LINGUISTIC FEATURES ANALYSIS OF THE ENGLISH ELECTRONIC COMMERCE WEBSITES

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Abstract : This research aims at identifying linguistic features used in the English electronic commerce websites used in correlation with the field, tenor and mode of discourse as parts of Systemic Functional Linguistics (SFL) approach. Findings have shown that in the field of discourse, the linguistic features are largely appeared in the experiential domain analysis which shows that all terms of registers function as technical terms, of which the two major forms of nouns and verbs were the most frequent categories among other kinds of technical terms. The goal orientation is considered to be as a long term and the social activity is exchange. In the tenor of discourse, the linguistic features are highly appeared in the social distance analysis which shows that the social distance between participants is considered minimal. The agentive role is said to be equal and the social role is considered as non-hierarchic. In the mode of discourse, the linguistic features are excessively occurred in the language role analysis which exists equally of both constitutive and ancillary. The channel is in graphic mode. The medium is in written with a visual contact as its device.

Key words: *systemic functional linguistics, register, discourse*

INTRODUCTION

Each field provides specific variety of linguistic feature which is used to convey information. This variety is normally referred to as the term *register* or *jargon*. The term register is defined as "a variety of language associated with particular groups of people or particular circumstance of use" (Holmes, 2007: 259). Here, register is defined as a variety according to use in the particular environment. Meanwhile, Trudgill (1992) prefers to restrict the term jargon as specialist language used by member of particular professions or interest. The term jargon could also be defined as "a standard variety of English characteristic of occupational sub-societies primarily" (Stojicic, 2004: 32). In short, they define the term jargon as a variety of language that is shaped by the work environment.

The present research basically

aims at identifying two main levels of linguistic features, that is, lexical features and grammatical features that characterize the language of the English electronic commerce found in the various websites which involves a situation in which it is used. For the purpose of this study, the writer adopts the theory of register as developed by Halliday and Hasan (1989) who define register as a variety according to use which includes three parameters of context of situation which it is used, that is, field, tenor and mode of discourse. The first variable, *'field of discourse'*, refers to "what is happening, to the nature of the social action that is taking place: what is it the participants are engaged in, what is the text about?" (1989: 12). For example, legalese of lawyers, the language of auctioneers, the language of commerce, baby-talk, journalese of journalists, and so forth. The discussion of nouns and verbs are largely belongs to the category of this field of discourse.

Second, *'tenor of discourse'*, refers to "who is taking part, to the nature of the participants, their statuses and roles: what kinds of role relationship obtain among the participants, including permanent and temporary relationships" (1989: 12). This variable functions as a marker of formality of relationship between the speaker matters that commonly affects phonology, and accent, such as when a teacher talking to the student and so forth. The intimacy of relationship between participants is also largely discussed in this category. Third, *'mode of discourse'*, refers to "what part the language is playing, what it is that the participants are expecting the language to do for them in that situation: the symbolic organization of the text, the status that it has, including the channel and the rhetorical mode" (1989: 12). The role of language, channel and the medium are the aspects of this mode of discourse category.

In certain respect, the use of register is intended to meet communication needs among specialists in the field. In the electronic commerce field, for instance, the terms of registers used by the sellers function as technical terms which mean that the terms are specific to the field and may be used in other fields but have different meaning in the current field. Electronic commerce is a buying-selling transaction via internet where the computer website is employed as the media to do the process. As stated by Turban et al. (2012: 38) that "E-commerce is an electronic trading transaction which involves the process of buying, selling, transfer, or product exchange, services or information through computer websites, including internet." Similarly, Wong (2010: 33) also affirms that "E-commerce is the process of buying, selling, and marketing of goods and services via electronic system, such as radio, television and computer website or internet." From the two points of view above, it can be concluded that E-commerce eases us to do the buying-selling transaction which is done by the computerized system and register is importantly used as the media of communication.

As stated above, the choice of register is intended to give some particular groups an ease to communicate with each other. As in the language of electronic commerce which has some functions to give an ease the communication between the sellers and their buyers, such as to increase the market exposure as all the people over the world could have a global reach at the same time with only using computer media. The operating cost will also be decreased. The customer loyalty will be increased as the availability of the information as well as the supply management provided effectively. Thus, the use of register tends to be important acknowledged by all the specialists.

