



An analysis of language style on Disney movie Mulan: 2020

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Abstract. People communicate with each other using their own style and characteristics to express their ideas and feelings. This research aims to analyze the types and dominant of use of language style in "Mulan: 2020" movie. This research used a descriptive qualitative method. The researcher used Martin Joos's (1967) theory of language style. The researcher found 85 language style appeared in the "Mulan: 2020" movie which is divided into : Casual Style was found (19) times, Intimate Style (13) times, Consultative style (12) times, Frozen style (11) times, and Formal Style is the dominant language style in the movie "Mulan" (2020) which appeared (30) times. The Formal style is the most dominant language used in this movie because commonly used by characters in formal meetings, like a conversation which set in palace where the interlocutor typically responds without interruption, and clear pronunciation is emphasized.

Keywords: Language Style, Sociolinguistics, Language Variation, Movie, Mulan : 2020

INTRODUCTION

Language style refers to the distinctive manner in which a person or a writer expresses themselves through language. It encompasses the choices and combinations of words, sentence structures, tone, vocabulary, and overall composition that are used to convey meaning and create a particular effect or impression on the reader or listener. Language style can vary greatly depending on the context, purpose, and audience of the communication. It can be formal or informal, technical or literary, persuasive or descriptive, poetic or straightforward. Each individual or writer may develop their own unique style that reflects their personality, cultural background, education, and experiences.

According to Chaika (1982), language style refers to how individuals communicate, whether through spoken or written expression. It implies that when someone adopts a particular language style, they consciously select linguistic choices to convey their message. Additionally, the style a person employs in communication can serve as a set of instructions. Meyerhoff (2006:27) further asserts that language style often reflects an individual's uniqueness, perspective, and the circumstances they find themselves in. This suggests that people's language styles can vary depending on the situations they encounter. For instance, individuals may adopt different language styles in formal settings compared to informal ones. This phenomenon is observed in real-life scenarios as well as in literary works such as movies and novels when viewed from the perspective of language style.

One way to characterize specific variations is that speakers of a particular language may speak different dialects of the language. Part of linguistic diversity is linguistic style. A linguistic style is a way of expressing thoughts to see the writer's soul and personality. Speech style can be viewed from different angles. Keraf (2010) suggests that when analyzing style, factors such as

perspective, formal or informal nature, language structure, complexity level, and overall tone should be taken into consideration. Furthermore, according to Meyerhoff (2006), language style also reflects an individual's personality, mindset, and circumstances. The situation in which individuals find themselves influences their language style. Consequently, people may adopt different speech styles depending on the particular situations they encounter. For instance, individuals in formal settings may utilize a different speech style compared to those in informal settings. This phenomenon can be observed both in real-world interactions and in literature, such as movies and novels, when viewed from a linguistic perspective.

Language style in movies refers to the particular ways in which characters speak, which can reveal information about their personalities, relationships, and the context of the scene. Movies often employ different language styles to convey different meanings (Sandika & Pariyanto, 2022), such as formal language to indicate respect or intimacy to convey closeness between characters.

There are many previous studies that discuss language style in movies, some of which are : A linguistic style analysis of the movie "To All the Boys I've Loved Before" utilized Joos's theory, but previous studies have yielded different findings. Febriana et al. (2019) examined the language style in the movie, which Susan Johnson categorized as a teenage romance film, and found four language styles - formal, advisory, causal, and intimate - based on Joos' theory. The research concluded that intimate style was the most dominant speech style in the film, with intimate conversations mainly occurring between family members and close friends, and scenes taking place at school, dinner, and home. However, not all language styles identified by Joos were present in the movie.

Another research by Jamil and Nasrum (2018) analyzed the language style in J.K. Rowling's "Harry Potter and The Cursed Child" using Joos' theory, and found five language styles - frozen, formal, consultative, casual, and intimate. The researchers concluded that every language style identified by Joos in his theory was present in the book, with each style having the same two pieces of data.

