

CHAPTER I

INTRODUCTION

1.1 Background of the study

Sociolinguistics is a science that studies the relationship between society and language (Holmes, 2001). One topic under sociolinguistics is language style. This study observes and analyzes why we speak differently in different social environments, sociolinguistics also examines a social purpose behind language use and how language is used to convey social meaning.

Language is used of signals like words to communicate with other people. Humans may engage and communicate with people, share facts or information, express thoughts and sentiments, and make sense of difficult and abstract concepts by utilizing language. According to Wardhaugh (2009), humans use language as a tool for talking with others. People use language as a technique to communicate with others. When language is employed, communication has the potential to be effective. To achieve fluent communication, it is critical to pay attention to linguistic variety and style variance.

As members of society, it is important for us not only to understand the meaning of the message conveyed by the person we are talking to, but also to understand the situation as a whole, the culture involved, both in formal and informal contexts, and who the person we are talking to is. Language is a part of the culture and a part of human behaviors (Nasr, 1975). Language is the result of habits in carrying out structured vocal activities that describe meaning derived from human experience. language is the vocal structures used to communicate meaning. Language is

something that is used to communicate and evolves with time, just like fashion grows from old to current. Language, like fashion, has its own style.

According to Keraf (2007), language style studies how we use language. From this statement, it can be concluded that this study studies how someone conveys an idea or thought, the understanding of these ideas will be facilitated if the conditions and style used by the speaker are known. Language style is a branch of linguistics that studies how individuals interact in various circumstances using different languages. This study relates to how a person interacts with others in different situations and contexts. Joss (1967) identified five types of language style, namely frozen style, formal style, consultative style, casual style, and intimate style. A person's personal situation can influence a person's way of speaking, and speaking style also has a big influence on a conversation.

Language style is a phenomenon that is frequently experienced in daily conversations. When "language style" is employed in dialogues to transmit ideas, suggestions, and opinions to the other person, there is no misunderstanding. In literary works like movies, the usage of language style is frequently mentioned. Sometimes, that study is considered in the dialogue or conversation by the characters in movies. Given the aforementioned issue, the goal of this study is to identify the types of language styles used by the characters in *Wednesday* film series based on Joos (1967) theory, as well as the variables that contribute to the characters in *Wednesday* film series having a distinct language style. This film series is a film series of horror, comedy, fantasy and supernatural fiction genres. The language

style employed by the characters in the film aligns appropriately with the data under examination in this study.

Based on the background described above, the objective of this study is to examine the language styles employed by characters in the *Wednesday* film series, as this particular series encompasses a wide array of language styles expressed by the characters across various utterances. Furthermore, the analysis of language style in this film series provides more opportunities for writers to explore language style research because by studying and understanding language style it was help us in choosing the right language style based on the right context.

1.2 Problems of the Study

Based on the background above, the problems of this research can be formulated into two research question, those are:

1. What types of language styles are used by the characters in *Wednesday* film series?
2. What are the reasons of using the language style used by the characters in *Wednesday* film series?

1.3 Objectives of the Study

The objectives of the study are to answer the problems which have been formulated above, the objectives are as follow:

1. To find out the types of language style used by the characters in *Wednesday* film series.

2. To analyze the reason of using language style used by the characters in *Wednesday* film series.

1.3 Limitation of the study

This study focuses on analyzing various language styles utilizing the framework as proposed by Joos (1967). It delves into the reasons behind the characters use the language styles based on the theory presented by Holmes (1992) within the context in *Wednesday* film series in the first episode.

1.4 Significance of the Study

This study focuses on analyzing the language style used by the characters in *Wednesday* film series. The anticipated outcome of this study hopefully can provide valuable insight for observers so they can understand language style and the most important thing is that this research is expected to be useful for readers to be able to know and understand how to implement language style in learning. Based on the points above, it is hoped that this study can offer significance as follows:

1.4.1 Theoretical Significances

This study is hopefully used as one of the references and information for further research related widely to sociolinguistics, especially the theory of language style as studied.

