultural studies focusses on the contemporary industrial economy and media culture generated under the capitalist system, linguistics must see texts as manifestations of various forms of communication. In his work, Fowler (1986) consistently argues that a text is the embodiment of one or more modes of speech. A text is not only an isolated creation. The output generated by the text producer as a person does not represent the whole of that individual. The resultant text may stem from prior speech that is deeply influenced by social, economic, political, and ideological factors that are beyond the awareness and influence of the text creator. A text's creation may arise from a conflict among several individuals contributing to the conversation.

Language studies may be seen as the examination of historical speech. The language system is a fundamental component of social structures and activities. A discourse is inherently intertwined with its historical context. A political statement delivered by a party leader, for instance, does not exist in isolation from society. Conversely, the formation of spoken text is the result of an intricate and lengthy process of societal conflict. Multiple individuals have a role in determining the form and substance of the texture. The study of linguistic texts encompasses more than only the analysis of very restricted texts. Text studies include discourse studies that incorporate critical elements, including political, ideological, and cultural dimensions, which examine how society and institutions construct meaning via texts.

**Linguistics should consider language as a tool for categorising and organising human experiences.**

Given that cultural studies centre their analysis on the use of ordinary language to create social significance, linguistics must direct its emphasis towards contextualised social meanings. Therefore, it is crucial to internalise the understanding that language serves as a tool for categorising and interpreting human experiences related to the world. The realm inhabited by human beings complicated and perhaps perplexing (Fowler, 1986:13). Social organisation and technological activities contribute to the augmentation of life's intricacy. In order to simplify and organise their reality, people engage in a categorisation process as a part of their overall strategy, given the complexity of the world they face. Humans do not directly interact with the objective world, but instead perceive it via a categorisation system, reducing objective phenomena and transforming them into something that can be effectively handled.

The issue lies in the fact that categorisation often yields outcomes that are inherent or inherent-like. Society regards it as axiomatic, accepting it as a fact without requiring evidence, and seeing it as a matter of common sense or widely held information. All of this is unequivocally regarded as fact. Terms such as worldview, theory, hypothesis, or ideology are often seen as intuitive or widely accepted. Meanwhile, as stated by Fowler (1986:18), all of these terms are considered distortions. These words may be seen as more of an interpretation or representation rather than a reflection. Using phrases and ideas based on common sense might lead individuals to assume that their views about how the world operates accurately represent reality naturally, devoid of cultural influence.

As stated by Fowler (1986:19), language is a very effective means of encoding social categories. When certain cultures demand discriminatory terms, the function of language as a classifier becomes evident. Language not only offers vocabulary for certain notions, but it also

solidifies and stabilises those ideas. Fowler aims to demonstrate that the selected linguistic structure creates a complex network of significance that ultimately results in a certain viewpoint. The concept of the web of meaning refers to an ideology or idea held by the speaker, which is not inherently based on natural categorisation. The concept of the web of meaning mostly pertains to cultural categorisation. Society needs to possess awareness and engage in critical thinking while addressing these cultural categories.

### **Study of language and understanding of societal norms**

Due to the extensive focus on the influence of ideology in all aspects of life, cultural studies need linguistics to begin with the premise that language signals are not impartial. Fowler (1986:27) argues that linguistic codes do not objectively represent reality. The linguistic code decodes, arranges and categorises topics of conversation. Specific discourses consistently influence views on the structure of the universe. That is often referred to as a worldview or ideology. Language encompasses more than just internal and passive information. Conversely, language is a daily practice that involves active and focused engagement in speaking, listening, writing, and reading.

Conventions about the structure and significance of language are essential for effective communication. This choice was made to facilitate interaction among communication actors. Interpersonal connection. The need for the constancy of meaning is crucial in an individual's conceptual connection with the world. During the subsequent phase, the convention codes, the specific language used to represent a certain perspective, would become widely acknowledged as common knowledge among its users. It is important to remember Fowler's caution in this situation, which is that common sense is not an inherent quality but rather a result of societal norms. Thus, it is necessary to subject common sense to critical analysis.

The common wisdom is undeniably enjoyable. Effective communication requires a strong reliance on common sense. Nevertheless, it is important to take heed of two drawbacks associated with common sense, namely (1) the issue of legitimacy and (2) the problem of habitualization.

