

The Analysis of Language Style Used by Characters in Cars Movie

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ABSTRACT

Language style is the use of language based on speech relationships with listeners to communicate with the conditions experienced in social interaction. The analysis is based on the five language styles using Martin Joos' theory. Namely frozen style (oratorical style), formal style (deliberative style), consultative style, casual style and intimate style. This style of language can be identified through the situation when the speaker is speaking, whether formal or casual, public or private, who listens to us when we speak, whether it's our friends, parents, or strangers. Because the data in this study are film dialogues that are transcribed into textual form, the researcher uses a qualitative method where data is collected by watching movies then finding out conversations that contain language styles in communication, then classifying based on the types of language styles found in the film, then find the dominant type of language style.

Keywords: language, style, communication

INTRODUCTION

As humans, humans cannot be separated from the process communication. In their life, people need to interact with others because they cannot live alone. Through the process of communication, people can change their thoughts, ideas, thoughts and intentions. They can also convey messages to others. In communicating, humans need media to convey their intentions and messages. The most appropriate medium is language because language can carry messages through symbols. This is in line with what was stated by Wardaugh (1992: 8) which states that "Language allows people to say something to each other and express their communication needs". In short, language is always used by humans in everyday life as a means of communication.

Language is very important in social interaction. In establishing good relations, people will use appropriate language that can be understood by others in a particular event. Some communities have their own language which is used in their daily activities which is different from other communities. Each community has different characteristics from their culture that determine the variety of languages they use. Some of them create unusual language that only members of the community can understand to keep their attributes or secrets. Family relationships, workplace, friendships and social class can also be causes of language diversity. In addition to language variations, change or mix language to another language can be a way to establish communication depending on who the partners are and the context. The use of various languages can be found in daily activities. In this paper, the writer wants to present the basic problem of the theory of language variety in the context of film, because film depicts human life which cannot be separated from language and communication.

Fishman in Wardhaugh said that the study of language related to society is called Sociolinguistics which consists of two words: Socio means social or related to society and Linguistics means the science of language. Sociolinguistics should cover everything from considering "who speaks (or writes) what language (or which varieties of language) to whom and when and for what purpose".

When people want to say and share thoughts with each other, we need language that is effective and communicative. So that there is no bad perception of what someone discloses to others. Language is an interpretation of what the communicator wants to convey to the communicant. The use of language that is good and easily understood by others will have an impact on communication that goes well too.

For this reason, in the use of language in communication, one must be able to know the appropriate situation of use in communication, so that one understands how to position oneself when communicating, whether the situation is formal, informal and so on, this is what is called language style. Salzman says that "the way individuals speak varies not only according to their native and social dialect, but also according to the context"

The particular way in which people express themselves in certain situations is called style. According to Ducrot and Todorov, style is a choice among alternatives when using language. It refers to ways of conveying the same information using different expressions and refers to different variants of language used in different situations and needs. Style has an important role to convey the purpose of social interaction as well as to understand the meaning of social communication in language. Style is the variety of language used depending on the context, with style also making communication easier to understand by whomever the language is used.

Joos explained that language style has five styles. He claims that ceremonial occasions almost always require very formal speeches, public speeches are somewhat less formal, occasional conversations are quite informal, and conversations between intimates about less important matters can be both very informal and relaxed.

Furthermore, according to Meyerhoff, language style can also describe a person's personality, way of thinking, and circumstances. The human condition can create a person's language style. Like when a person has a normal condition, it will be different from normal conditions. That's what happens in movies and novels if we look at it from the perspective of language style.

RESEARCH METHOD

A research method is a strategy, process or technique used in gathering data or evidence for analysis in order to uncover new information or create a better understanding of a topic. The research method used in this study is a qualitative research method. Qualitative research is research that is descriptive in nature and tends to use analysis. Process and meaning are highlighted in qualitative research. The theoretical basis is used as a guide so that the research focus is in accordance with the facts in the field. In addition, this theoretical basis is also useful for providing an overview of the research setting and as material for discussing research results. In

this section, the research method presents four important topics, namely data sources, data collection methods and techniques, data analysis methods and techniques, and data presentation methods and techniques.

1. Data Source.

This data is taken from an animated film that can be watched at all ages, both children, adolescents and adults. This film titled Cars was produced in 2006 by Pixar Animation Studios. The reason I chose this data is because in this film there are many new types of language that can make it easier for me to analyze it.

2. Method and Techniques of Collecting Data.

Data was collected by searching for data in the form of the Cars video film from the Disney+ Hotstar application. Data collection was carried out in several stages, the first was searching for the title of the Cars film on the Disney+ Hotstar application, the second was watching the Cars film from start to finish and finding the language style used by the characters in the film, and the last was downloading the script so that I can easily analyze everything.

I. Theoretical Framework

This study aims to analyze the language style that is used in the Cars Movie. This study has two research problems:

1. What are the types of language styles that were used by all the characters in Cars Movie?
2. What are the factors that affect all the characters in Cars Movie to speak in different style?