1.4.2 Practical Significance

This study can be utilized as a source to enhance the understanding of language style theory. The way of conducting sociolinguistic analysis, particularly on

language style and understanding the various types of language style, can also be made known and understood by future writers and readers.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter discussed the related literature concepts, and theories of this study. In the review of related literature this study reviewed three theses and four articles. Furthermore, the concepts are introduced to provide an explanation for this study and elucidate the theories used to analyze the problem of this study.

2.1 Review of Related Literature

The first related study was written by Yoga (2022) entitled “An Analysis of Language Style Uttered by the Characters in *Premature* Movie”. The objective of that study are to categorize language styles present in the movie *Premature* and categories their functional aspects within the film. The previous research data were derived from dialogues expressed by characters in *Premature* movies. That study used the theory from Joos (1967) to find out the type of language style in *Premature* movies and the function of language style regarding the theory from Holmes (1992). The prior research findings indicate that the *Premature* movie employs four types of language styles and six types of language functions, drawn from a pool of 19 collected data. The four identified language style types can be categorized as follows: four instances formal style, three instances consultative style, nine instances informal style, and three instances casual style. The research reveals that the predominant style is casual. In terms of linguistic functions, this study identifies four instances of expressive function, nine instances of indexical function, three instances of referential function, one instance of phatic function, one instance of poetic function, and one instance of metalinguistic function. Similarities between

the prior study and this study are evident in their research objectives, as both endeavors seek to identify language style types and their respective functions. Additionally, both studies employ Joos (1987) as the theoretical framework for analyzing the language style types. The distinction between the prior research and this study is evident in the social factors influencing language style selection. The distinction between the prior study and the present research is evident in the choice of theoretical framework employed to analyze the social factors influencing language style in the data. The earlier study relied on theory Holmes (1993), whereas the current research adopts theory Holmes (1992). This discrepancy in the publication year of the chosen theory serves to distinguish the previous study from the current one. Furthermore, differences are evident in the sources of data, in the previous research, the data were derived from the characters in *Premature* movie whereas this research utilizes dialogues from *Wednesday* film series. Differences can also be seen from the research results, the current research found that from 19 data there were four types of language style and six types of language function were found. The language styles are four data for formal style, three data for consultative style, nine data for casual style, and three data for intimate style, while this research found 20 characters who use different language styles. The language styles found are; formal style, casual style, consultative style, and intimate style. Casual style is the dominant type in this series because in this series, especially episode one, many conversations use everyday language and the conversation situations are more relaxed.

The second related study was written by Ramdhani et al. (2020). Entitled “Language Style in What A Girl Wants Movie”. The objectives of that study there are; to find out the kinds of language style used in movie and the second to identify the dominant language style used by the main character in *What A Girl Wants* movie. The result of that study shows two main points, the first that study found four language style that used in the *What A Girl Wants* movie, there are formal style, casual style, consultative style, intimate style. The second finding of that study is the dominant of language style that used by the main character in *What A Girls Wants* movie is casual style and intimate style. That study used theory from Joos (1967) to analyze the data source. The similarity between this study can be seen from the problem of the study, both on the study analyze language style. The similarity between this research and that research lies in the similar focus in analyzing language style. The distinction between the earlier study and this study lies in the approach to data analysis. The current study exclusively employs Joos (1967) theory for categorizing language, whereas this study incorporates Joos (1967) theory to classify language and Holmes (1992) theory to analyze the factors influencing characters' language styles. Another disparity is evident in the choice of data sources, with the previous study utilizing *What A Girls Wants* as the primary source, while this research relies on the Wednesday film series. Further variations are observable in the research findings. The current study identifies four language styles in the *What A Girls Wants* movie, with casual style and intimate style being the dominant types. In contrast, this study found 20 characters displaying various language styles in *Wednesday* film series, including formal style, casual style,

consultative style, and intimate style. The prevalence of casual style stands out in this series, particularly in episode one, where numerous conversations utilize everyday language in relaxed communication situations.