Another research by Rois Laila (2021) titled An Analysis of Language Style used in Mulan Movie by Niki Caro. a qualitative method was employed to analyze and compare Joos's (2007) and Mandel & Kirsznier's (2003) theories. The research identified five types of language styles: frozen, formal, consultative, casual, and colloquial style. This study shares a similarity with the aforementioned research as it analyzes and classifies language styles based on Joos's (1967) theory. However, Rois Laila's research also incorporates a comparison with another theory proposed by Mandel & Kirsznier (2003). What distinguishes this research from previous studies is its exclusive focus on language style using Joos's (1967) theory, while earlier researchers examined language style using both Joos's (2007) theory and Mandel & Kirsznier's (2003) theory. According to Joos's (1976), language can be categorized into five different styles: frozen style, formal style, consultative style, casual style, and intimate style. Movies serve as a valuable resource for studying language style, as they often provide examples of various styles in action. In this particular research, the movie "Mulan (2020)" was chosen as the subject of analysis to examine the types of language styles based on Martin Joos's framework. The objective of the research is to identify and analyze the dominant language style(s) present in the movie "Mulan (2020)." Mulan is an American live-action film produced by Walt Disney Pictures. The movie is a genre film that is a live-action adaptation of the 1998 Disney animated film. The film is based on the Chinese folktale "The Ballad of Mulan", and the director is Niki Caro. The film follows a family and a young girl's struggle to save their kingdom from invaders. A frequent utterance in this film is the main character and his family, the military commander, another army and his empire.

LITERATURE REVIEW

The researcher utilizes the script as a means of conveying ideas through language, which can take various forms, including spoken and written. While the research follows a framework that incorporates various theories to analyze the data, the researcher specifically emphasizes the

examination of language style. There are several previous researchers who examined language style in films.

First, Analysis by Rasyidin (2016) of a language style entitled Analysis Language Style used in FURY movie. It is also used in descriptive qualitative research approaches. In this survey, the researchers also used the theory of Joos's 1976 to analyze the results. In this film, the researcher uses formal, advisory, Casual, and intimate styles. A casual style born from the results of this research is used frequently. This movie has a lot of conversation scenes with friends and family may interact with students outside. For example, while a student is having a conversation and this style is used in relaxed and normal situations. Another style of learning analytical language and its application in the classroom. The similarity between Rasyidin's research with this research is both of them analyzed language style and classified each of them into types of language styles with the theory of Joos's (1967) and the same object which the movie.

Second, an analysis by Irawan (2016) titled The Analysis of Language Style Used. Robert Angers in Christopher Nolan and It's The Prestige Movie An Application that teaches speech. This research used descriptive qualitative measures research approach too. The researcher also used the theory of Joos's in Alwasilah (1993). But Researchers only found that there are four styles of speech in the film: Formal, Consultative, Casual, and Intimate styles, of the 4 styles found it Casual style is common, because according to the conversation, Ange's utterances can be categorized into a casual style as ange does not use full sentence form, and he does not protest with words that explain his opinion If it is a contradictory argument and Boldan's theorem, he says his argument is unfinished. The similarity between Irawan's research with this research is both of them analyzed the types of language styles with movies as an object. But the theory used and analyzed are different. Irawan's research used a theory from Joos's in Alwasilah (1993) about the types of language style. In this research, the researcher uses a theory from Joos's (1967) about types of language styles. Besides that, there are other differences in the research object where the researcher only focuses on the character of "*Robert Angers*" while the researcher uses all the utterances uttered by the all characters in Mulan movie : 2020 as the object.

Third, In a published journal, there are additional prior studies that are still relevant to this topic, but this journal it uses a different object which is Facebook. One such study is "An Analysis of Language Style of Teenagers Found in Facebook Status" by Indra and Hamza (2018). Their research centered on the various types of language styles employed by Facebook status users in Indonesia. They incorporated a theory by Joos's (1967) as referenced in Zulaekho (2010). The findings revealed four language styles: formal, consultative, casual, and intimate, with casual being the most frequently used style, accounting for approximately 70% of the cases. The similarity between Indra's and Hamza's research with this research of them have analyzed the types of language styles and classified each of them into types of language styles with the theory of Joos's (1967). But the object is different. Indra's and Hamza's research used Facebook as an object, while the researcher uses all the utterances uttered by the all characters in Mulan movie : 2020 as an object.