Legitimacy refers to the presence of significance or value inside a person that is not derived only from that individual. The significance has been embedded in the language he received throughout his childhood. Therefore, the language referred to is the language used by the community, which is recognised as the official language by the dominating cultures. The authorised control of language permeates every aspect of our life. Several vocabulary terms include biased political and economic interests.

Habituation is associated with creating significance inside the consciousness of individuals in a certain community. Such actions are often instinctive rather than deliberative. Language habits may lead us to perilous comparisons. We effortlessly form parallels without engaging in critical analysis. Criticism has a crucial role in eliminating these inclinations that lack critical thinking.

Linguistics must situate texts within their respective contexts. Due to its inherent nature of questioning positionality, cultural studies consistently challenge the notion of present-later. In linguistics, the function of context in text interpretation must be emphasised when considering factors such as the speaker's location, audience, and intention. There are two crucial elements of text composition, namely sentences and text. Text consists of phrases that are interconnected in certain ways. A sentence comprises one or more propositions. many phrases often convey many propositions.

Fowler (1986:56) states that a proposition is a discrete entity representing an abstract concept. A sentence is formed by bridging the gap between abstract concepts and concrete sentence structures. Propositions must be articulated syntactically, meaning they must be stated as a predetermined series of words or sentences. Transformations refer to the processes of combination, rearrangement, omission, and other similar actions between the propositional meaning and syntactic form. Fowler highlighted that the reorganisation of a collection of propositions might lead to the emergence of several meanings or viewpoints. A text is formed by combining the phrases that already exist. In this context, Fowler (1986:60) posited that text preparation involves more than just constructing sentences with distinct meanings and adhering to grammatical rules for conveying potential meanings. Furthermore, the sentences in the text are interconnected by an intricate web of links that include various structural elements, including language, pronouns, sentence omissions, and more. According to Fowler, an SMS may be seen as suitable communication that aligns with expectations if it is accomplished. The reader's anticipation. However, these aspirations are often unfulfilled. The text preparation process is supposed to fulfil three specific requirements: cohesiveness, progression, and thematization (Fowler, 1986). Cohesion pertains to the arrangement of the text under the reader's anticipations: (1) the text is logically connected, (2) it revolves around a single theme, and (3) there are no abrupt transitions between different subjects.

Progressive pertains to the reader's desire for the text to avoid repetitive content. However, readers consistently anticipate that the text will demonstrate the progression of a logical argument or storyline. Readers consistently analyse pairs of phrases that are connected either logically or temporally. Readers anticipate that the statements in a coherent text are organised to form a logical and advancing sequence of ideas.

### **The topic of discussion is on the concept of hope.**

Readers are drawn to the organisation of the material, specifically highlighting the topic as a crucial aspect of the content. Fowler (1986: 70) emphasised that a language unit in actual use is not only a document constructed with its fundamental principles but also a discourse from which it originates. Fowler distinguishes between the notions of text and conversation. In order to perceive language as text, we go into the comprehensive examination of communication units that are seen as cohesive syntactic and semantic structures that may be expressed orally or in writing. From a critical perspective, texts are seen as dynamic forms of human communication within a specific environment.

Text may be seen as a means of communication. In order to see language as discourse, we delve into the intricate process of linguistic interaction between the society that creates it and the society that comprehends the written or spoken words. In order to analyse language as discourse, it is essential to consider three key aspects: (1) the structural phases that establish the connection between language and communication participants, (2) the actions generated by these participants via the resultant text, and (3) the context in which the communication takes place. Constructed discourse refers to the creation and organisation of spoken or written communication. The sentence patterns created by speakers systematically reflect all these extralinguistic variables.

### **Study of Language Science and Integration of Dialogue Aspects**

Due to cultural studies' emphasis on the rationale behind ordinary language, linguistics must include elements of discourse into its theoretical explanations. The aspects of discourse

that need integration are (1) sequencing, (2) speech actions, and (3) implicature (Fowler, 1986: 102). All three works include dialogical features that are often seen as common sense. However, it is necessary to analyse them using a critical perspective. Sequencing determines the precise order of nucleotides in a DNA or RNA molecule.

Guidelines for participating in the discussion. There are specific guidelines for organising introductions, progressing and concluding discussions, managing participation, intervening, and alternating speaking opportunities. The customs differ based on the context, social position, connection between the speaker and listener, and the subject of conversation. The variation in the ordering sequence has significant ramifications for certain facets of ideology. This is apparent in political discussions.

