

CHAPTER 1

INTRODUCTION

This chapter shows several points as an outline of this study. It covers the background of the study which discusses the reason for choosing this topic. The research questions present several which become the focus and the benefits of the study. The last scope and limitation are bordering the discussion of the study.

1.1 Background of The Study

Humans need to interact with each other to achieve their needs. Humans use language as a basic communication tool to interact with other people. As stated by Cuskley (2020), language is central to nearly all human interaction and could be an interesting human characteristic. On the other hand, Downes in Putri et.al (2021) state that language is a means of communication, every single human uses language to communicate with people around them. From the quotation above, it is known how important language is for human life. Without language, humans will face difficulty in interacting with each other. Furthermore, humans use language for communication as a way to express their emotions and thoughts in their daily lives.

Saussure (1988) stated that with the help of a language that has special linguistic features, humans can comprehend the exact requirements of the universe, both physical and metaphysical. Also, humans may engage and communicate with other people, allowing them to utilize language to keep the world in peace and balance. Language has many different styles and is influenced by many different factors including culture, history, regional influences, and ever-changing communication dynamics, making it a rich tapestry expression that reflects the complexity of human language, interaction, and evolution.

Meyerhoff (2006) stated that the usage of language style may also convey a person's personality, way of thinking, and state of mind. Language variety or language style is a versatile tool used for effective communication, including a wide variety of options for expressing messages, emotions, and identities. According to Ducrot and Todorov (1993), styles become another alternative when using language. This indicates that every person uniquely utilizes language, exhibiting

the rich tapestry of individual expression and communication styles that contribute to human connection's variety and dynamic aspect. The way humans communicate is impacted by characteristics such as education, social standing, age, and gender, resulting in a wide range of communication techniques and content.

Style is a variety of language utilized based on the circumstance, and style also makes communication more intelligible to those who use the language. According to Effendi & Sugiharti (2020), language style is the particular way in which a person or writer expresses oneself via language. As stated by Wahyudiantari (2023), the use of language style plays a vital part in delivering the aim of social interaction and understanding the meaning of social communication in language. The informal style is utilized in study groups or with family members, but the formal style is used in formal circumstances such as seminars or meeting new people. The style of language used by humans when they communicate with others is mentioned by Joos (1967) in his book entitled *The Five Clocks*.

The value of *Five Clocks* is a classification that helps in making an accurate description of the humans' situation when they communicate with others. Just as two, three, four, and five clocks denote different times of day, people who speak the same language may use different language styles for different needs and occasions. These five clocks also can be called “higher” and “lower” in the context of communication (Joos, 1967). Language styles vary depending on the speaker's circumstances and their relationships with others. Then, Joos (1967) divides the style of language into five styles, namely *frozen style*, *formal style*, *consultative style*, *casual style*, and *intimate style*.

Frozen style is used in very formal settings like palaces and religious ceremonies. The formal style addresses medium to large audiences with minimal background information. The consultative style is for speaking with foreigners with varying understanding. The casual style is for interaction with friends or acquaintances. Intimate style is personal, used with close relationships, and includes affectionate nicknames like “Dear”, and “Honey”. Here is an example of the use of language style:

Peter : **“Hey, little LJ, what is that?”**
 Kitty : **“A Korean yogurt smoothie. And my name, thanks for asking, is Katherine Song Covey. Kitty to my friends. You can call me Katherine.”**
 Peter : **“Yes, ma'am. She's feisty!”**

(Febriani et.al, 2019)

The exchange occurred in the automobile outside the Covey's house as Peter brought up Lara Jean and her sister Kitty for school. Peter refers to Kitty as "Little LJ" because of their lack of familiarity, resulting in a consultative style. Kitty responds with a sassy "My name is Katherine Song Covey, thanks for asking." Peter responded with "Yes, ma'am," indicating a semi-formal circumstance.

When communicating with others, the usage of language styles by the speakers is influenced by several factors. According to Holmes (2013), language choice in any context often reveals people's knowledge of one or more components, such as the participant, the setting, the topic, and the function. Public speeches are often less formal than ceremonial ones, private talk about unimportant issues can be quite casual and informal, and dialogues at ceremonial events nearly always call for a highly formal speech.