Electronic commerce can be divided into several classifications, such as: 1) "e-tailing" or "virtual storefronts" on websites with online catalogs, sometimes gathered into a "virtual mall"; 2) buying or selling on various websites and/or online marketplaces; 3) the gathering and use of demographic data through web contacts and social media; 4) Electronic Data Interchange (EDI), the business-to-business exchange of data; 5) e-mail and fax and their use as media for reaching prospective and established customers (for example, with newsletters); 6) business-to-business buying and selling; and 7) the security of business transactions. Meanwhile, according to Turban et al. (2012), electronic commerce is categorized into several types, namely: business to business, collaborative e-commerce, business to consumer, consumer to consumer, consumer to business, intra-organizational (or business to its employees), government to citizen, and mobile commerce (m-commerce). The operating system used in the E-commerce is already computerized. The buyers and sellers can do the transaction via internet or even webcam to chat each other. Some of those online devices might help them to communicate directly. As the medium of communication, the use of register in doing the transaction between the seller and buyer is considered important to ease the communication. Thus, it seems significant for the writers to identify linguistic features in the English electronic commerce websites.

METHOD

The linguistic features analysis on this study is based on the combination of qualitative and quantitative analysis methodology which deals with the examination of some linguistic features by employing the descriptive method in analyzing the data. This is due to the fact that the purpose of this study is describing the phenomena systematically and accurately. Qualitative methods in this present study involve description and analysis whereas quantitative methodology used only to count the recurring features analyzed in the data.

The data analysis in this present research will be based on the framework of *Systemic Functional Linguistics* (SFL) as developed by Halliday and Hasan (1989) who identify three variables of situation that affect the way people use register, namely: field of discourse, tenor of discourse, and mode of discourse. The data will be analyzed as follows:

1. Field of discourse which includes:
   a. Experiential domain
   b. Goal orientation (short term vs. long term)
   c. Social activity
2. Tenor of discourse which involves the role relationships among the participants which varies according to:
   a. Agentive role
   b. Social role (hierarchic vs. non-hierarchic)
   c. Social distance (minimal vs. maximal)
3. Mode of discourse which consists of three main concepts, namely:
   a. Language role (ancillary vs. constitutive)
   b. Channel (graphic vs. phonic)
   c. Medium (spoken vs. written)

RESULTS AND DISCUSSION

Field of discourse

The *field* of discourse refers to the topic of the linguistic exchange. The *field* of discourse analysis in this present study will include three main discussions, namely: 1) experiential domain, 2) goal orientation, and 3) social activity.

Experiential Domain

The attention of this experiential

domain analysis is only given to the numbers of recurrent specific lexis which are commonly used in the English commerce websites due to the fact that lexis features analysis is one of the most salient features of the register. The analysis of the lexis of the English commerce websites discusses the four major types of word classes, that is, noun, verb, adjective, as well as acronym.

(1) www.ebuy.com/Appliances/N

Technical Details:
- **Shipping**: FREE Standard Int'l **Postage**.
- Shipping is by Priority Mail.
- International **items** may be subject to customs processing and additional **charges**.
- **Delivery**: Varies for items shipped from an international location.
- **Seller** ships within 1 day after receiving cleared payment.
- **Payments**: PayPal.
- **Returns**: 14 days, buyer pays return shipping.
- Expedited Flat-Rate Shipping with tracking number 2-5 days.

Note:
- Bold indicates single-word nouns.
- Underline indicates compound nouns.

One of the most important categories of words that occur in the data is *nouns* which serve the function as the chief or head in the structure of a sentence. As seen in the example (1), there are two vast majority categories of nouns, that is, single-word nouns and compound nouns. In total, there are three hundreds and twenty four (324) nouns identified in this study which consist of two hundreds and sixteen (216) single-word nouns and one hundred and eight (108) compound nouns. In the category of single-word nouns, it is found that there

are two forms defined, namely: singular form, such as *price, sale, warranty, brand, item, shipping, product, delivery, seller*, and so forth; and plural form, such as *policies, payments, returns*, and so on. In addition, there is also found the category of compound nouns, such as *One-Day Shipping, A-to-Z Guarantee, PayPal, Flat-Rate Shipping*, and many others. The amount of nouns found in the analyzed data functions as the technical terms which are commonly used in the commerce field. The meaning of each feature might be distinctively interpreted by two different communities (i.e., common people vs. commerce community) as those two communities have their own interpretations.