### **The notion of speech actions is crucial for analysing dialogical texts. Fundamental comprehension of the associated notion of speech acts**

The performative component, which logicians and linguists sometimes overlook, is believed to provide an additional layer to language usage. Speech act philosophers note that language has a pragmatic purpose. Speech is used to demonstrate or express activity. This idea is readily comprehensible when applied to statements that include performative verbs, such as promise, declare, name, baptise, request, order, guarantee, etc. A speech act encompasses not just the act of uttering words but also the act of acting as verbal communication. The measure of success is not the accuracy of the statement, but rather its adherence to the idea of oneness. Each speaking act has distinct truth requirements, which differ from one instance to another. Implicature is intricately connected to the interpretation of meaning.

In traditional communication, when someone utters a statement but intends to convey a different meaning, this is known as a kind of indirect speech or speech act (Fowler, 1986:106). This may be achieved via the use of irony and metaphor. Implicature refers to a proposition that is derived from a statement, but is not explicitly stated in the words used, nor can it be logically deduced from the statement. This aligns well with Grice's idea about the cooperative principle. Grice proposed that conversation operates based on cooperative principles that oblige speakers to communicate in a manner that does not hinder understanding (Fowler, 1986: 106). Listeners, by default, presume that all communication directed at them is intended to convey significance, prompting them to endeavour to extract that intended meaning. Conversational implicatures occur when the audience infers that the speaker has intentionally broken one of the maxims. The speaker may engage in this transgression by:

Employing irony to breach the principle of providing accurate information or utilising exaggerated statements to breach the principle of providing sufficient information. Despite the informal and ambiguous nature of Grice's theory of implicature, it has the potential to enhance our knowledge of discourse and provide valuable insights into linguistic criticism (Fowler, 1986: 107). Regarding discourse, the concepts of maxim violation and the development of implicatures play a crucial role in shaping the framework of the conversation. The notion of collaboration encompasses not only a desire to assist one another, but also an agreement to foster a mutual understanding of speech and shared information.

### **The field of linguistics should prioritise its attention on Societal significance**

Given that cultural studies associates culture with social significance enquiries, linguistics must research these social significances. Hence, it is crucial to acknowledge that language plays a significant role in categorising individuals' experiences. Fowler (1986:147)

highlights the significance of language in categorising individuals' experiences, or as Halliday suggests, language serves an experiential or ideational purpose. Regarding this categorisation, it is important to note two distinct sorts of meaning that speakers might convey, namely (1) natural meaning and (2) social meaning. The inherent significance is more pervasive, since it pertains to the fact that all individuals possess innate biological abilities to discern or categorise. Vertical, surpassing, four-sided, and crimson notions possess inherent significances. On the other hand, social meaning pertains to the structure of society and its interaction with the surroundings. Teachers, democracy, justice, and boys include societal significance. There is often a significant disparity in social connotations across different languages. The worldview focusses on the interpretation and significance of social phenomena.

Social meaning arises from the process of socially constructing reality. The issue is in the tendency of individuals in society to see terms with social connotations as having inherent or universal meanings, so assuming that these phrases are widely known or self-evident. Fowler (1986: 148) highlights that languages exhibit variation in how they represent meaning, even when examining fundamental domains and patterns of human experience. According to Halliday's conception, language serves the purpose of expressing thoughts, representing ideas, and embodying real-world experiences.

### **The expertise and programming skills are profound.**

Language varies among individuals. This difference is not arbitrary, but rather based on standards that govern the position of people in social and economic institutions. Consequently, our experiences, knowledge, and needs are not only influenced by our own sources of meaning, but also shaped by our place in socio-economic connections. It is erroneous to assume that every person has a one, uniform, all-encompassing perspective or belief system.

The reference cites Fowler (1986:149) as the source of information on his life. It is more appropriate to consider that the ideational function offers a range of viewpoints for various forms of communication in which speakers engage. Put differently, a language encompasses several perspectives on the world, rather than being limited to a single viewpoint. Distinct speaking styles may be seen among individuals. These products are chosen from the linguistic structure and are reproduced on a regular basis. The frequency of this phenomenon dictates the different forms or styles of certain types of communication, such as legal discourse, scientific writing, popular journalism, political discourse, romantic literature, and others. The issue of stylistic or register discrepancies is linked to social and ideological factors that entail variations in ideological significance. Hence, the many linguistic patterns used in political speeches, such as, indicate specific viewpoints on the subjects being discussed.