Based on the provided explanation, the five language styles identified exhibit distinct characteristics, and individuals employ different styles depending on the circumstances. This highlights the importance of effective communication in everyday life, as people rely on language to convey information to others. Language style plays a crucial role by offering individuals a range of choices, enabling them to utilize different language styles based on the specific situations they encounter.

Sociolinguistic

Sociolinguistics is the research of the relationship between language and society. It examines how language is used in social interactions, how it varies according to social factors such as class, gender, ethnicity, and age, and how it reflects and reinforces social norms and attitudes. According to Holmes (1992), sociolinguistics focuses on the structure of language and its role and function within society, considering the social aspects that underlie the process of communication. In other words, sociolinguistics examines how language is structured and used within social contexts, taking into account the societal factors that influence communication. So,

Sociolinguistics also explores the social functions of language, such as signaling identity and social status, and how language can be used to express power and dominance in social situations.

Language Style

The most important thing for success in speaking or conveying something is where the use of our language can be adapted to the environment and our interlocutors. Language style refers to the distinctive and unique ways in which individuals use language to communicate with others. It encompasses a wide range of linguistic features, such as word choice, sentence structure, tone, intonation, and even nonverbal cues. According to Joos's (1967), Language style can vary depending on many factors, including the social context, the speaker's identity, the intended audience, and the purpose of communication. The following are the explanations for each of these styles:

1. Frozen Style

As mentioned by Joos's (1967), frozen style occurs in such of sacred place such as in the kingdom's palace. for example, is 'may;' or any other message that requires 'might'. The frozen style is considered the most formal style of language, characterized by the use of complex grammatical structures and specialized vocabulary that is typically known only to experts in a specific field. When employing the frozen style, individuals communicate without assuming any prior knowledge or background information on the part of the listener. *Example :*

Ramonda : "Show him who you are!"

T'Challa : "I Am Prince T'challa Son Of King T'chaka! Yield! Don't Make Me Kill You."

2. Formal Style

According to Joos's (1967), when speaker and the audience share the least amount of social background and is doing the one way conversation or no feedback from the audience in formal situation, it can be defines as formal style. *Example :*

Dean's : Mr. Rattigan, a pleasure to meet you. Take a seat.

Brooks : Yes, sure

3. Consultative Style

According to Joos (1967), the consultative style is a linguistic style that reflects the social norm of interacting with individuals who are unfamiliar to us but share the same language. In this style, speakers adjust their language use to accommodate the fact that the listener may have different knowledge or information compared to their own. It is a style employed when engaging in conversations with strangers or individuals who may not share the same background or experiences. *Example:*

Teacher : Okay. That's enough.

Brooks : But there's actually five more pages.

Teacher : That's plenty.

Brooks : Okay.

4. Casual style

According to Joos's (1967) adds that the speakers talk to each other with a moderately low social barrier. The topic itself usually talking about daily life such as joke, chit-chat, or even gossip. *Example:*

Nurul : Hello guys, are you okay?

Sinta : yes it looks like that, maybe.

5. Intimate style

Joos's (1967) in his book, The Five Clocks, classifies intimate style as a style where there is no social barrier between the speakers. The differences in age, gender, education, or social status does not applicable. This occurs when the speakers are family, couple, or very close friend. *Example:*

Cornelius : Hey darling, how are you?

Lisa : Oh baby, kiss me!