The table below provides the numbers of nouns that appear in the analyzed data. These numbers are only distributed from the recurrent specific nouns which are commonly used in the commerce field.

Table 1. Occurrences of Nouns

No	Category of Nouns	Occurrences
1.	Single-word nouns	216
2.	Compound nouns	108

Instance (2) is also exemplified to illustrate how types of verbs in the category of field of discourse can describe the context of situation.

(2) www.amazon.com/Grocery & Gourmet Food/V

Technical Details:
- Shipping on orders over $35.
- Ships from and sold by Amazon.com.
- **Order** within 15 hrs 19 mins from now.
- **Pay** as low as $10.19 and never run out with Subscribe & Save.
- **Save** 5% when you **subscribe** to regular deliveries of this item.
- No commitments, no obligations, and shipping is FREE.

- **Buy** One Lipton Tea, <u>Get</u> One 50% <u>Off</u>.
- For a limited time, <u>save up</u> to 50% on your second purchase.

Note:
- Bold indicates single-word verbs.
- Underline indicates phrasal verbs.

Like noun, the other most important categories of words are *verbs*, which is the most complex part of speech since it has crucial function in determining the different forms of sentences (i.e., interrogatives, statements, questions, imperatives, exclamations) when it is linked with noun. In the category of verbs, there are two major types of verbs defined in this study, that is, single-word verbs and phrasal-word verbs. In total, there are two hundreds and ninety eight (298) verbs identified, which consist of one hundred and eighty six (186) single-word verbs and one hundred and twelve (112) phrasal-word verbs. The high frequency of the specific recurrent verbs used in the analyzed data largely indicating the technical action process which are commonly used in the commerce field. The language use functions mostly in the form of statements and least in the form of imperatives. In the category of single-word verbs, some terms are found such as *order, pay, purchase, save, buy, consume,* and so on. Accordingly, some verbs found in the category phrasal-word verbs are *shipping on, shipping from, run out with, get off, save up,* and many more.

The following table provides the number of verbs that occur in the analyzed data. These numbers are only distributed from the recurrent specific verbs which are commonly used in the commerce field.

Table 2, - Occurrences of Verbs

No	Category of Verbs	Occurrences
1.	Single-word verbs	186
2.	Phrasal-word verbs	112

Illustration (3) is given to show how adjective in the category of field of discourse can be used to analyze the context of situation.

(3) www.ebuy.com/Clothing & Accessories/ ADJ

Technical Details:
- Retails for $32.00. Shipping: **FREE Standard** Int'l Postage.
- If for some reason a color or size is **unavailable** you will be notified **right away** so you can pick another color or receive a refund.
- Shipping is by US Priority Mail and only $6.95 and $2.99 for an **additional** item.
- Buy Used and Save 42% off the $19.99 price in limited time.
- International Buyers: Import duties, taxes and charges are **not included** in the item price or shipping cost.

From the illustration above, the use of adjectives in the form of both positive and negative is also identified. The negation mark of prefixes uses two kinds of prefixes, for example the prefixes (*un-*) as in *'unavailable'* and (*not-*) as in *'not included'*. Some of the adjectives found in the analyzed data are *available, unavailable, confidence, detailed, substantial, subtle, fit, limited, precise, additional, not included, new, original, unused, regular, resistant, free, standard*, and so forth. The table below shows the numbers of adjectives occurred in the analyzed data. These numbers are only distributed from the recurrent specific adjectives which are commonly used in the commerce field.

Table 3. Occurrences of Adjectives

No	Category of Adjectives	Occurrences
1	Adjectives without negative prefixes	67
2	Adjectives with negative prefixes	25

Example (4) is also given to describe how acronym in the field of discourse plays its role in identifying the register within the context of situation being used.

(4) www.ebuy.com/Electronics/ACR

Technical Details:
- Shipping: $20.15 (approx. **IDR** 220,170.73) **USPS** First Class Mail Intl/First Class Package Intl Service.
- Seller ships within 1 day after receiving cleared payment.

Product Details:
- Model Info and Item Model Number: SYD-55A
- **ASIN**: B008XM3CAW
- **UPC**: 041000326654
- Item model number: **LAPS** 110

Product Description:
- Weighing about 35 pounds, the **ETL/ CETL**-approved, with rear-venting.
- Connects to any 120-Volt outlet.