Individuals' language use varies depending on their age, gender, race, and degree of education, resulting in a diverse linguistic environment. Furthermore, socioeconomic level, geographical background, employment, and social networks all have an impact on how individuals interact, complicating language use patterns. This variation reflects not just personal identities, but also cultural and societal conventions that influence language behavior. The confluence of these elements creates a dynamic and ever-changing linguistic environment in which language functions as both a sign of identity and a tool for social interaction. The use of language style is not only found in real life, but it can be observed in other media including social media, podcasts, television, talk shows, movies, and others.

A movie as a medium provides a unique avenue to explore language style and its correlation to the speaker's society. It forms a powerful mirror that reflects the norms, values, and events of society. Fiction films, in particular, capture the essence of the culture from which they originate. They not only express language style but

also serve as a reflection of society itself. In the field of movies, certain movies have educational value because of the effective ideologies and cultural aspects of their respective societies. These movies provide a valuable source of information for understanding the style of language and broader cultural context, bridging different worlds and promoting cross-cultural appreciation.

In this thesis, the author focuses on analyzing the language style in "*The Menu*" movie. "*The Menu*" is a thriller, horror, and comedy film directed by Mark Mylod. This movie first aired on the Disney+ platform in September 2022. "*The Menu*" was also screened at the Toronto International Film Festival on September 10, 2022. In Indonesia, this movie was released for the first time on November 18, 2022. This film tells the story of a couple, Margot (Anya Taylor-Joy) and Tyler (Nicholas Hoult) who travel to a coastal island to eat at an exclusive restaurant, Hawthorn. At the restaurant which is reclusive and globally renowned, Chef Julian Slowik (Ralph Fiennes) has prepared special dishes for selected guests.

The author chose "The Menu" movie because it received appreciation from the film industry, including nominations at several leading film festivals or prestigious awards such as the Golden Globe Awards or Academy Awards. Upon release, the movie was a box office success, grossing more than \$100 million worldwide in the first few months after release. This shows the popularity and appeal of the movie to audiences. "The Menu" is positioned as a thriller, but is expected to include prominent elements of black comedy and satire, promising a unique and multidimensional experience for audiences.

Among the many topics studied in Sociolinguistics, language style is one of the most frequently discussed topics. This cannot be separated from the fact that people use certain language styles when communicating with others in their everyday lives. In the context of communication, conversation carried out by humans must contain certain language styles. Additionally, several factors influence a speaker's use of language style, including who they are talking to, their surroundings, and the topic being discussed. In other words, the language style used by the speaker when interacting or communicating with others is influenced by these factors.

1.2 Research Question

Based on the research context presented above, the author would like to further discuss some issues related to the language style used by the character in *The Menu* movie. These issues are encapsulated in the two questions below:

1. What are the types of language styles used in utterances of the main character in *The Menu* movie?
2. What are the factors that influence the language style used by the main character in *The Menu* movie?

1.3 Objectives of The Study

This study is expected to achieve three objectives based on the problem statements. Therefore, the goals are:

1. To explain the types of language styles used by the main character in *The Menu* movie.
2. To explain the factors that influence the language style used by the main character in *The Menu* movie.

1.4 Significance of The Study

This study is expected to be useful both theoretically and practically. Theoretical significance is theory-based significance, the source before doing practical significance. In contrast, practical significance is the practice based on the theory. These implications are listed as follows:

1.4.1 Theoretical Significance

Theoretically, this study concentrates on the sociolinguistic study of language style as a means of making a significant contribution to advancement of the English language learners, particularly in the discipline of linguistics. Furthermore, the findings of this study serve as inspiration for future research on language style in a variety of circumstances. Future researchers can use this study as a reference for language style in movies.

1.4.2 Practical Significance

Practically, this study is expected to improve the learnings that have been taught by the lecturer, provide significant knowledge, and serve as a guide for others interested in studying language style.

1.5 Scope and Limitation of The Study

This study focuses on Sociolinguistics study, especially in the language style used. The author analyses the study to pay attention to the theory through the language style and the factors that influence the language style used in the movie. Furthermore, the scope of this study is limited to the utterances spoken by the main character in *The Menu* movie by Mark Mylod. To describe the language style used, the author applies the theory about five language styles by Joos (1967). Furthermore, to find out the factors that influence the language style used, the author used the theory about language and society by Holmes (2013). Holmes's works have provided valuable insight into how language reflects social norms, culture, and power dynamics in different contexts.