

CHAPTER I

INTRODUCTION

1.1 Background of the Study

People use language differently depending of the situation. When the situation urged someone to use formal language the people would more being polite. In the other way, people would use casual language in everyday life. People could engage and communicate with one another in anything they do through language. Language purposes are communication, identity, play, imaginative expression, and emotional release. Many definitions of language have been proposed. Language is the expression of ideas employing speech sounds combined into words. Words are combined into sentences, this combination answering to that of ideas into thoughts (Sweet, 1899). Content encompasses what we are attempting to say; expression encompasses the way we articulate this content, and language is the mental code that links the two. Language is a part of the culture and a part of human behaviours (Nasr, 1975).

Sociolinguistics is studying the relationship between language and society (Holmes, 1992). They are interested in explaining the reason we speak differently in different social contexts, and they are concerned with identifying the social function of language and the ways it is used to convey social meaning. The choice of language to be utilized and the social qualities of society may be the source of variations in language that are frequently used in society and social environment. One could also say, simply, that language is an acquired vocal system for

communicating meanings. Language is something that is used to communicate and develops over time, language evolves from era to era like fashion from old becomes modern. Same as fashion, language also has its style.

Language style refers to how a speaker makes a statement for their audience, language enables people to engage and communicate with one another as well as share information, express their thoughts and feelings, and abstract concepts. Language style is the manner of a speaker to convey an argument to the listeners. Language style is a subfield of linguistics that examines how people use different languages to communicate in a range of contexts. Language style refers to how a speaker communicates with others depending on the circumstance and context.

Language styles could be categorized into five categories, there are frozen or fixed style, formal style, consultative or semi-formal style, casual or informal style, and intimate style (Joos, 1967). The frozen style appeals during respectable gatherings and ceremonies, it is typically used because it is the most formal communication style, formal style is used in formal situation in general, consultative style it is a communication style that is employed in semi-formal settings and it calls for the kind of language that a regular person would use, casual style making an appearance of informal words like slang, colloquial, even banned words, etc, and the intimate style appeals use of hidden meanings and language that denotes an intimate relationship.

Language style also could describe the personality or condition of humans (Meyerhoff, 2006). Human situation could influence a person's language style and language style is also very influential in conversation. The language style is

typically employed in a particular occasion or place; for instance, when giving a speech, more formal language would be used. In daily life, when talking to friends, family, or closest people, it is usually used casual language. Intimate language is usually used when the two have a close relationship. For example, couples or married people, usually use the word “babe”, “honey”, “sweetheart”, or a few additional nicknames that are exclusive to their environment.

The phenomenon of language style is often encountered in through daily conversations. There is no miscommunication when “language style” is used in conversation to convey ideas, suggestions, and opinions to the other person. For example, a person greets his older neighbour using formal style, a boy talked with his best friend with a casual style, a priest giving a speech using frozen style in a church. In literary works like movies, the usage of language style is frequently mentioned. Sometimes, language style is considered in daily life by the characters in movies. Considering the aforementioned phenomenon, the purpose of this study is to determine the type of language styles in Keeping Mum Movie based on Martin Joos theory (1967) and the factors that lead to the characters in Keeping Mum movie having a different language style. Considering that the storyline concerns socialization and religion, the characters' usage of various language styles is acceptable.

This study were used data from the conversation in the Keeping Mum movie based on the phenomenon. Literature, including movies, frequently describes the usage of language style. Language style is occasionally considered in real life by the characters in movies. Based on the above occurrence, this study aims to identify

the categories of language styles and the variables that influenced the choice of language styles used in the dialogue between the characters in the Keeping Mum movie. Because the plot is about socialization and religion, the language style used by the characters in the movie is reasonable for data in this study.

Based on the phenomenon above, this topic is fascinating since the purpose of performing this study of language style is to discover the characters in the movie who have varied styles depending on the situation. The goal of learning English as a foreign language is to improve communication abilities. This study is concerned with more than only the type, meaning, and factors that influence the choice of language style.