Acronyms are other instances of feature found in the register which recur in the commerce field. Both sellers and buyers will share the same frame of reference of pointing the objects they involve with and have the same commerce knowledge in defining the reference of each acronym. Some acronyms identified above are *ASIN, LAPS, UPC, IDR, USPS, SYD, ETL/CETL,* and many other.

The table below shows the numbers of acronyms that recur in the analyzed data.

Table 4. Occurrences of Acronyms

	Occurrences
Acronyms	53

Goal orientation

The purpose of doing the technical action process in such buying-selling transactions in the commerce field is considered high since the transactions need an immediate attention to be done. Therefore, the purpose of giving instructions or technical commands as well as technical information is also considered high in order to make the technical action process well completed. Thus, the goal orientation is mostly considered as a long term goal orientation. The instance below shows the connection among those three goal orientation of language associated by sellers and buyers in communicating their transaction.

(5) www.ebuy.com/Grocery & Gourmet Food

Technical Details:
- Price: $11.99 ($45 / count)
- Gift-wrap available.
- *Shipping: $12.15 (approx. IDR148,170.73) USPS First Class Mail Intl/First Class Package Intl Service.*
- *International items may be subject to customs processing and additional charges*
- *Seller ships within 1 day after receiving cleared payment..*
- In Stock.
- **Please note the delivery estimate is greater than 9 business days.**
- **Please allow additional time if international delivery is subject** to customs processing.
- *Payments: PayPal*
- *Returns: Hassle-free returns. 30 days money back, you pay return shipping, 10% restocking fee may apply.*
- **View shipping rates and policies.**

Note:
- Underline indicates the technical information.
- Bold indicates the technical commands.
- Italic indicates the technical action process.

Social Activity

The participants in the data analyzed (i.e., sellers and buyers) are involved in the exchange of the transactions when they are communicating such particular topic of transactions dealt in the commerce transactions which function as technical information, technical commands, and technical action processes. All the activities socially represent the communicative need from each transaction, both for sellers (i.e. *to promote, to sell, to offer*, etc) and for buyers (i.e., *to buy or to purchase, to order, to book,* etc).

Tenor of Discourse

The *tenor* of discourse refers to the role relationship between the participants. The *tenor* of discourse analysis in this present study will involve several discussions, such as agentive role, social role, and social distance.

Agentive role

The agentive role among participants is said to be equal as they are business clients between seller (or supplier) and buyer (or customer). All participants share the same reference of words that are specific to the field which function as technical terms used as their communicative tool, such as the use of nouns, verbs, adjectives, and acronyms.

Social role

In this social role analysis, the attention is given to the analysis of the level of hierarchic and non-hierarchic of the participants (i.e., seller and buyer) as one of the important factors

in determining the participants select the language. Illustration (6) shows how tenor of discourse plays its role in defining register within the context of situation being used.

(6) www.ebuy.com/Clothing & Accessories

Technical Details:
- If for some reason a color or size is unavailable *you* **will be notified** right away so *you* can pick another color or receive a refund.
- **Please** note the delivery system within workdays.
- International Buyers: Import duties, taxes and charges are not included in the item price or shipping cost. These charges are the buyer's responsibility.
- **Please** check with *your* country's customs office.
- First Class International on average takes 4 weeks, however it can be longer, it depends on *your* Country and on Customs.
- **Please** allow additional time to customs processing.
- Item ***will be shipped*** immediately on the same or next business days.

Note:
- Bold indicates the use of politeness marker.
- Underline indicates the use of formal address form.
- Italic indicates the use of formal form of pronoun.
- Bold-Italic indicates the use of formal form of modal verb.

In this situation, the participants have the same level of understanding in communicating the transaction. The seller seems to be dominant in promoting and giving the advantages toward the products they offer within the text analyzed. Whereas the buyer

seem to be given privilege to choose the particular product of many options available. From data analyzed above, the social role between participants is considered non-hierarchic as the language role used highly promoting some products where the participation from buyer is extremely welcomed. The language role tends to be formal as seen in such sentences, namely: the use of politeness marker *'please'*; the use of formal address form *'buyer'*; the use of formal form of pronoun *'you'* instead of saying *'guys'*, *'dude'*, etc; as well as the use of formal form of modal verb *'will'* which is not contracted into (*'ll*).

