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AN ANALYSIS OF LANGUAGE STYLES USED IN HONG'S MOVIE "RED SHOES AND THE SEVEN DWARFS" MOVIE

Atika Afifah Irwan¹, Iskandar², Yunitari Mustikawati³

Universitas Negeri Makassar¹²³

atikairwan2020@gmail.com, iskandar@unm.ac.id, yunitarimustika@unm.ac.id

ABSTRACT

There are various styles of language used when communicating. Based on Joos'theory (1976), he categorizes the style of language into 5 categories namely frozen style, formal style, consultative style, casual style, and intimate style. This study aims to identify the types of language styles found in Red Shoes and the Seven Dwarfs Movie and the factors that influence the use of language style in films. The method used in this research is qualitative research. Downloading movies and movie scripts, watching them multiple times, and taking notes are some of the strategies used to collect data. In the data, the researcher identified four categories of language styles: formal, consultative, casual, and intimate. For frozen style, not found in data. In the data, the researcher determined that casual language style was more prominent. Then, a number of factors, such as participant, setting, topic, and function, affect the language style used in the data.

Keywords: Language Style, Joos, Movie, Red Shoes and the Seven Dwarfs.

INTRODUCTION

One of the important elements in communication is language. Language is something that cannot be separated from living things because language will always be part of society. Language is something that is needed in the running of human life. Generally, we all know that language is a communication tool used to interact. Because humans are social creatures who will continue to experience interaction with living things with each other. In interacting, humans must communicate. Communication will always occur in life, this is the reason why language is important for humans. Humans will find it difficult if they do not use language as a tool to communicate. What you want to convey and ideas will not reach other humans. As humans, we will give and receive information or ideas. Through language, we can convey the contents of our thoughts, opinions, emotions and feelings through sound or sounds, cues and cues that are patterned (Tamsar, 2019). When we use language, we don't just communicate by conveying sentences or speaking. We also have to think about the context of the conversation, what kind of topic is being discussed and what the purpose of the conversation is. Also, the situation of the interaction is like who the listener is and whether it is formal or informal. In this case, language style plays a role.

In communication, conveying information and ideas from speakers to listeners can be conveyed using language, which means language has an important role. When communication occurs, it will have several types of styles. The occurrence of several differences in language style and variety of language for each person is influenced by several factors such as gender, age, personality, health conditions, etc. To know the purpose and



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understand the meaning of communication, language style plays an important role in social interaction. Moreover, according to Meyerhoff (2018) states that language style can describe a person's personality, way of thinking, and condition in interacting. Like knowing if someone is in a casual or normal condition. The condition can determine a person's style of language. In the division of language styles, there are 5 sections, namely frozen style, formal style, consultative style, casual style and intimate style.

Nowadays, we can not only get language in social and real social environments, but also in entertainment media which is supported by the rapid development of technology. One example we can see is in the movie. In this research, the researcher uses the movie as the object of research to find the style of language contained in the movie. In the movie, we can also see how the use of language and its relationship with human society is depicted in real-life movies. The researcher chose the Red Shoes and Seven Dwarfs movie and applied the theory of Martin (Joos (1967) which divided the language style into five, namely frozen style, formal style, consultative style, casual style and intimate style.

Based on the background above, the researcher formulates as follows:

What are the types of language styles used in Hong's movie "Red Shoes and The Seven Dwarfs"?

What are the factors that influence the language styles used in Hong's movie "Red Shoes and The Seven Dwarfs"?

LITERATURE REVIEW

Definition of Sociolinguistic

Sociolinguistics is formed from the words socio and linguistics. Socio or social, namely relations with the community, then linguists learn about language as well as elements that are related with language. Sociolinguistics is a branch study from linguistics that discusses how language and society are related. Sociolinguistic is talk about how humans used interaction with language in a social environment (Chaika, 1982). Sociolinguists learn about how the social environment of society is related when we use language. The purpose of this study is to define the role of language in the environment of society, how language and society have an influence on each other and are inseparable.