1.2 Problems of the Study

Based on background of the study above, there are two problems that would be analyzed in this study. Those problems are:

1. What are types of language styles in Keeping Mum Movie based on Martin Joos theory (1967)?
2. What are the factors that lead to the characters in Keeping Mum movie having a different language style?

1.3 Objectives of the Study

Based on the problems of the study, the objectives of this study are:

1. To find out types of language styles based on Martin Joos theory used in Keeping Mum Movie.

2. To analyze the factors influencing the characters' choice of language style in *Keeping Mum* Movie.

1.4 Limitation of the Study

Related to the problems and the objective of the study, the study of language style offers a wealth of possibilities for analysis. This study tends to focus on the study on the characters conversation in *Keeping Mum* Movie that was released on December 02, 2005 in United Kingdom and October 06, 2006 in United States. The discussion of this study is limited only to analyze the classification of language styles using theory proposed by Joos (1967) in his book *The Five Clocks* to classify the five types of language styles and the factors that influence the speaker using theory proposed by Holmes (2001) in his book *An Introduction to Sociolinguistics*.

1.5 Significance of the Study

This study's relevance would be classified into two categories. Theoretical significance and practical significance. Theoretical significance is theory-based significance, the source before doing the practical significance. Meanwhile, practical significance is the practice according to the theory. Those significances are mentioned as follows:

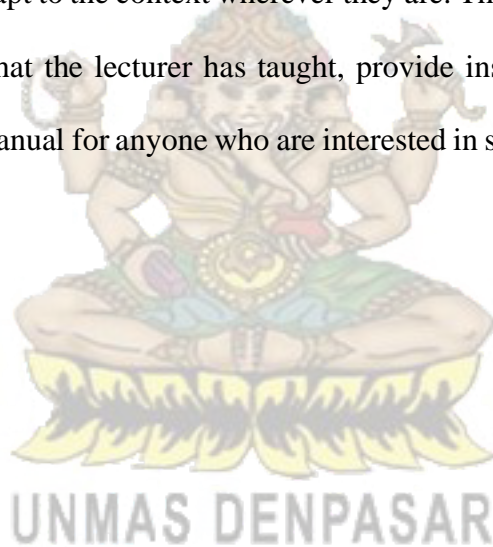
1.5.1 Theoretical Significance

Theoretically, this study only focus on the sociolinguistic study of language style and be a resource for people who are studying the same subject. It is

anticipated that this study make a significant contribution to the advancement of English language learning, particularly the disciplines of linguistics. Also, to provide viewers more knowledge about the five linguistic styles used in the movie so they may enjoy it more when watching it.

1.5.2 Practical Significance

Practically, in order to better understand how to use the five language styles in daily life and adapt to the context wherever they are. The findings from this study should enhance what the lecturer has taught, provide insightful information, and serve as a useful manual for anyone who are interested in studying various language styles.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

2.1 Review of Literature

The reviewed studies consist of two undergraduate thesis and three articles. The first undergraduate thesis is entitled *An Analysis of Language Style in "THE RON CLARK STORY" Movie* (Aprilia, 2021). The study is aimed to the language styles employed by the main character in The Ron Clark Story. The theory applied in the study is the theory of Language Styles by Joos (1967). The method of this study is qualitative method. The study reveals four language style which are casual style, formal style, consultative style and intimate style. The Ron Clark Story movie's main character provided 157 pieces of data for the study, which was used to determine the language style. The most dominant is found in the casual style with a percentage of 56.7%. The similarities between current study and previous study are the method used and theory by Martin Joos. Meanwhile, the data source of both research is different. Aprilia's used "The Ron Clark Story" movie and this study used a "Keeping Mum" movie to find the data.

