

CHAPTER I

INTRODUCTION

This chapter provides five subchapters. They are background of the study, statements of the research problems, objectives of the study, significances of the study, and scope and limitation of the study.

1.1 Background of the Study

People usually have their own ways in doing conversations. It is used to make conversation easier to understand. In doing conversation, people usually use different styles to convey the purpose of what they are talking. Sometimes people use a language which is relative fast or slow. This is called as conversational style.

Conversational style which is one of the pragmatic studies is one way to encode meaning. Conversational style is a person's way of talking, results in judgments about personality (Tannen, 2005:14). Conversational style is the way how people talk with the others. Many of the features which characterize the turn-taking system of conversation are invested with meaning by their users. Even within a broadly defined community of speakers, there is often sufficient variation to cause potential misunderstanding (Yule, 1996:76).

A study of conversational style is easily found about talk show, comic, or movie. Movie is one of things for people to get entertainments, knowledges, informations, experiences, educations, and also moral values. It is one of the art's

wonderfulness in 21th century. It can make people learn about something which often happens in daily life. It also can motivate people to do something. There are many types of movies which is popular in our life, such as horror movies, action movies, adventure movies, documentary movies, romantic movies, comedy movies, fantasy movies, buddy movies, and also animated movies. From all of the types of the movies, there is one type which is very popular in this century. It is animated movie.

Animated movie is one types of movies which is liked by the children, teenagers and also adult people in this century. Animated movie is unique, because it uses artificial images like talking pigs or talking fruits, to tell a story. Conversational style is also found in animated movie. One of the famous animated movies which is unique and gives many education and also contains conversational styles is Tinker Bell movie. This movie have many series, but only two series of them which are very popular and gets high ratings. They are *Tinker Bell and the Legend of the Never Beast* and *Tinker Bell and the Pirates Fairy*.

Tinker Bell movie is one of an American production movie which tells about fairies. This movie is produced by Disney Toon Studios and distributed by Walt Disney Studios Home Entertainment. This movie is directed by Steve Loter. This movie have a high rating and a good popularity. This movie is adopted from Peter Pan movies. This movie tells about fairies which is life in Pixie Hollows recident. This movie was released at July 4, 2014 and at January 30, 2015.

This movie actually come from America, and all of the characters in the movie are the foreign American. The American who is used to the “Ping-Pong”

style of communication is probably going to have some difficulty with someone whose conversational style is like a bowling game. They usually don't want to wait the people who use bowling style, but in this movie there is a character who is a foreign American people don't use ping pong style like the culture they have. It is the key that separate the conversational style in Pragmatics and cross cultural understanding.

The writer takes conversational style as the theory which is used to analyze the data because each person has different style in doing conversation. It is important to know to avoid misunderstanding in doing conversation with other people. The reason why the writer chooses this movie as the source of data because this movie gets high ratings about \$ 31,2 million. This movie has great response from viewer. On Rotten Tomatoes, this movie has a rating of 74 % based on 19 reviews.

In the movie, there are many conversations which contain conversational style. One of the example is below:

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Queen Clarion	: “ <i>Fawn, I know you. You’ve always let your heart guide you, which is admirable, but <.....></i> ”
Fawn	: “But I also need to listen with my head. Next time, I promise, I will.”

The data shows that the conversation happens between Fawn and Queen Clarion. It happens in the park. After listening what Fawn said, Queen Clarion tries to make her understand what's wrong with her. Queen clarion said that she knows about Fawn. She knows that Fawn always lets her heart to guide her in doing anything, but she should to listen her head also to take a decision. She has to see

the fact that a baby hawk is dangerous for the fairies. The data shows before Queen Clarion completes her turn, Fawn interrupts her turn. The notation <.....> of Queen Clarion's utterance indicates that Fawn interrupts her. She immediately responds her by saying, "*But I also need to listen with my head. Next time, I promise, I will*". It indicates that what Fawn said is categorized high involvement style.

Actually, there are some writers who conducted similar studies about conversational style, such as was done by Rulitasari (2013) and Wulandari (2015). They analyzed the study about conversational style by using the same theory from Yule (1996) and Tannen (2005). Those studies discussed Conversational Style used in talk show and comic, and talk about preference structure and language functions, yet none of them analyzed the movie which talked about Conversational Style in the Tinker Bell movie. So, the writer conducts this study as A Study of Conversational Style in Tinker Bell movie series.

1.2 Statements of the Research Problems

The study is about analyzing the conversational style found in the *Tinker Bell* movie. It is about analyzing how the theory of conversational style used in this movie. To make the analysis of the conversational style occurring in *Tinker Bell* movie easier, the following questions are formulated:

- 1) What are the types of the conversational style found in *Tinker Bell* movie series?
- 2) What are the language functions found in *Tinker Bell* movie series?

1.3 Objectives of the Study

Relevant to the research questions, this study fulfills the following objectives:

- 1) To explain the types of the conversational style found in *Tinker Bell* movie series.
- 2) To explain the language functions found in *Tinker Bell and the* movie series.

1.4 Significances of the Study

The significances of the study are to give the contributions in pragmatics study especially in conversational style, both of the high involvement style and the high considerateness style. The significances of the study which are presented by the writer, both theoretically and practically.

Theoretically, the findings of the study are expected to be one of references for the next researchers. The writer also hopes that this study could help the next writer in doing study about conversational style. This study is expected to give more information about conversational style theory by Deborah Tannen. Besides, this study is expected to give the contribution for the upcoming study and object which can be taken as a study by the students of English Study Program of University of Trunojoyo Madura who take linguistics as their concentration.

Practically, this study is expected to give the contribution for the society in order to know what conversational style is, what are the elements of language functions. For students of English Study Program, the writer hopes they can get

more knowledge about pragmatics by reading the result of this study. Hopefully, they also know that language is universal and unique thing to be studied.

1.5 Scope and Limitation of the Study

The scope of this study is pragmatics. This study only focuses on conversational style. The conversational style is divided into high involvement style and high considerateness style. This study is limited on the all of the utterances which are produced by all of the characters in *Tinker Bell* movie from the first scene until the last scene which contains conversational style.