The third study was written by Sya'adah (2022) entitled "An Analysis of Language Style Used in *Mulan* Movie". The data source of that study is taken from movie entitled *Mulan*. The objectives of that study there are analyze the type of language style in *Mulan* movie. That study used the theory from Joos (2007) and theory from Mandel and Kiszner (2003) to analyze the data source. That study found five language style used in the *Mulan* movie there are frozen style, formal style, consultative style, casual style, and colloquial style. In comparing the present study with the previous one, similarities are evident in their shared focus on analyzing language styles and the common utilization of Joos (1967) theory for data analysis. However, notable differences arise in terms of data sources, with the previous study drawing from the movie *Mulan*, while the current study relies on a Wednesday film series. The divergence also extends to study objectives, as the earlier research concentrated solely on analyzing language style types, whereas the current study explores the reasons influencing characters' language style usage in conversations. Moreover, distinctions emerge in the study results. The current study identifies five types of language styles employed by the main character: frozen style, formal style, consultative style, casual style, and intimate style. In contrast, the previous study finds that 20 characters exhibit various language styles, including formal style, casual style, consultative style, and intimate style. Notably, casual style emerges as the dominant type in the current series, particularly in

episode one, where many conversations employ everyday language and feature relaxed communication situations.

The fourth study written by Rahayu and Parmawati (2020) entitled “The Analysis of Language Style and the Illocutionary Act Found in Teen Lit Novel *The Perfect Husband* Written by Indah Riyana”. The objective of that study is delineating the language style and illocutionary acts present in the teen-lit novel *The Perfect Husband* by Indah Riyana. The study employed Joos (1967) theory to analyze the language style and Searle's theory to analyze the illocutionary acts within the mentioned novel. That study findings revealed five language styles - frozen, formal, consultative, casual, and intimate - and five illocutionary act types - representative, commissive, directive, declarative, and expressive - in the teen-lit novel *The Perfect Husband* by Indah Riyana. The present study shares similarities with the previous research in terms of their study objectives, both aiming to analyze language style. Additionally, both studies employ Joos (1967) theory for data analysis. However, distinctions arise from the goals of the studies. The prior research delves into the analysis of language style and illocutionary acts in the teen-lit novel "The Perfect Husband" by Indah Riyana, whereas the current study focuses solely on analyzing language style. Further differences are apparent in the choice of data sources, with the previous study using novels while this study utilizes a film series. Variances are also observed in the research results. The current study identifies five language styles, with a particular emphasis on casual style due to the youth novel context. Additionally, illocutionary acts are categorized into five, with a predominant focus on directive and expressive uses, meanwhile this study found 20 characters

displaying various language styles, including formal style, casual style, consultative style, and intimate style. The prevalence of casual style stands out in this series, especially in episode one, where conversations frequently use everyday language and exhibit a more relaxed tone.

The fifth study written by Arini (2023) entitled “An Analysis Language Style Used in Purple Hearts movie”. The purpose of that study is to classify the various language styles found in the film *Purple Heart* and understand the purpose of each style. The data source from that study is taken directly from the film *Purple Heart*. This research uses Joos (1967) theory to examine speaking styles in films and Holmes (1992) theory to analyze the factors that influence the differences in speaking styles adopted by different characters from each other in *Purple Heart* movie. The results of this research show a total of 44 examples of different speaking styles from all the characters in *Purple Heart* movie. They are divided into one case of frozen style, eight cases of formal style, six cases of consultative style, fourteen cases of casual style, and thirteen cases of informal style. In particular, this research highlights that the most common language style used by all characters is the casual style. In addition, this research identifies four social factors that contribute to the diversity of language styles observed among the characters throughout the film *Purple Heart*. The similarities between this study and the previous research lie in both conducting analyses of language styles and employing Joos's (1967) theory for data analysis. However, a notable difference is observed in the choice of data sources, with this study utilizing the Wednesday film series while the previous study used the Purple Hearts movie. Discrepancies are also apparent in the study

results. In the current study, 42 pieces of data were collected from all characters in the *Purple Hearts* movie. These data include 2.38% for frozen style, 19.06% for formal style, 14.28% for consultative style, 33.33% for casual style, and 30.95% for intimate style. Casual style emerges as the most frequently used language style among all characters meanwhile, this study found 20 characters displaying various language styles in *Wednesday* film series, including formal style, casual style, consultative style, and intimate style. The dominance of casual style in this series, particularly in episode one, is attributed to the prevalence of everyday language and relaxed conversation situations.