Social distance

The social distance of participants within the interaction as illustrated in (10) tends to be formal as influenced by the communicative need from each participant. For instance, the seller communicating the promotion uses formal expressions, such as the use of politeness marker *'please'* as defined in the sentence "please note the delivery system within workdays", and so forth. The use of formal address form 'buyer' also represents the formality of language role, as in the sentence "……..these charges are the buyer's responsibility." Also, the use of formal form of pronoun *'you'* as well as the use of formal form of modal verb *'will'* which is not contracted into (*'ll*) identify the formality of its language role. In conclusion, the social distance relied between participants (i.e., seller and buyer) is considered to be minimal as they communicate each other intensively and with no boundary of time and distance since they can communicate easily via internet connection where the websites as its medium of communication.

Mode of discourse

The *mode* of discourse refers to the way in which the exchange is transmitted. The *mode* of discourse analysis in this present study will include three main discussions, that is, language role, channel, and medium.

Language Role

The attention given to this language role analysis will be on the occurrences of tense and voice identified in the data. In the tense analysis, as far as tense is concerned, present tense may be regarded as the 'unmarked' form of the analysis, as it represents a high frequency of all the occurrences of verbs marked for tense. In the voice analysis, the active voice would be regarded also as the 'unmarked' form of the analysis since it serves high amount of occurrences of verbs marked for voice. Example (7) shows how mode of discourse describes the register within the context of situation being used.

(7) www.ebuy.com/Industrial and Scientific

Technical Details:
- If for some reason a color or size is unavailable you will be notified right away so you can pick another color or receive a refund.
- International items may be subject to customs processing and additional charges.
- International Buyers: Import duties, taxes and charges are not included in the item price or shipping cost. Please check with your country's customs office to determine what these additional costs **will be** prior to bidding or buying.
- First Class International on average takes 4 weeks, however it can be longer, it depends on your Country and on Customs.
- Priority Mail International takes on average 10 business days, 20% restocking fee may apply.

Note:
- Bold indicates the future simple.
- Underline indicates the present simple with modal verbs 'can' and 'may'.

In example (7) above, the *tense* analysis focuses on the analysis of the *'marked'* tenses except present tenses. The tense analysis defines two kinds of major forms, that is, future simple and present simple with modal. The first form is the future simple form which is indicated by the use of modal *'will'* and excessively used in the language role of technical commands. Second form is the present simple with modal verbs which is marked by the form of modal verbs *'may'* and *'can'*. The modal verbs are directly followed by either the copular verb of *'be'* or *'present form of verb'*. This second form is mainly used in the language role represents technical action process. In conclusion, the language role used in this tense analysis is said to be constitutive in the technical action process and tends to be ancillary in the technical command.

The table below shows the occurrences of "non-present" tenses.

Table 5. Occurrences of "Non-Present" Tenses

	Occurrences
Future Simple	35
Present Simple with Modal Verbs 'can' & 'may'	27

Instance (8) also shows how mode of discourse describes the register within the context of situation being used.

(8) www.amazon.com/Health and Personal Care

Technical Details:
- Ships from and **sold by** Amazon.com.
- Item can be shipped only within the U.S.

- Item *will be shipped* immediately on the same workdays.
- Holidays **are excluded** from the Shipping Service with tracking number 2-5 days.
- International Buyers: Import duties, taxes and charges **are not included** in the item price or shipping cost.
- You *will be notified* immediately as soon as your request.
- Qualifying Items **offered by** Amazon.com when you purchase 2
- Delivery can be delayed because of customs in your country.

Note:
- Bold indicates the present simple.
- Underline indicates the present simple with modal verb 'can'.
- Italic indicates the future simple.

The *voice* analysis in the above instance focuses only on the discussion of passive voice analysis. Thus, the active voice is regarded as the *'unmarked'* voice. As seen in instance (8), the *voice* analysis identifies three kinds of passive voice tenses forms, namely: the present simple; the present simple with modal verb *'can'*; and the future simple. All of the forms are also excessively indicated the technical action process. Both of constitutive and ancillary language role play in the technical action process.

The table below shows the occurrences of passive voice in the *voice* analysis.