The theories that will be used to solve the problems are: First, according to Coupland (2007: 1), style is defined as a way of doing something. I have often had cause to wonder whether C.P. Snow's classic concept of "two cultures" vis à vis the sciences and the arts in British social life might also usefully apply to the field of sociolinguistics. For at any Sociolinguistics Symposium-the key bi-annual meeting of minds in this now vast academic field-one will typically find a split between two kinds of scholars. On the one hand, there are those who continue to work within the Labovian paradigm with its commitment to empiricist traditions of recording and analysing "real" language informed by analytical frameworks that rest on the explanatory potential of correlative social variables such as class, ethnicity, gender and age. On the other hand, there are those who work with altogether more contingent qualitative, ethnographic and/or discourse-oriented models of linguistic analysis, and for whom a focus on variation and identity per se may or may not be paramount. Though the scope of latter-day sociolinguistics is of course far broader than this opening polemic suggests, it is the general divide between what might be termed structuralist and poststructuralist approaches to the study of language in social life that Nikolas Coupland seeks to explore in his new book.

Second theory is according to Chaika (1982: 29) in Haqo (2016: 7) explains that language style is the way people use the language in communication whether written or oral language. Language is defined as a dynamic, rule-governed activity which differs from animal communication systems in its combination by rules of

"meaningless elements ... into meaningful structures." And language, as Chaika later shows, also reflects the realities of the social milieu in which it is used. In the vocabular for example, a history of the male-female pairs master/mistress and sir/madam reminds us that in each case the female member of the pair has come to refer to the use of women for sexual purposes, as in some cases does even the female member from man or woman, while in the chapter on style, we recall that not too long ago Whites would address by their first names even those Blacks deserving of the title "Doctor". The rule-governed nature of language, moreover, appears not just in its phonological and syntactic structure, but in its "discourse routines", which reveal the "ritual nature" of conversation itself, so that even such simple acts as dialing a telephone or asking the location of the tomatoes in a store require certain limited, preordained responses.

The last theory is according to Wardhaugh and Fuller (2015: 52) language style relates with our choice to communicate, such as speak very formally or very informally which is influenced by the circumstances. It means that the way to communicate used by speaker effected by the situation and condition. We stated in the introductory chapter that all languages exhibit internal variation, that is, each language exists in a number of varieties and is in one sense the sum of those varieties. We use the term variety as a general term for a way of speaking; this may be something as broad as Standard English, a variety defined in terms of location and social class, such as lower-class New York City speech, or something defined by its function or where it is used, such as legalese or cocktail party talk. In the following sections, we will explore these different ways of specifying language varieties and how we define the terms 'language,' 'dialect' (regional and social), 'style,' 'register,' and 'genre.'

DISCUSSION

Cars is a 2006 American computer-animated sports comedy film produced by Pixar Animation Studios and released by Walt Disney Pictures. The film was directed by John Lasseter from a screenplay by Dan Fogelman, Lasseter, Joe Ranft, Kiel Murray, Phil Lorin, and Jorgen Klubien and a story by Lasseter, Ranft, and Klubien, and was the last film to be produced independently by Pixar since then. was purchased by Disney in January 2006. Set in a world populated entirely by anthropomorphic talking cars and other vehicles, it follows a rookie race car driver who, on his way to the biggest race of his life, gets stranded in a run-down city and learns a thing or two about friendship, family, and those things in life that are truly worth waiting for.

Examples of language styles that is used by characters in Cars Movie:

1. Intimate Style.

Example 1.

Minnie: Van, I just don't see any on-ramp anywhere.

Van: Minny, I know exactly where we are.

Minnie: Yeah, we're in the middle of nowhere.

Van: **Honey**, please.

Example 2.

Sally Carrera: Hello. Welcome to Radiator Springs, gateway to Ornament Valley.

Legendary for its quality service and friendly hospitality. How can we help you?

Van: We don't need anything, thank you very much. [drives past Sally, to Van]

Minnie: Whoa, **honey** ask her direction to the Interstate. [drives along, while Sally follows. As Van and Minny drive along the road, they drive alongside the bumps caused by Stanley's statue.]

Van: There's no need to ask for directions. Minny, I know exactly where we're going.

Explanation: The conversation above is the style of intimate language used by the characters in the Cars Movie. In this conversation, Van and Minny calls "Honey" in the context, if in Indonesian, this word usually the same as the word "sayang". In using the word "Honey" it is usually used to call someone we care about, such as calling children, spouses, and close friends. Various other language styles are used in their dialogues.

2. Formal Style.

Example 1.

Sheriff: **Gentlemen**, this will be a one-lap race. You will drive to Willy's Butte, go around Willy's Butte and come back. There will be no bumpin', no cheatin', no spittin', no bittin', no road rage, no maimin', no oil slickin', no pushin', no shovin', no back-stabbin', no road-hoggin' and no lollygaggin'.

Lightning McQueen: [whispering] Speed. I'm speed. Float like a Cadillac, sting like a Beemer.

Luigi: [laughing] My friend Guido, he dreams to give a real race car a pit stops!