Language Style

Style is how the speaker conveys statements and questions to the other person. Language style can also act as a tool to convey ideas, emotions and human thoughts in interaction. How a person speaks not only with an accent but also the context of the conversation is influenced by the style of the language. Based on the opinion of Miššíková (2003) language style is how utterances are created when speaking consciously and intentionally, systematic patterns and the use of linguistic means that still involve the topic, situation, purpose and meaning of a speaker's utterance.

Kind of Language Style

Frozen Style

Frozen style usually known as Oratorical style, that language style obviously used in formal situations such as when meeting a stranger because this style is the most formal language style compared to the others. We can find the frozen style when reading speeches at a ceremony, palace, church and several occasions. This style of language requires high skills because it is structured with complicated grammar and uses difficult vocabulary. This style of



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language is commonly implemented by lawyers, the orators who are professional, and the preachers.

Formal Style

Joos in Brown (2000, p. 260) states that formal style or it can also be called deliberate style is a style that we usually find in a large audience. Like to greet the audience even though the language is not as rigid as the frozen style. We can find this style in quite formal situations, such as formal events and discussing something important. Lecturers who deliver material to students in class are the type of situations that use this style or also make presentations in formal situations. It is a one-way interaction and there are no interruptions.

Consultative Style

Consultative is a semi-formal style of language. Based on the statement Joos in Brown (2000, p. 260) consultative style is a typical dialogue, which is not too formal. This language style is a two-way communication, such as group study discussions, interactions between students at school, people in the company, conversations with traders and others. The characteristics of this style of language include that the sentences seem short. In this style, the conversation usually contains the words "mm", "yes", "no", "uh-uh", "I think so", "I see", "I know" and other short responses.

Casual Style

Joos in Brown, (2000, p 260) states that language style that uses casual style is a style that is usually used with our friends, colleagues or family members. This way is the most frequent use in everyday conversation and in leisure time. In this style the words used do not need to be too guarded and the social boundaries in this context are quite low.

Intimate Style

Intimate style is the style that is most often used when interacting with partners, close friends, family members, close relatives and people we love. Based on the opinion of Joos in Brown (2000, p. 260), intimate language style is characterized by the absence of social boundaries in communication and in which inner feelings are expressed to partners, close friends, family and loved ones. Normally, those who are members of intimate groups have intimate nicknames such as baby, honey, dear, mommy, daddy and certain nicknames given.

The Factors That Influence the Language Style *Participant*

When doing communication, either by direct or indirect communication, there must be the actor, speakers or participants. Participants are people who are speakers and people who are spoken to or speakers and listeners. This participant plays an important role so that communication can be established well, there is a response between speaker and listener.

Setting

Setting is more directed to where the incident or interaction occurred, for example conversation between teachers and students that discuss a subject and the setting is the classroom, as where they carry out communication or conversations between mothers and children at home where the house is the setting.

Topic

There are discussions that are more focused when there is a conversation. For example, discussions between students in study groups, campus organization meetings about work programs, etc. So in this case the topic is an idea that is discussed by the participants.



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Function

In discussing a topic, participants must have a purpose for communicating. In this case, language style helps participants to define the purpose of the communication.

Movie

Movie/film is also known as Cinema. Literally, Cinema comes from the word Cinemathographie which is composed of the words Cinema + tho = phytos (light) and graphie (ghraph) = (writing, drawing, image). So Cinema is light that creates motion. A movie is an image that moves by showing a story or message produced using a camera. Movie is also a medium of communication because it is audiovisual which displays picture and sound.

METHOD

In this study, the researcher used qualitative methods to analyze the subject. Qualitative research according to Litosseliti, (2018, p. 52), is focused on structure and pattern, or how something works. The researcher uses this method to analyze and find the language style in the text in this movie.

The data source of this research will be taken from the Red Shoes and Seven Dwarfs movie. This movie was obtained from the https://www.bilibili.tv/id/ video/2004812467 and downloaded using Wi-Fi. This movie is a South Korean animated fantasy film produced by Locus Corporation in 2019 with a duration of 93 minutes. The movie is directed by Hong Sung Ho and produced by Hwang Su Jin. The source of data in this research is the movie, the dialogue from all the characters from this movie will be taken for the main data. The characters in the movie include Red Shoes or Snow White and Merlin as the main characters, Arthur, Pino, Niko, Kio, Jack, Hans, Queen Regina, Magic Mirror and Prince Average as other characters. The main data is obtained from all sentences and texts contained in the script of the Red Shoes and Seven Dwarfs movie.

