

# CHAPTER I

## INTRODUCTION

### A. Background of The Study

Language is the fundamental form of human communication, and it is readily comprehensible to others. Communication between individuals would be challenging in the absence of language. According to Hornby (2000), language refers to the means by which individuals in a specific nation communicate orally and in writing, expressing their thoughts and emotions through actions, symbols, and sounds. Hartman (1972) argues that language serves as the fundamental means of communication. Language serves the purpose of conveying ideas, notions, and notions. People utilize language to effectively communicate with others for practical purposes.

As a tool for communicating between people, language itself has its own style to determine how the language will be used. To elaborate on how language has its own style, Joos in (Chaer and Agustina 2010) described that there are five speech styles: Frozen Style, Formal Style, Consultative Style, Casual, and Intimate Style.

Frozen Style, refers to Joos in (Chaer and Agustina 2010) is defined as a speech style that is used during very formal occasions, such as ritual, ceremony, weddings, state speech and other kind of occasion. It uses the complex structure of grammatical sentence and vocabularies known only to experts in a particular field.

Formal Style, refers to Joos in (Chaer and Agustina 2010), is defined as a speech styles used in a formal situation where Communications is mostly one way with little or no feedback at all from the interlocutors. Formal styles also shows that if someone uses this style it means they do not have close relationship one to another or the interlocutor has different social class.

Referring to Joos in (Chaer and Agustina 2010) there are several characteristics of Formal speech style, namely:

- a. Formal style is generally used in a formal situation, where the share background knowledge is least and the communications is one way with little or no feedback.
- b. Formal style is designed to inform and it is dominating if necessary.
- c. The vocabulary used in formal style is extensive, using standart speech, low tempo speech, and avoid repetition.
- d. Solidarity and and relationship status can influence the degrees of formality.

Consultative Styles, refers to Joos in (Chaer and Agustina 2010) is defined as a style that is employed in semi-formal situations. Consultative styles can be used in negotiating with stranger barely known or work partner. This styles is also used in group disscusion, general conversation, trade conversation and others.

Referring to Joos in (Chaer and Agustina 2010) there are several characteristics of Consultative speech style, namely:

- a. The absence of formality feature in the sentences.

- b. Consultative styles provides background information neither too little or too much background given.
- c. Consultative style mostly utilize in semi-formal situation, such as meeting strangers, classroom settings, tradings, and group discussion, and doctor's appointment.
- d. Consultative style is characterize by short sentences and is required for daily communications.
- e. There are some words that marked the use of consultative style, such as *yes, no, i see, yeah, that's right and i think so.*

Casual Style, refers to Joos in (Chaer and Agustina 2010) is defined as a speech style which is used among friends and work partner when an informal atmosphere occur in classroom or workplaces. The relationship between speaker and hearer is close, so they usually use words or terms repetition and frequently use ellipse sentences. Ellipse sentences focus on the meaning of an utterance, not the structure. Therefore, a speaker can be free to speak because it exposes the message of the language in certain situation.

Referring to Joos in (Chaer and Agustina 2010) there are several characteristics of casual speech style, namely:

- a. The absence of an article at the beginning of a sentence.
- b. The absence of the subject at the beginning of a sentence.
- c. The absence of the auxilliary or to be.

Intimate Style, refers to Joos in (Chaer and Agustina 2010) is defined as a speech style which is used completely private between families, lovers and close

friend. It can be in the form of labelling nicknames or words that shows intimacy for someone that the speaker really feels intimate.

Referring to Joos in (Chaer and Agustina 2010) there are several characteristics of intimate speech style, namely:

- a. The absence of social inhibitions.
- b. Intimate style tends to reveal speaker's inner self.
- c. The utterances usually simple and representative what a speaker means.
- d. Intonation is more important than wording or grammar

Selecting the proper communication style is essential while speaking with people, as the speaker's style might hinder their capacity to effectively express their message. It relates to the appropriate level of formality or informality as well as how well the language is tailored to the sensibilities and expectations of the audience. People can be more sufficient in understanding others' attempts to communicate as well as in presenting their own arguments when they are more knowledgeable about the various speech patterns of communication.

Speech pattern reveals not only the level of formality but also the nature of the relationship and social distance between interlocutors. To be precise, Romaine (1994:75) state that the change from formal to informal between interlocutors are determined by social context, relationship of participants, social class, sex, age, physical environment and topic.