The second undergraduate review for the thesis is entitled *An Analysis of Language Style Used by The Main Character In "WONDER" Movie* (Rosyda, 2021). The purpose of the study is to analyze Auggie's language use in the film "Wonder" and to identify the reasons that cause Auggie to speak with a particular language style. Data collection was carried out by Rosyda using qualitative

descriptive methods. In this study, Rosyda's used Martin Joos and Mandel and Kiszner theory. Rosyda's study used the movie dialogue as the main source of data that has been transcribed into a textual form. The frozen style was not found in the "Wonder" movie, while the researcher identified four categories of language style from this study used by Auggie in the movie: 3 data formal style, 14 data casual style, 3 data consultative style, and 7 data intimate style. The most dominant type was found by researcher is the casual style, which consisted of 14 data. The similarities between current study and previous study are the method used and theory by Martin Joos. The differences between current study and previous study is the data source. Rosyda's used "Wonder" movie and this research used a "Keeping Mum" movie to find the data.

Third, a research article entitled *Sociolinguistics Analysis on Language Style Form at the Movie Script of Papillon* (Purba et al., 2021). This research discusses language style in the movie script of Papillon. This study used qualitative research methods to investigate the research problem. Martin Joos' categories of language styles are incorporated into this study. The purpose of this research is to categorize the types of language styles and the purposes of speakers' utterances in using language style at the movie script of Papillon. Following their analysis, the researchers discovered 30 language-style data sets. 1 data frozen style, 6 data formal style, 11 data consultative style, 6 data casual style, and 6 data intimate style. The consultative style, which was the most prevalent form as determined by the researcher and included 11 data. The similarities between current study and previous study are the method used and theory by Martin Joos. Meanwhile, the data

source of both research is different. Purba's used "Pappilon" script movie and current study used a "Keeping Mum" movie to find the data.

Fourth, a research article entitled *Formal and Informal Language Styles Used in It's Me Marsya Movie* (Ningsih & Ardiantari, 2023). The purpose of this study is to analysis the style of language used by all the characters in the film "It's Me Marsya". In the film there are dialogues played by all the characters, there are many styles of language, but here the research focuses only on formal and informal language styles. This study obtains the factors of differences in formal and informal language styles. This type of research is qualitative research. The data collection method used in this study is the method of watching movies repeatedly, making transcription dialogs between characters, comparing scripts and transcripts to confirm the data, classifying data into various types of language styles used by the characters. Then the research classifies based on the dominant type of language style. The writer found that there are formal (40%) and informal (60%) language styles. It could be concluded that the dominant style of language is informal.

Fifth, a research article was written by Rantung (2022). The aim of this study was to analyze the language style used in the film "The Great Gatsby". In this study, the language style was examined using Martin Joos method. The frozen style was not found in the "The Great Gatsby" movie, while the researcher identified four categories of language style: 30 data formal style, 108 data casual style, 15 data consultative style, and 10 data intimate style. The most dominant type was found by researcher is the casual style, which consisted of 108 data. Descriptive qualitative methods were employed in the conduct of this study. The information

was gathered through seeing the movie and reading the screenplay. The similarities between current study and previous study are the method used and theory by Martin Joos. The difference between current study and previous study is the data source. Rantung's used "The Great Gatsby" movie and this research used a "Keeping Mum" movie to find the data.

2.2 Concepts

This study would be related to the following basic concepts. First, the language style is the topic of this study. Second, this study would be based on the dialogue. Third, the movie is the source of finding the data.

2.2.1 Language Style

Language is an important element for building and maintaining relationships with other people as well as a means of exchanging information about a subject. Language style is a key concept in the study of sociolinguistic variance (Eckert & Rickford, 2002). The place where a person's internalisation of wider social distribution variance takes place is in their language style. There are certain sociological works that set the stage for the board's understanding of style as a social characteristic. A language style is a different instrument that is utilized to communicate the message across numerous languages. Depending on how it is utilized when communicating, every language has a varied meaning. Some people have their style when it comes to how they relate to others in social situations. With each style serving a distinct function, Language styles assist people in speaking

more clearly. Depending on the situation, there are several language styles. According to Joos (1967), Language styles fall into five types. There are frozen or fixed style, formal style, consultative or semi-formal style, casual or informal style, and intimate style. He claimed that whereas public speeches are typically less formal, conversations are occasionally more casual, and private conversations about minor issues might be quite casual and informal, speeches for ceremonial occasions are almost always very formal.