METHOD

Acquire the data, the researcher used both the movie and transcript, as this is a qualitative research research. As mentioned by Dornyei (2007:38), qualitative data can be obtained through various means, such as recorded interviews, different types of texts like field notes, journal and diary entries, documents, and images such as photos or videos

The researcher has taken several important steps to ensure the accuracy and validity of the data, such as verifying the transcript with the utterances in the movie and using a reliable source for obtaining the movie script. The classification of the data based on Joos's language style theory also provides a clear framework for analyzing the data. Using a table to organize the data is also a useful approach to presenting the findings and the last coding the data based on the conversation. A data source refers to the origin or location from which data is collected or obtained. The data for this research was sourced from the movie "Mulan: 2020 Movie". The movie used for this research was obtained by downloading it on May 7, 2021, from an application called Idlix. The researcher collected the spoken utterances of the movie characters as the data source for the study. The language style data, in the form of the film's subtitle text, was downloaded from a website called subscene.com on March 14, 2023. Subscene.com offers subtitles for a wide range of films, and it served as the source for obtaining the subtitle data used in this research. The primary data for this research consists of sentences or text extracted which contain of language style by Joos' from the subtitle of "Mulan: 2020 Movie". The data analysis procedures in this research involved the following steps, First Selection and grouping of the data into five language styles. Second, Classification and identification by table of the data transcripts based on their language styles. Third, analyzing the data. Fourth, coding the data sequentially based on the classification. Fifth, count all the total language style frequencies to see the dominant style used in Mulan: 2020 Movies, and the last one is interpreting the result and data classification.

RESULT AND DISCUSSION

Findings of language Style

After the researcher analyzed the theory-based data from Joos (1967), the researcher found several styles of language in the Disney film Mula (2020) as follows:

No	Language Style Type	Frequency
1	Frozen Style	11
2	Formal Style	30
3	Consultative Style	12
4	Casual Style	19
5	Intimate Style	13
	TOTAL DATA	85

Table 4.1 The Frequencies of Types of Language Style found in the movie

After classifying the language style that appeared in the Mulan: 2020 Movie, the researcher found 85 data. The most dominant is Formal Style 30 times appeared. The other language style are Casual Style found 19 times appeared, Consultative Style found 12 times appeared, Intimate Style was found 13, and Frozen Style which only 11 times appeared in the whole film.

A. Frozen Style

Based on the analysis provided, the researcher found 11 data categories related to the frozen style of speech. Within this analysis, the researcher has selected five instances where random data was used and explained in a frozen style. It should be noted that the frozen style is considered complex and demands the use of formal and appropriate language. It is typically employed by specialists such as Emperor, and Chancellor. However, in one particular scene of the film, the frozen style is indirectly spoken, functioning more as a background sound rather than direct utterance.

A-UT 01:

00:09:39,371 --> 00:09:54,761

CHANCELLOR : “*Your Majesty.....*”

EMPEROR : “*And my citizens?*”

From this conversation it can be seen that the place is in the palace where a *Chancellor* calls the *Emperor* using the phrase “*Your Majesty*” which indicates how submissive and respectful a *Chancellor* is to the *Emperor*. In this conversation the *Chancellor* was informing the *Emperor* about the current conditions after the ravages of his people by *Bori Khan*. The *Emperor*, in response, asks about the well-being of their citizens using this phrase “*And my citizens?*”. This indicates that he is also worried about the impact on the people under his rule and their safety. The utterance portrays a dire situation for the kingdom, with the loss of strategic garrisons and disruption of vital trade routes. The *Chancellor* emphasizes the severity of the situation, highlighting the potential consequences for the kingdom's survival. The *Emperor's* concern for the citizens suggests a desire to prioritize their well-being and find a resolution to the problem.

Overall, the dialogue portrays a respectful and hierarchical relationship between the *Chancellor* and the *Emperor*, with the *Emperor* showing concern for the well-being of their citizens.

B. Formal Style

During the analysis of formal style in the movie “Mulan,” the researcher found 30 instances of data. For the purpose of this analysis, the researcher has chosen to present five conversations with random data, which will be discussed using a formal tone. The formal style of language is typically employed in formal settings, particularly when discussing serious matters such as formal speeches and formal occasions. Like a conversation between, *Commander*, *Sergeant*, and *Soldier*.