In this era, the use of language and its styles can be found in various media, especially when conveying information or entertainment. One of the ways

to learn about speech style is through a movie. Refers to Maraden (2016), movie is a form of visual communication that uses moving images and sound to tell stories as entertainment. It is undeniable that since it was first discovered, movie has become one of the media for disseminating information and entertainment that is in great demand by various circles of society. In the movie itself, the use of language and style greatly affects the storyline of the movie; without language and style, the movie will only be a collection of rigid scenes that have less appeal to the audience.

The researcher is interested in analyzing speech styles found in a movie in this study. Speech styles were chosen as the subject of this study because speech styles shape communications and influence how social interaction would unfold, as well as to gain a better understanding of what people aim to convey which also determines the responds by the hearer.

The researcher choose "The Greatest Showman" movie as the object of the study based on a few reasons. First, The Greatest Showman is based on the real story of Phineas T. Barnum, who rose his fame with his extraordinary circus and had a 'gift' for turning the abnormal into phenomenal to elicit intrigue and shock. He discovered society's outcasts and made them national level celebrities. Second, he is truly master entertainer with his humble personality, his ambitious goals to be the biggest showman of all and also his creative way of thinking.

Third, the movie itself, which was produced in 2017, has won several nomination awards such as Best Grownup Love Story in 2018 (AARP's Movies for Grownups Awards), Big Budget - Comedy (Casting Society of America) in 2018, Best

Original Song - Motion Picture (Golden et al.) in 2018, Outstanding Achievement in Sound Editing - Musical (Golden et al.) in 2018, and lastly Truly Moving Picture Award (Heartland Movie Festival) also in 2018.

This study used Joos in (Chaer and Agustina 2010) and Romaine (1994:75) theories. Joos in (Chaer and Agustina 2010) divided speech styles into five categories, namely frozen style, formal style, consultative style, casual style, and intimate style. Romaine (1994:75) state that the change from formal to informal between interlocutors are determined by social context, relationship of participants, social class, sex, age, physical environment and topic. According to the two theories above, the researcher concludes that the use of speech styles is determined in two situations, namely formal situation and informal situation.

This speech style was analyzed as follows:

For example:

| Barnum's Utterances                                                     | Speech Style | Characteristic                                                                                                                                                                                                                                      | Purpose                                                                                                 |
|-------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| <b>Well, they are laughing anyway, kid. So, might as well get paid.</b> | Consultative | <ul style="list-style-type: none"> <li>- The absence of formality feature in the sentences.</li> <li>- Using the words "well" which is part of marked words of Consultative speech style.</li> <li>- Utilized in semi-formal situations.</li> </ul> | Barnum is convincing Charles that instead of just being laughed at, it's better to get paid too.        |
| <b>Yes, they will salute kid, trust me.</b>                             | Consultative | <ul style="list-style-type: none"> <li>- The absence of formality feature in the sentences.</li> <li>- Using the words "yes" which is part of a marker indicator of</li> </ul>                                                                      | Barnum is assuring Charles that the audience will be either respect or captivated when they see Charles |

|                                                                                                                        |              |                                                                                                                                                                                       |                                                                                                                                                                                                                |
|------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                        |              | Consultative speech style.<br>- Utilized in semi-formal situations.<br>- Utilized short sentences                                                                                     | perform. He used a little of persuasiveness to win Charles' trust.                                                                                                                                             |
| <b>Well, fair enough, you'd want a piece of all the action? I'd give you seven, we could shake and make it happen.</b> | Consultative | - The absence of formality feature in the sentences.<br>- Utilized in semi-formal situations.<br>- Using the words "well" which is part of marked words of Consultative speech style. | Barnum is convincing Philip Carlyle to begin working together on Barnum's show. Barnum made what he felt was worthy offer, so that Philip would shake his hand and reach an agreement between the two of them. |

**Table 1.1 Preliminary data from The Greatest Showman's script.**

From the extract above, all the P.T Barnum's utterances belong to consultative styles. Some phrases like "yes", "well", "kid" were the signals of consultative styles. In this situation, the setting of the conversations was at Charles' house. The participants were Barnum and Charles the midget. Barnum and Charles at this point were not totally stranger to each other because they have seen each other at the bank Office in the movie. The topic is about Barnum who are looking for extraordinary peoples for his show. Since the setting of the place was not in very formal place and both Charles and Barnum did not have high social status that required them to speak formally with each other.