There are some steps that researchers have taken to collect data in this study. The first step the researcher would do is watch the movie. Researchers will watch the movie as many as three times. The first watch to know the storyline of the movie. The second watch is to observe the dialogue in the movie then start taking notes of the dialogue contained in the movie. The third watch is to analyze the dialogue using the theory from Joos. The second step is the researcher looks for movie scripts in one of the websites and then downloads them to make it easier for researchers to analyze what are the types of language styles that are found in the conversation from movie script and find the language styles that are most often found in this movie.

FINDINGS AND DISCUSSION

Findings

Types of Language Style in Red Shoes and the Seven Dwarfs Movie

Frozen Style

In the data, there is no frozen language style, so there is no extract for frozen style.

Formal Style

Extract 1 [11:55-12:04]

Hans: "You're beautiful, Miss. Like an angel!"

Snow: "Really?"

"Could it be?"

Merlin: "Excuse me, but who are you?"

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Snow: "Oh... I'm Snow..."

In this conversation, Merlin's character compliments the main character and calls her "miss" because they were not relatives and had never met before. Merlin also politely asked the main character's name after the previous conversation by mentioning "excuse me". This is an example of formal style, how Merlin's character uses the formal greeting "miss" to name the main character.

Extract 2 [12:23-12:31]

Arthur: "Of course, she's a princess!"

Arthur: "How could she be so beautiful if she weren't?"

Arthur: "Obviously! Right, Miss?"

Snow: "Obviously, I mean I am a princess"

In this conversation, actors Arthur and Merlin praised the main character, Snow because they were both so amazed by Snow's beauty. They say that Snow is a princess because of her appearance and beauty. Arthur then asks the truth of this to Snow by calling her "**miss**" which is a formal call to a woman we don't know. This is an example of a formal style.

Extract 3 [30:20-31:01]

Snow: "What?"

Stranger 1: "Hey, you. No. Hey! Stop! Come on!"

Snow: "Oh, you guys don't have to help"

Stranger 1: "That's not her"

Stranger 2: "Come on. Sorry Miss"

In this conversation, additional characters stranger 1 and stranger 2 want to kidnap the main character, Snow. But with her ingenuity, Snow then changed himself so that he was not recognized by the strangers. The strangers then apologized to Snow by calling her "**miss**", which is the formal form used to describe a woman we don't know.

Consultative Style

Extract 4 [15:49-15:59]

Prince Average: "May I suggest inviting this young lady?" Prince Average: "She's beautiful, when can she get here?"

Regina: "Well, that's up to you"

In this conversation, Prince Average wanted to have a party at the palace and asked Regina's opinion on choosing the princess to invite to the party. In this conversation, Regina said "well" indicating a short response. This conversation occurs in a semi-formal situation so that it can be categorized into consultative style.

Extract 5 [51:23-51:28]

Snow: "Now that looks like a real home" Merlin: "Yep. I could get used to that"

Jack: "Uh-uh. I cannot"

In this conversation, the character responds to a short dialogue from the speaker. In this conversation there are the words "**yep**" and "**uh-uh**". That makes the sentences classified into this style. This is one of the characteristics of the consultative language style.

Extract 6 [57:52-58:00]

Snow: "What're you talking about, Merlin?"

Merlin: "Do I need a longer kiss? Two kisses? Let's try again"



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Snow: "Umm.. You're not making any sense"

In this conversation, Merlin asks Snow to give him another kiss but Snow gets confused and doesn't understand why Merlin is asking this. Snow, who answered with "umm .." as if he seemed to think and had a pause before answering, one of the characteristics of this conversation was classified as a consultative category.

Casual Style

Extract 7 [07:03-07:06]

Snow: "Can I borrow this?"
The Wooden Bear 1: "Okay"

Snow: "Thanks!"