2.2.2 Conversation

Interactive communication between two or more persons is referred to as conversation. An essential component of socializing is the development of communication abilities and manners. In addition to reflecting the limitations imposed by the use of spoken language, conversation also reflects the norms and processes that apply to in-person interactions (Richards, 1990). Turns, the function of themes, how speakers address problem areas, conversational discourse's syntax and register, as well as how speakers deal with tense issues are all considered in this. With the help of conversation, we could better comprehend one another in social situations. This study would be taken data from the conversation in the movie.

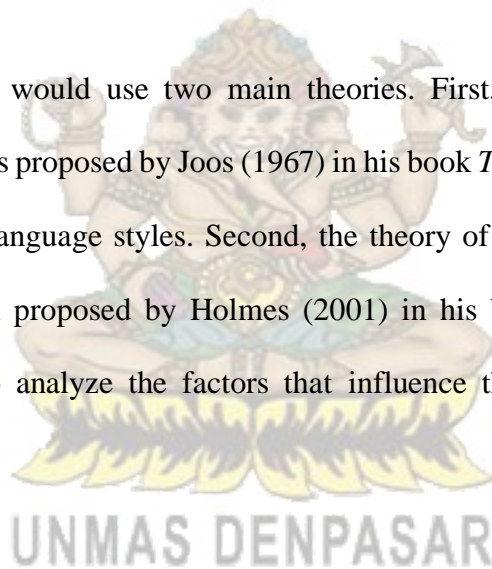
2.2.3 Movie

A motion picture or movie consists of a succession of images, such as photographs or schematics, that are projected onto a screen via a projector and turn

the image so that it appears to be moving naturally. Almost everybody in the world enjoys watching movies. A screenwriter created the movie by writing the dialogue for a fictional scenario that appears in the movie. The movie combines development, words, music, and visuals. Movies are regarded as the best media for gathering data that is simple to understand. It is anticipated that people would be inspired to pursue study by the inventiveness that movies offer.

2.3 Theories

This study would use two main theories. First, the theory of types of language styles was proposed by Joos (1967) in his book *The Five Clocks* to classify the five types of language styles. Second, the theory of four factors in choosing language variation proposed by Holmes (2001) in his book *An Introduction to Sociolinguistics* to analyze the factors that influence the speaker in uttering a speech.



2.3.1 Language Style

Studying languages is crucial if you want to build and sustain relationships with other people. Languages are more than just a means of communication. Language style is a component of linguistics expertise in language. When we communicate with other people, our language style conveys information by using a variety of terms as well as specific requirements and circumstances (Zulaekho, 2011). A language style is a tool used to communicate a message in various languages. Depending on the communication method utilized, it might have several

meanings. According to Joos (1967), Language styles fall into five types. There are frozen or fixed style, formal style, consultative or semi-formal style, casual or informal style, and intimate style.

2.3.1.1 Frozen Style

The Frozen style, according to Joos (1967), is meant to be utilized in extremely formal circumstances, which typically occur in large ceremonies or formal settings like churches, palaces, and other formal occasions. The Frozen style is the most formal. Because frozen style has a historical aspect and symbolic importance, it is typically used in respectful events and conditions or ceremonial rituals. It's frequently utilized in a circumstance where there's a respectable, legitimate, or ceremonial celebration. The use of a consistent and unchanging language structure, the employment of lengthy and meticulous sentence building, and the near absence of reactions from the listener or speaker when communicating are all examples of the frozen style. Typically, it tends to be monologue and involve members of a bigger group. People who use this style are generally usually well-spoken and well-educated.

2.3.1.2 Formal Style

Formal style is a one-way communication method that is employed in formal settings. In important or serious contexts like academic and technical papers, classrooms, formal speeches, and sermons, it is typically employed. According to Joos (1967), When speaking in a formal setting, where there is at least a shared

history or when it is necessary to get to know one another well, the formal style is used. Three things define a formal style: a single topic, a sentence structure that conveys less closeness between the speaker and listener, and the use of conventional forms. In formal style, intonation is more crucial than cohesiveness and is therefore given more weight. However, it is possible to utilize it with a single listener, such as strangers.