| Barnum's Utterances                         | Speech Style | Characteristic                                                                      | Purposes                                                |
|---------------------------------------------|--------------|-------------------------------------------------------------------------------------|---------------------------------------------------------|
| <b>Sure we do. In the South China Seas.</b> | Casual       | - The absence of an article at the beginning of a sentence.<br>- The absence of the | This was Barnum's respons when he was asked by his wife |

|                                  |        |                                                                                                                                                                          |                                                                             |
|----------------------------------|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
|                                  |        | subject at the beginning of a sentence.<br>- The absence of the auxilliary or to be.                                                                                     | what he used as collateral when borrowing money from bank.                  |
| <b>Step right up. Go ahead</b>   | Casual | - The absence of an article at the beginning of a sentence.<br>- The absence of the subject at the beginning of a sentence.<br>- The absence of the auxilliary or to be. | This is a phrase from barnum to his daughter to get close and make a wish.  |
| <b>And until further notice.</b> | Casual | - The absence of an article at the beginning of a sentence.<br>- The absence of the subject at the beginning of a sentence.<br>- The absence of the auxilliary or to be. | This was Barnum's response while showing his letter of dismissal from work. |

**Table 1.2 Preliminary data from The Greatest Showman's script.**

The utterances above by Barnum belong to Casual Style, because every utterances spoken by Barnum corresponds to the characteristics of the casual style itself. As well as the informal setting of the atmosphere and the participants who exist when the utterances were uttered are peoples who have a fairly close proximity to Barnum, then in the delivery of utterances prioritize meaning rather than the way of delivery structure.

Several studies on Speech Styles have been conducted in the past. Based on past studies, it can be concluded that Speech Styles is a fascinating topic to investigate. To verify the study's validity, the researcher looked at various past



investigations. Agatha Greis Vitha Suroso (2018) "An Analysis of Speech Styles Used by Desmond Doss in Hackshaw Ridge Movie" is one of the studies. The goal of this study is to look at what speech styles were used by Desmond Doss during the movie and the reason why Desmond Doss used the speech styles. Desmond Doss employed four of five speech styles during the movie based on Joos's (1967) theory and Holmes's (2013) theory about register, social factors, and social dimension as the determinants of speech style selection.

This study was carried out by looking through several papers. There are five earlier studies referenced in the publications utilized as references during this investigation. The potential findings of this study were various kinds of speech styles found in this movie. Furthermore, this linguistic occurrence is worth investigating since it can add to linguistic knowledge.

#### **B. Research Question**

Based on the explanation above, it can be concluded that this thesis will answer according to the research problem, namely:

1. What Speech styles are used by Phineas T. Barnum in the "The Greatest Showman" movie?
2. How are the speech styles realized by Phineas T. Barnum in the "The Greatest Showman" movie?
3. What factors influence Phineas T. Barnum's use of speech style in the "The Greatest Showman" movie?

### C. The Objective of The Study

In this study, the researcher has some purposes to answer the problems of the study. They are:

1. To identify the types of speech styles used in *The Greatest Showman* movie based on Joos in (Chaer and Agustina 2010) theory.
2. To figure out how speech styles are realized in *The Greatest Showman* movie
3. To explain the factors that influence the uses of types of styles used in the “*The Greatest Showman.*” movie.

### D. The Scope of The Study

This research uses the theory of Joos in (Chaer and Agustina 2010) to analyze the types of speech styles that are found used and how speech styles are realized by Phineas T. Barnum in *The Greatest Showman* movie. The factors that influence why the types of speech styles are used in the way they are will be analyzed using the theory of Romaine (1994:75). The data is taken from the screenplay of *The Greatest Showman* movie.

### E. Significance of The Study

1. Theoretically

This research is expected to make significant additions to linguistic study in terms of speech style. It could be useful and necessary for anyone interested in learning more about speech style.

Practically

The findings of this study are expected to be very useful for:

a. Students

It is hoped that this study can be used as a reference by other students at Universitas Negeri Medan in order to better understand about the speech style, the realization of speech style, and the factors that influence the use of speech style in movies and other media as well.

b. Future Research

It is hoped that the findings in this thesis can be a reference for further research and can also be a source of information for researchers who want to research in the similar field.



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