The last study written from Tanggung (2022) entitled “An Analysis of Language Style in Dialogue with Jack Ma, Alibaba Group, Kiev 2019”. The purpose of that study is to examine the language style employed by Jack Ma in the video *Dialogue with Jack Ma, Alibaba Group, Kiev 2019*. Utilizing theory from Joos (1967) as a framework for analysis, that study focused on the linguistic patterns within the conversation between Jack Ma, who was the guest, and the host, alongside the engagement of the business audience in Ukraine. The research adopted a qualitative methodology to analyze the collected data. That study findings reveal a total of sixteen instances of distinct language styles utilized by Jack Ma. These instances are categorized into six examples of formal style, five examples of consultative style, and five examples of casual style. Notably, the dominant language style observed in the dialogue is the formal style. The commonalities between the prior study and this one evident in their research problem both studies involve the analysis of language style and utilize theory Joos (1967) as a framework. However,

distinctions arise when considering the data source. The previous study concentrated on analyzing the language style employed by Jack Ma in the video *Dialogue with Jack Ma, Alibaba Group, Kiev 2019* whereas the present study centers on analyzing the specific types of language style utilized by the characters in *Wednesday* film series. Disparities are evident in the research outcomes, with the current study identifying three language styles employed by *Jack Ma and the Alibaba group* in their dialogues formal style, consultative style, and casual style. Notably, formal style emerges as the predominant language style in that study. In contrast, meanwhile this research found 20 characters exhibiting diverse language styles, including formal style, casual style, consultative style, and intimate style. The prevalence of casual style stands out in this series, particularly in episode one, where numerous conversations utilize everyday language, and the overall tone is more relaxed.

2.2 Concepts

There are four things that related in this study such as language style, characters, film series, and *Wednesday* film series

2.2.1 Language Style

Language style encompasses various methods or approaches individuals, writers, or speakers utilize to express their thoughts, concepts, or communications. This encompasses the selection of words, structures of sentences, tone, and other linguistic components that influence how communication is perceived and its efficacy. Variations in language style can be influenced by factors such as the context, purpose, audience, an individual's characteristics, or the specific norms

within a particular genre or field. According to Joos (1967), language styles can differ based on multiple elements, including the social context, the identity of the speaker, intention, audience, and communication objectives. The subsequent elucidation delves into each of these aspects.

2.2.2 Characters

Characters in a series are individuals or entities, often fictional, who are central to the storyline and contribute to its development. These characters possess distinctive traits, behaviors, backgrounds, and motivations that shape their roles within the narrative. They interact with one another, face challenges, and evolve over time, bringing depth and complexity to the overarching plot. Characters are crucial in engaging the audience, conveying themes, and providing a sense of relatability or intrigue as the series unfolds.

2.2.3 Film series

According to Rabiger (2009) a film series as a video-based form of media originating or generated from genuine ideas. Moreover, it should encompass both entertainment and meaningful components, the integration of amusement and significance is shaped by the context in which films are produced, ranging from comedic to historical genres on certain occasions.

2.2.4 *Wednesday* Film series

Wednesday horror film series launched in November 2022, was penned by Alfred Gough and Miles Millar and helmed by Tim Burton. Comprising eight episodes, this series spans horror, comedy, fantasy, and supernatural fiction genres. It unfolds the narrative of Wednesday Addams, a daughter with peculiar and unsettling behavior. Witnessing her unconventional conduct, her parents decide to send Wednesday to Nevermore Academy, an educational institution that fosters unique qualities. Although initially unintended, Wednesday gains extensive knowledge at Nevermore Academy. Over time, she aspires to break free from the constraints of the school, pursuing her own desires, particularly involving matters related to criminals and murderers.