### **Language Science and Linguistic Features Exposing Political Beliefs**

Given the strong focus of cultural studies on the ideological aspect expressed via language signals, linguistics has to begin with the premise that certain linguistic qualities convey particular ideological aspects. Regarding the significance of linguistic structures, Fowler (1986) and Fairclough (1989) emphasise the essential presence of a functional connection between the construction of texts and the social, institutional, and ideological circumstances involved in the production and reception processes. Linguistic frameworks serve to organise and modify reality. Historical aspects, social structure, and ideology serve as the primary sources of knowledge. The idea is situated within the context of linguistic critique, as proposed by Fowler in 1986 (p. 8). In order to identify ideology or viewpoint in texts, as stated by Fowler (1985), In the year 1986, we may examine the many linguistic characteristics used in organising

ideas, namely (1) lexical mechanisms, (2) transitivity, (3) syntactic techniques, (4) modality, (5) speech actions, (6) implicature, (7) conversational exchanges, (8) salutations, names, and personal allusions, and (9) phonology.

**Lexical processes refer to the cognitive mechanisms involved in the understanding and production of words and vocabulary.**

Lexical processes refer to the processes that take place inside a language, reflecting and expressing the interests of a group or community. The speaker's lexicon has a significant impact and serves as a reliable gauge of the breadth and organisation of the speaker's encounters. Vocabulary is seen as a dynamic phenomena from a critical perspective. Vocabulary is approached with a dynamic perspective, in contrast to the mundane task of just listing words in a dictionary. Three aspects that need analysis in lexical processes are (1) lexicalisation, (2) lexical deficits, and (3) lexical advantages. Every selection of word conveys a certain ideological stance.

Lexicalisation refers to the presence of a specific word that represents a certain topic. Through the lexicalisation analysis, we may get insights into the occurrence of overgeneralisation or the consistent application of words, both of which include certain social connotations. Engaging in excessive generalisation might give the image of a thinking style that is characterised by immaturity, naivety, pretentiousness, and avoidance. Using terminology consistently will provide the sense of expertise. The specialist has a tendency to flaunt his expertise, as well as an intense preoccupation with it. Lexical inadequacy refers to a scenario in which there is a hindrance in finding the appropriate phrase or terms for a certain topic. Fowler (1986: 152) states that lexical inadequacies are characterised by two linguistic mechanisms: (1) the omission or suppression of the word being used, and (2) the substitution of complicated phrases in the register with simpler ones. Lexical inadequacy refers to the occurrence when speakers attempt to describe ideas or things that are not frequently understood by using excessive and needless words. Lexical excess refers to the excessive use of terminology to describe certain things or ideas. This procedure involves the presence of several synonyms or nearly identical words. Many writers use this linguistic advantage by using hyperbole, which generates the perception of celebration, acclaim, and exaggeration. Transitivity refers to the property of a relation or operation that allows for the transfer of a property or characteristic from one element to another. The notion of transitivity is derived from the representational function of language, namely its role in storing experiences and transmitting a depiction of reality. The mental picture might manifest as many forms, including phrases, clauses, and even words. Transitivity refers to a collection of universal characteristics that define various kinds of events and processes, different sorts of participants in those events, and the specific conditions of location and time in which the events take place.

A proposition may be defined as the fundamental concept or idea being conveyed. Subject and one or more objects associated with that specific predicate. Predicates express several kinds of actions or situations associated with the word. The types may be categorised into three distinct categories: action type, non-action type, and mental type. An purposeful movement or action with controllable effects is called this form of activity. The non-action type has two distinct categories, namely (1) states and (2) processes. The state type is a classification that just describes the possession of an item. The process type is a transitive type characterised by events or changes that happen to entities without their control. The mental type refers to the property of transitivity, which manifests in the form of mental processes and mental states.

Fowler (1986:157) highlights the importance of Clear differentiations among various categories of events and the specific conditions under which they occur will result in differing interpretations of global occurrences. This is clearly connected to disparities in ideology or worldview among the speakers. Varying preferences in selecting transitivity reflect different worldviews.