This conversation takes place between the main character, Snow and the Wooden Bear character. Snow asked him if Snow could borrow a broom or not. Then the wooden bear character allowed it by saying "okay" then Snow answered it with "thanks". This is an example of a conversation that uses a casual style because it uses words that are not formal and are often used in relaxed situations.

Extract 8 [09:25-09:30]

Pino: "Hey hey, Over here! Over here!"

Kio: "See, see. Come! Very quick"

Kino: "Look at this. Look, look, look. What is it?"

In this extract, The Fearless Seven were surprised by something in their house. They suspect that a thief broke into their house. They then checked into the house. If you look at the conversation, in some sentences there are repetitions such as "hey, hey, over here! Over here!", "see see", "look, look, look". The repetition sentence is a non-standard form, which is an example of a casual style.

Extract 9 [10:44-11:00]

about his insecurity to Merlin. Another topic they talked about was also about their feelings for each other. This affects the style of language in the movie.

Function

The final element is a function. This element has a significant objective. What the participants are aiming to accomplish when they speak. At first, Snow wanted to meet The Fearless Seven because he wanted to ask for their help in finding Snow's father. The Fearless Seven, who was hit by the curse, was looking for the most beautiful girl in the city, namely Snow. They are actually looking for each other with a specific purpose, but as the story progresses, their closeness, which at first was just strangers, became closer to being friends.

Discussion

Language style is the main topic discussed in this research. Martin Joos in theory divides the style of language into five types of style used in this study, namely frozen style, formal style, relaxed style, consultative style, and the last is intimate style. In this study, casual language style is more widely used. This can be seen from the relationship between Snow and The Fearless Seven, namely Merlin, Arthur, Jack, Hans, Pino, Kio and Kino, where they are friends so that the conversations that occur are more about informal things and everyday conversations. However, formal language style is used several times in this film



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when Snow goes to find her father assisted by The Fearless Seven in the market. Snow and The Fearless Seven interacted with foreigners several times so they used formal language because they didn't know each other. Consultative language style also appears a few times but mostly between Snow and The Fearless Seven. Because their friendship is getting closer, they don't use each other's formal language when they interact, unlike when they first met. Then, the intimate language style also appears a lot when Snow always mentions her father and Snow's father mentions Snow. The intimate language style also appeared several times when members of The Fearless Seven were so fascinated by Snow's beauty that they called her a more gentle and romantic name.

Several factors that influence the style of language in this film are participants, setting, topic and function. How has been described in the previous section at each point. In the participant factor, the character that has the most impact on the storyline occurs between Snow and Merlin, as the 2 main characters. Then, on the setting factor, more conversations took place at The Fearless Seven's house, so the conversation that most happened was casual language style. Furthermore, another factor is the topic being discussed. In this movie, the most talked about topic between characters is everyday conversation. The last factor is function, which is the purpose or intent of the conversation between the characters.

CONCLUSION

All of the characters use one of four speech style kinds, according to the author. There are a variety of styles, including formal, casual, consultative, and intimate. According to the results that were evaluated using Joos' theory, the author draws the conclusion that the characters from the movie "Red Shoes and the Seven Dwarfs" utilize casual style in their speech the most. There were no preserved language patterns in this investigation from any of the discussions that took place. Formal style is the first category. The grammar in formal style is clear and well-formed. It does not use contractions. Additionally, it carefully considers pronunciation emphasis and intonation. Casual style is the second category. Two speakers are closely related in a casual manner. The occurrence takes place in a casual or laid-back setting. Because it is more practical, the sentence is typically abbreviated or elliptical and includes contraction, repetition, and limited emotion. Consultative style is the third category. Although the consultative grammar style is complete, it occasionally uses mixed construction. This pronunciation method avoids insulting him with appropriate familiarity or involving him in an under-formality by being clear but not clattering. Intimate style is the final category. There is a close connection between intimate styles. Although the grammar and vocabulary are relatively simplified, they still have a special connection to one another.

There are four elements that influence the language used in character exchanges: participants who are controlled by Snow and Merlin, The Fearless Seven's home as the primary setting, issues that focus more on daily activities and the function of the conversation that occurs in the movie.

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