2.3 Theories

To solve the research problem of identifying language styles and understanding their reasons, various theories are applied to support the analysis. This section introduces the theories applied in data analysis, namely the theory from Joss (1976) to analyze the language style used in the data and the theory from Holmes (1992) for the function of language that influences in the conversation from the data

2.3.1 Theory of Language Style

Joos (1967) defines language style as the specific forms of language used by a speaker, indicating the level of formality. He categorizes these into frozen, formal, consultative, casual, and intimate styles, which pertain to different levels of formality in both spoken and written English. Coupland (2007) elaborates that style denotes the approach or manner in which individuals employ language to convey a

message to the intended recipient. Trudgill (2000) characterizes style as distinct varieties of language, each differing from one another.

Crystal and Davy (2013) suggest that style pertains to the linguistic pattern's characteristic of a particular group of individuals during a specific period. The utilization of a language style is contingent upon the recipient of the communication. Holmes (2001) emphasizes the significance of the speaker's relationship with the listener in determining the appropriate speaking style. Speakers can opt for various speaking styles, be it formal or informal. Holmes (2013) further explains that the selection of an appropriate language style is influenced not only by the personal relationship between the speaker and the recipient, but also by the formality of the context and their respective roles and positions.

2.3.1 Types of Language Style

According to Joss (1967) there are five types of language style, there are:

2.3.1.1 Frozen Style

The frozen style, characterized by its formality, is commonly employed in formal settings like religious prayers, ceremonies, government events, international meetings, or official administration. It presents information as immutable facts, where readers and listeners are expected not to challenge the authors or speakers authority.

In accordance with Joos (1967), the frozen style is regarded as a language style worth committing to memory. Frozen style is defined by the utilization of extended

sentences that amalgamate intricate sentence structures and intricate comprehension. Individuals employing this style typically possess exceptional communication skills and higher educational attainment, as this style necessitates a greater command of language.

This style often leans towards monologues or interactions within a sizable group.

Joos (1967) provides various examples of expressions there are:

1. *I hope random choice appeals to me*

2. *We aim to please, Candida*

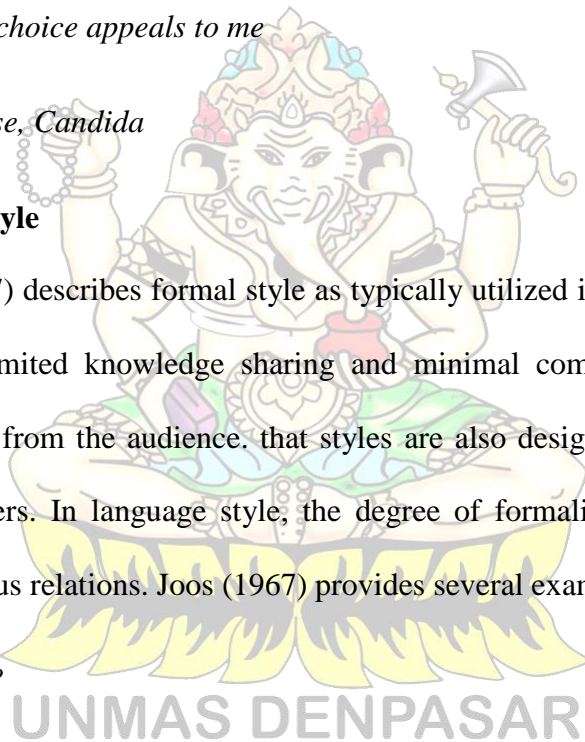
2.3.1.2 Formal Style

Joos (1967) describes formal style as typically utilized in formal scenarios where there is limited knowledge sharing and minimal communication, often without feedback from the audience. that styles are also designed to inform and dominate characters. In language style, the degree of formality can also affect solidarity and status relations. Joos (1967) provides several examples there are:

1. *Can I help you?*

2. *May I introduce Mr. Smith?*

3. *We may not see each other for some time.*



2.3.1.3 Consultative Style

According to Joos (1967), consultative style is a style that shows one's norm when talking to strangers, they use the same language but different personal information. Consultative style is known from the use of short sentences which are common in everyday communication. Typically, the recipient responds with expressions such as *good*, *yes*, *oh*, *I understand*, and so on. Troike (1971) indicates that the consultative style finds frequent use in formal contexts, such as communication within the military, between doctors and patients, and notably in educational settings like interactions between teachers and students. Joos (1967,) illustrates an example of the consultative language style there are:

A: We are about eight on the list

B: I see.

Speaker A sends information to Receiver B, and in response, Receiver B responds with “Oh, I see.” This interaction adopts a consulting language style because their conversation revolves around exchanging information.

UNMAS DENPASAR

2.3.1.4 Casual Style

According to Joos (1967), casual style is a style that is used in everyday conversations commonly employed in informal or usual circumstances among individuals with close connections. Slang represents an informal style frequently adopted by individuals in their day-to-day interactions. According to Fromkin et al. (2017), a slang word is something that is widely used and recognized by almost everyone, yet challenging to provide a precise definition for. Slang distinguishes itself from formal language by being metaphorical, elliptical, playful, and more concise. Joos (1967) provides various examples of slang expressions:

1. *Going to* transformation *gonna* and *want to* changes to *Wanna*
2. *do not know* shortened *dunno*
3. *Cheer up* carries no particular meaning, but it's a phrase commonly used by speakers to console someone they are close to.
4. *Coward* is substituted with *chicken*, equating a coward to a *chicken*.
5. A *girl* is colloquially referred to as *a chick*, equating a girl to a chick.

UNMAS DENPASAR

2.3.1.5 Intimate Style

According to Joos (1967), intimate style is a personal style used in conversations with families, close friend, and partners. This style excludes public information. Unlike other language styles, in this style there is no slang sentence form or background information. Intimacy style is related to the development of personal language in families, close friends, and partners. The elliptical nature of this style can be imagined by the fact that speakers have shared a great deal of background information and expectations Troike (1971).

2.3.2 Theory of Social Factors

According to Holmes (1992), the role of social factors in determining the choice of a particular language is very important. Some factors relate to the person using the language (the participant), while others relate to the context of its use, such as the social environment and the purpose of the interaction. There are several elements that influence differences in language use, such as age, gender, situation, level of education, and so on. Holmes (1992) suggests that there are four factors that influence the choice of language variations, and the following is an explanation of these four factors.

2.3.2.1 Participant

According to Holmes (1992), participants in communication are the individuals who speak and those who are the intended recipients of the communication. In every form of communication, whether direct or indirect, there must be individuals who act as message senders and those who act as message receivers. The terms *speaker* and *listener/audience* or the one who speaks and *the one being spoken to* are

examples of participants and are used interchangeably. These individuals are crucial elements in effective communication as they facilitate feedback between the speaker and the listener.

2.3.2.2 Setting

Holmes (1992) defines the setting or social context of interaction as the environment in which communication takes place. The conversation's social context, involving the speakers and the location of their interaction, is discussed. The setting pertains to the specific location of communication, like a discussion between a teacher and a student in a school, a dialogue at home between a sister and a brother, or a chat at the friends.

2.3.2.3 Function

Holmes (1992) states that the work of communication is the rationale behind talking. Amidst interpersonal intuition, people constantly have thought processes for locks in discussion. For occurrence, a school vital conveyed a discourse on school teaching on a specific event. The point of this discourse was to teach understudies and the group of onlookers approximately the significance of school teaching.

2.3.2.4 Topic

Holmes (1992) explains that the topic pertains to the subject being discussed. Conversations inherently involve specific discussions or insights. For instance, conversations among students regarding national exams, discussions among

members of DPR regarding taxes, and similar scenarios all involve a particular subject matter, constituting the topic of conversation.