Guido: [turns up] Pit stop!

Example 2.

Luigi: Fine. Race your way. [drives away to join the others, Guido is still standing there shaking happily.]

Lightning McQueen: No pit stoppo. Comprendo?

Guido: OK. [drives away to join the others]

Sheriff: **Gentlemen**. Start your engines!

Explanation: The conversation above is classified into formal style because the dialogue was in formal condition. The word "gentlemen" is more polite than the word man, especially for people we just met. These dialogue indicate that Sheriff used formal language style because Sheriff called "Gentlemen". It indicated that they are in formal situation because they are not friend or family member.

3. Casual Style.

Boost: Hey, yo, DJ!

DJ: What up?!

Boost: We got ourselves a nodder!

DJ: [chuckles, Boost then drives onto the right lane, while DJ drives onto the middle lane that Mack is on. DJ then plays the song Songbird.]

Explanation: The conversation is classified into casual style, because the dialogue

occurred among close friend and we can see that Boost and DJ are close each other, the situation is very relaxing or informal, so it called casual style.

4. Consultative Style.

Kori Turbowitz: Hey, are you Doc Hudson?

Doc Hudson: Yeah.

Kori Turbowitz: Thanks for the call. [drives away]

Explanation: The conversation is classified into consultative style because the dialogue was in semiformal condition that occurred between Kori Turbowitz and Doc Hudson have no relationship. In this section, Kori Turbowitz was a reporter and Doc Hudson was a source person. Joos explain that consultative style also occurs in relationship such as teacher with student, doctor with patient, and police with prisoner.

Factors that affect all the characters in Cars Movie to speak in different style:

1. The setting.

The setting is essentially the context in which the conversation or speech shall take place. It's probably the most important factor to be considered when choosing which language style to use as nothing could be more harmful than applying the wrong language style to the wrong setting.

- Formal settings: as the name states, this is usually the type of setting where the people should present themselves with a degree of formality because there's little to no familiarity or even intimacy between those inserted in this context. The most appropriate language styles for this type of setting are fixed and formal styles and, in some circumstances, consultative styles. A few examples of formal settings include: conferences, business meetings, etc
- Casual settings: in these settings, people are more relaxed and less tense than in formal settings. Because there is a degree of familiarity between those who are speaking, even if people are not necessarily intimate, the speaker can adopt a consultative or relaxed language style. Some examples of these arrangements include weddings, company or team meetings, and school classes.
- Informal settings: this setting is more open than usual because there are almost no rules about how people should interact. Everyone in it has a deep level of familiarity or intimacy. The style of language used in this setting is casual and intimate. Some examples of these arrangements are gatherings of family and friends, private conversations, etc.

2. The participants.

Your audience, the people you address or the people you interact with are the determining factors when choosing your speaking style. To make it even simpler:

- Reserve Frozen and Formal styles for people you respect and are not familiar with or even unfamiliar with, either because of their position in society or because of their position in relation to you. This could be an authority figure or even a boss at your place of work and a complete stranger.

- Use the Consultative and Casual style of speaking with people who, even if they get along well with you (whether the two of you know each other or interact a lot), should still respect them. These can be people at your workplace such as your colleagues and business partners, people at school, parents and older family members, neighbors, acquaintances, and even strangers.
- Feel free to use the Intimate style with anyone with whom you have an intimate bond. These can be your friends and members of your immediate and extended family.

3. The topic.

Language styles can give serious topics appropriate weight, just as they can help lighten the weight of certain topics. There are no specific rules about which style to use with each topic, in fact, when it comes to topics, the choice should be more intuitive and other factors in mind.

4. The purpose of the conversation.

The purpose of your conversation is your primary motivation for speaking. Just like the topic, when choosing a speech style with the goal in mind, the choice is mostly intuitive and takes other factors into account.

CONCLUSION

Everywhere, every day, everyone uses language. There is no human society, however small or isolated, which does not speak a rich and varied language. This course introduces you to linguistics, featuring interviews with renowned linguists and with speakers of various languages. Join us in exploring the wonders of human language! The Miracles of Human Language introduces you to the multifaceted study of language, which has fascinated humans since the dawn of history. Together with speakers of many other languages around the world, as well as with renowned linguists such as Noam Chomsky and Adele Goldberg, you will learn to understand and analyze how your native language is both similar and different from many other languages. You will study language style and basic linguistic concepts, become familiar with some of the main features of major and minor languages, and gain insight into what linguists do. This course provides an introduction into the study of language, the field of linguistics. With the basic linguistic terminology support offered in the course, you will quickly be able to comment on variations between languages, as well as the internal structure of a single language. Anyone wishing to understand how language works, and how language can give us insight into the human mind is welcome to join. This course is useful if you want to gain a fairly quick introduction to linguistics, for example because you are considering studying it more, or because you are interested in a neighboring discipline such as psychology, computer science or anthropology. In addition, this course will help you develop analytical skills. If you're curious to understand how language works and how language can provide insight into the human mind, this course is for you!

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