

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is an important tool in communication in social life. The purpose of communication is transferring the ideas from one person to the other person. People's activities and interactions will become stagnant if they do not employ language as a tool for communication. Wardaugh (2010:1) says that language is what the member of particular society speaks. Language can express people feeling, emotion, opinion, and thinking. It allows people to convey or accept information. In using language, it is not enough just to know every word that has been uttered. We must consider the context, such as whether it is formal or casual language, and who will be the audience, the topic discussed, and also about the purpose of the communication.

When we talk about the language we use and how it relates to society, we're talking about Sociolinguistics, a field of linguistics that studies how language affects society. Hudson (1996:4) states that Sociolinguistics is the study of language in relation to society, whereas the sociology of language is the study of society in relation to language. Sociolinguistics focuses on the impact of language on society or community, interaction, topic, and language usage, including language variations and styles, on how people use language in their daily lives.

In sociolinguistics perspective, language style is one important aspects in communication. Ducrot and Todorov (1993:44) says that language style is the

choice among the other alternative in using language. It refers to the way to convey the same information by using different expression and related different variations of language that are used in different situation and needs. Language has a variety of styles, each of which plays a significant part in delivering the goal of social contact, which is to understand the meaning of social communication in language. Language style also makes it easier to understand by those who speak the language.

According to Martin Joos (1967:278) there are five clearly distinguished style: Frozen Style (Oratorical), Formal Style (Deliberative), Consultative Style, Casual Style and Intimate Style. Frozen Style or Oratorical is the most formal style. It usually used in the situation very formal and symbolic value, like in the formal ceremonies and court, constitution and state documents. Formal and deliberative is language style usually used in situation whereas the speaking must careful use the pronunciation, choice of the words and sentence structure. Consultative Style or business style is usually used in a semi-formal situation. It is used in transaction, information exchange and operational process. Casual Style deals with enjoyable situation, this style defined in an informal and relaxed situation and is commonly used among friends and family members. Intimate Style is the most casual style, this style usually used to beloved family members, couple and intimate friends.

There are major elements in choosing language variation and language style, according to Sankoff (1977:35). These three factors are participant, setting and topic. Participant, Setting, and Topic, he believes, are the three that have been

addressed the most widely and are often the most powerful in predicting language style. By adding the function component, Holmes (2001:8) supports Sankoff's viewpoint.

Holmes (2013:9-11) proposes the four social dimensions differ from previous linguist, namely social distance, status scale, formality scale and two functional scales. Social distance scale concerns with participant relationship; how well we know someone, whether in intimate or distant scale.

One of the ways to see how language style works is by watching movies. Movies is a type of visual communication which uses moving pictures and sound to tell stories or information (help people to learn). People in every part of the world watch movies as a type of entertainment, a way to have fun. Cinderella's movie script is the movie chosen as the source of data in this research. Based on my preliminary observation, certain language styles are employed in this movie script; this movie script has numerous language styles that strengthen each character with their own language style.

Some scholars have done research dealing with this topic. They discussed about language style by employing various theories. Winda Vikriana Rosida (2008) analyzed language style in a magazine. She used the theory of language style from Mc Crimmon's (2008). She found just two kinds of language style. They are informal and colloquial style. The dominant style used is colloquial style. Hidayat (2004) analyzed language style of advertisement in Jawa Pos, the result of his study shows that there are five categories of language style in the advertisement according to Mott's theory. They are narrative style, dramatic

style, newsy style, dialogue style and humorous style. The dominant style which is used in the advertisement in Jawa Pos is narrative style. Baeza Hapsah (2008) conducted research by applying the theory of stylistic and figure of speech approach about language style. He found classification the language style used in her data, that is, personification, alliteration, hyperbole, ellipsis and simile.

Seeing from the previously mentioned related studies, the data are mostly from advertisements, novels and also speeches. Moreover, this research focuses on determining and classifying types of language styles used and factors that influence language styles found in Cinderella's movie script (2015). That is why this research is significant since it is intended to shed light on the types of language styles in the movie script. The study's findings are likely to benefit readers by expanding their understanding of the language style, particularly in movie script.

1.2 Limitation of the Research

I must limit the problem in this study so that the analysis can be more focused. In the movie script "Cinderella 2015", I concentrated on the types and factors of language style. According to Martin Joos (1967:278), I concentrates the analysis on the Language Styles contained in the "Cinderella 2015" movie script, which include Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style.

1.3 Research Question

1. What language style is most prevalent in the movie script of "Cinderella (2015)"?

2. What factors influence the language style employed in the movie script of “Cinderella (2015)”?

1.4 Objective of the Research

1. To determine the predominant language style in the movie script of “Cinderella (2015)”
2. To determine the elements that influence the language style utilized in the movie script of “Cinderella (2015)”