Table 6. Occurrences of Passive Voice

	Occurrences
Present Simple	27
Present Simple with Modal Verb 'can'	20
Future Simple	25

Channel

The channel in this present research is all on the graphic mode which is then analyzed. The graphic mode of

the register in the commerce field is taken from the two biggest electronic commerce websites, that is, www.amazon.com and www.ebuy.com which English is used as its basis of the medium of communication. Those websites are then analyzed from several categories, such as appliances, clothing and accessories, grocery and gourmet food, automotive, electronics, industrial and scientific, as well as health and personal care.

Medium

The medium of the register of the English electronic commerce websites is in written, with a visual contact and excessively characterized by the use of endophoric reference (*this*, *the*, and *it*); and the use of pronouns (*you* and *your*).

It is observed that language role used in communicating among others reflects and expresses the aspects of the context in which the language is used. One of the differences is certainly the vocabulary. With respect to the *field* of discourse, findings in the experiential domain analysis have shown that the use of lexis is a vast major occurred in the data. It is mentioned that all terms of register which are commonly used in the electronic commerce websites function as technical terms used in discussing its specialty. There are six types of technical terms found in the analysis, namely: 1) the single-word nouns; 2) the compound nouns; 3) the single-word verbs; 4) the phrasal-word verbs; 5) the adjectives; and 6) the acronyms. The goal orientation found in the data is mostly considered as a long term goal orientation with the purpose of the language selected by participant appears in three major kinds of goal orientations, that is, the technical action process, technical command, and technical information. The social activity is exchange for both sellers (i.e. *to promote, to sell, to offer*) and for buyers (i.e., *to buy or to purchase, to order*).

With respect to the *tenor* of discourse, the agentive role between participants is said to be equal as they are seller (or supplier) and buyer (or customer). In the social role analysis, the social role between participants is considered non-hierarchic. The language role used by the seller is highly promoting some products where the participation from buyer is extremely welcomed. The seller excessively uses formal expressions, such as the use of politeness marker *'please'* in communicating the promotion. The social distance between participants is considered minimal as they communicate each other intensively and with no boundary of time and distance since they can communicate easily via internet connection.

With respect to the *mode* of discourse, the language role selected by participants is largely in the formal form which functions as both constitutive and ancillary language role. There are two major forms of 'non-present' tenses identified in tense analysis, that is, future simple and present simple with modal verb. In the voice analysis, there are three major forms of passive voice, namely: present simple; present simple with modal verbs; and future simple. The channel is all on the graphic mode. The medium of the register of the English electronic commerce websites is in written, with a visual contact, and excessively characterized by the use of endophoric reference (*this*, *the*, and *it*); and the use of pronouns (*you* and *your*).

CONCLUSION

With respect to the three variables of situation used to analyze the register, the following are several conclusions drawn from the findings and discussions in the previous chapter:
1. In the *field* of discourse, the linguistic features are largely appeared in the experiential domain analysis

which shows that all terms of registers which are commonly used in the English electronic commerce websites function as technical terms used in discussing their specialty, of which the two major forms of nouns and verbs (i.e., single-word and compound/phrasal word forms) were the most frequent categories of technical terms identified among other kinds of technical terms. The goal orientation is considered to be as a long term goal orientation and the social activity is exchange.

2. In the *tenor* of discourse, the linguistic features are highly appeared in the social distance analysis which shows that the social distance between participants is considered minimal and largely exists in the formal language. The agentive role is said to be equal and the social role is considered as non-hierarchic.

3. In the *mode* of discourse, the linguistic features are excessively occurred in the language role analysis which exists largely in the formal form of both constitutive and ancillary language role. The channel is in graphic mode. The medium is in written with a visual contact as its device.

   The present research only stresses on the analysis of register in the English electronic commerce websites where the identification of linguistic features which are used in correlation with the field, tenor and mode of discourse becomes its main focus. It is recommended for those interested in investigating the role of conversational discourse study related to understanding and addressing cross-cultural communication to do some more research on register by identifying some other linguistic features which are used in correlation to the variables of situations. For further research, it is advised specifically to scholars in Indonesia to do some more

investigations on register in such other fields or interests by looking at the theoretical underpinnings of an interactional sociolinguistic approach. It is aimed as they can have more understanding of how language works to create and communicate meaning in interaction of particular groups of people. This study only takes account of the parameter of register in relation to the context of situation in sociolinguistic point of view. Hence, it is suggested for further researchers to also link other perspectives, such as translation methodology, ESP angles, corpus-based approach and so forth.

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