2.3.1.3 Consultative Style

In semi-formal settings, the consultative style approach is frequently used. There are multiple instances of participation or conventional discussion. Even if it was formal enough, it utilized phrases like "business," "a doctor and patient dialogue," and "translation.". Consultative style is the typical circumstance where it is unnecessary to be overly formal but incorrect to avoid it. According to Joos (1967), Consultative style is typically employed when speaking with people who share our language but have less in common with our respective backgrounds. Due to the semi-formal style of the event, the speaker would speak to the audience at an average tempo. The sentence is typically shorter. The speaker would utilize straightforward statements that are easy for listeners to understand, and they usually come spontaneously.

2.3.1.4 Casual Style

A style that is employed in an informal setting is known as a casual style. Casual style usually uses in daily conversations or in relaxed situation. It is employed to make someone feel included in the conversation and group. Casual style is used in

everyday settings with friends, family, and acquaintances. This language is frequently abbreviated when it is spoken. Use of slang, omission, repetition, etc. is permitted within the framework of the phrase. For desired and appropriated. For informal settings, like in a group of friends or at work, this style doesn't require for impeccable grammar or well-crafted sentences, but it still requires a lot of background information to be presented. According to Joos (1967), casual style is the simplest to employ in daily conversation, it is typically only utilized by those with close relationships.

2.3.1.5 Intimate Style

An intimate style is one that is used when two individuals are already quite familiar with one another. It is also sometimes referred to as a private style. A private language developed within families, romantic partners, and close friends is intimate style. In the current situation, other epithets such as Mom, Dad, beloved, dear, nectar, and other similar terms may be employed as private markings. According to Joos (1967), the statement might be brief or long, but it usually has a special meaning that both parties are aware of. Additionally, this style could include ellipses, deletions, nonverbal cues, and secret codes that are known only to both participants. In this style, intonation is important than wording or grammar. The speaker sometimes uses private vocabulary.

2.3.2 Social Factor Influencing Language Style

Language and society are inextricably linked. In explaining the specific variety used, social factors have been important. Some of these pertain to the

language's participants, or language users, while others connect to the language's uses, or the context and purpose of the interaction. According to Holmes (1992), social factors played a part in deciding the specific variety selected. An important consideration is who is speaking to whom. In general, the environment or social context is also important. It could be crucial to consider the interaction's goal or purpose (informative or social). Additionally, the issue has occasionally shown to affect the language used. **Although not all aspects are pertinent in every situation**, there are beneficial ways to organize them. Age, gender, circumstance, degree of education, etc. are some elements that may have an impact on how people use language differently. According to Holmes (1992) There are four factors in choosing language variation. Here is the explanation of four factors:

1. Participant

There must be an actor or, more commonly, a participant in any communication, whether direct or indirect. Who is speaking and to whom are they speaking is example of participants. The individuals are necessary for feedback between speakers and listeners, which is a necessary component of good communication (Holmes, 1992).

2. Setting

Setting takes into consideration who is speaking and where they are speaking, as well as the social environment of the discourse (Holmes, 1992). Setting describes the location in which a communication is occurring and the person speaking. Example is a conversation between teachers and

students at school, a mother and her child at home, or friends conversing at the mall.

3. Topic

The topic is what is being discussed or what is being talked about (Holmes, 1992). There is clearly a more focused conversation during a talk. For instance, a conversation or conversation about a national exam among students, a meeting of lawmakers to discuss taxes, etc. In this instance, the subject is the subject of the conversation.

4. Function

What is the speaker trying to accomplish when they speak. The function is why are they start the conversation (Holmes, 1992). People must interact with one another for a reason when they do so. For instance, a headmaster spoke on a particular occasion about enforcing school rules. His lecture aims to educate students and viewers about school rules.