### **Syntax Tools**

In traditional stylistics, it is believed that sentence variants are used to convey the same content but with distinct emphasis, viewpoint, and focus. This perspective need more clarification and improvement. Different sentence changes have consequences for various perspectives on the world. Three syntactic strategies that may convey information regarding ideology are (1) omission, (2) arrangement, and (3) intricacy. Omission is a syntactic mechanism that selectively eliminates certain components of a phrase for particular purposes. Regarding the ellipsis rule, for instance, Omissions occur when the speaker have prior knowledge of the intended meaning. In the passive principle, omissions are often used to conceal the agent (perpetrator). Sequencing involves delivering information or actions in a certain sequence, particularly to the person carrying them out, such as an actor or agent. It is evident in both active and passive modes. From a critical perspective, all sequencing rules may be seen as rhetorical techniques designed to control the listener's focus. Complexity refers to the intricacy of language construction. Sentence complexity arises when several clauses are organised in a sequence of sentences, including both coordinating and subordinating clauses. The intricate nature of subordinating clauses entails logical connections. The intricacy of coordinating sentences suggests a succession of distinct assertions. Coordinative clauses are often linked with unsophisticated and rudimentary forms of communication.

### **Modality refers to the way in which something is done or the manner in which it exists.**

Modality is a linguistic characteristic that signifies the speaker's degree of dedication or attitude towards the statement they are making or towards the listener. The different modals in a certain language might indicate the speaker's degree of dedication and disposition. An investigation of modality in Indonesian may uncover several expressions of desire, hope, invitation, omission, request, possibility, predictability, necessity, certainty, command, permission, restriction, ability, and capability.

### **Speech acts**

The field of speech actions demonstrates that an utterance serves the purpose of conveying not just propositional meaning, but also Speech may be used to accomplish actions, such as making promises, giving commands, offering apologies, and so on. The concept of speech acts highlights the pragmatic efficacy of speech, as it has the capacity not only to depict the world, but also to exert influence and alter the reality. Speech act norms reflect the ideological portrayal of the individual and their social connections. Speakers have the ability to express the power dynamics that exist inside themselves via verbal communication. Speech actions have consequences for the establishment and maintenance of power dynamics. Implicature refers to the meaning that is implied or suggested by a speaker, but not explicitly stated. It involves the use of indirect language or context to Grice has shown that implicatures often arise from explicit breaches of the cooperative norms that govern communication. There are two points to this. An implicature is not a coincidental occurrence, but rather the result of a

deliberate or intentional activity. This pertains to one's position and power. Secondly, by use of implicature, a speaker imposes his ideology on others. It is now your turn to talk.

Research on discourse analysis reveals that conversations are neither unstructured and unrestricted, but rather governed by rules dictating the sequence of participants' contributions and their respective turns of speech. Turns of speech may provide valuable insights into numerous aspects: (i) the individuals in positions of authority and those being controlled, (ii) the individuals who dominate the discussion and those who are submissive, (iii) the individuals who often disregard agreed-upon regulations for turn-taking, and vice versa. Salutations, appellations, and individual allusions An analysis of greetings, names, and personal allusions reveals that both power dynamics and the need for social cohesion influence the selection of these elements.

That individual. The use of second person pronouns he and he conveys significant insights into power dynamics and social cohesion. Similarly, the way you and your father use something will influence these connections of authority and unity.

### **Phonology is the study of the sounds used in language.**

Research on phonology indicates a correlation between sounds and sound patterns and the hierarchical division and social status within a community. A particular social stratum exclusively articulates a certain phoneme and is seldom or never articulated by other social strata. Research in vocal studies has shown that the degree of lip roundness when producing round vowels may serve as an indicator of a person's social class, distinguishing between those from the bourgeois class and those from the working class.

## **4. CONCLUSION**

Language studies should include a critical aspect when translating the necessary content in cultural studies. Language studies should strive to provide a more comprehensive understanding of the factors influencing the selection of a certain form and meaning in communication. The distinction between language as a system and language as used in language studies is no longer relevant. Both complement and enhance each other to uncover the speaker's underlying philosophy.

When seen through cultural studies, linguistics seeks to uncover concealed power dynamics and ideological mechanisms. Linguistics should prioritise examining concrete texts, specifically those generated in communicative conflicts, which are always connected to specific positions and are relevant to current and future generations. These texts should be analysed regarding their authors, timing, and purpose. It is important to study texts that are grounded and have tangible implications. The modes of discourse refer to different methods of communicating, and writings are always created and understood within a certain context

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