B-UT 03:

00:30:01,760 --> 00:30:13,021

COMMANDER TUNG : “*I'm your commanding officer. Fighting will not be tolerated.....*”

HONGHUI : “*Yes, Comannnder*”

COMMANDER TUNG : “*With your voice, soldier.*”

MULAN : “*Yes, Comannnder*”

The utterance portrays a conversation between *Commander Tung*, *Honghui*, and *Mulan*. “*I'm your commanding officer. Fighting will not be tolerated*” *Commander Tung* establishes his authority as the commanding officer and sets the expectation that fighting will not be tolerated under his command. He wants to ensure clarity and adherence to his instructions. *Honghui* acknowledges *Commander Tung's* directive and responds affirmatively, stating, “*Yes, Commander*”. *Commander Tung* emphasizes the importance of vocal confirmation from *Honghui* “*With your voice, soldier.*” reminding him to respond with his voice as a soldier, indicating full compliance and understanding. *Mulan's Response*: *Mulan*, too, acknowledges *Commander Tung's* directive and responds with “*Yes, Commander.*”

This conversation demonstrates the chain of command and the necessity for clear communication and obedience within a military setting. *Commander Tung* asserts his authority to ensure discipline and order among his subordinates. By reinforcing the requirement for a vocal response, he emphasizes the importance of active engagement and commitment to following orders.

Mulan's participation in this exchange highlights her dedication to respecting authority and her willingness to comply with the rules and expectations set by her commanding officer. It sets the stage for her journey as she navigates the challenges and expectations placed upon her in her role as a soldier.

The relation between *Commander Tung*, *Honghui*, and *Mulan* can be understood as that of a superior-subordinate relationship within a military structure. *Commander Tung* holds the position of leadership and commands the soldiers, while *Honghui* and *Mulan* are expected to obey orders, show respect, and carry out their assigned duties as members of the military unit.

C. Consultative Style

In the consultative style in “Mulan” movie, the researcher found 12 data. In this finding data analysis, the researcher chooses to display five utterances that use random data and are discussed in a consultative approach. According to Joos’s (1967:154), the consultative style is characterized as the style employed when interacting with individuals who are familiar with the language but possess different personal knowledge. This style is considered moderately formal, falling between the formal style and informal style. Examples of situations where the consultative style is applied include interactions between a Commander with Sergeant. In these contexts, the consultative style is deemed appropriate and effective.

C-UT 03:

00:31:09,703 --> 00:31:21,465

SERGEANT QIANG : *“I told you to line up for showers.”*

MULAN : *“Showers?”*

SERGEANT QIANG : *“.....And I need a volunteer, for night guard duty”*

MULAN : *“Me! I mean, I volunteer, sir.”*

In the utterance, Sergeant Qiang assigns Mulan a task and asks for a volunteer for night guard duty. *“I told you to line up for showers.”* Sergeant Qiang instructs the group to line up for showers, indicating that cleanliness is important in the military. Sergeant Qiang mentions that he needs a volunteer for night guard duty, *“.....And I need a volunteer, for night guard duty”*, suggesting that it is a responsibility that needs to be fulfilled. *“Me! I mean, I volunteer, sir.”* Mulan eagerly volunteers for the night guard duty, expressing her willingness to take on the task.

This interaction showcases the discipline and routines followed in the military setting. Sergeant Qiang emphasizes the importance of cleanliness and assigns a duty to ensure the security of the camp during the night. Mulan's immediate volunteering demonstrates her enthusiasm and readiness to contribute to the group's efforts.

The relation between Sergeant Qiang and Mulan can be characterized as one of authority and obedience. Sergeant Qiang is in a position of leadership and gives commands that Mulan and the other soldiers are expected to follow. Mulan, as a subordinate, acknowledges Sergeant Qiang's authority and demonstrates her readiness to fulfill her duties by volunteering for the night guard duty.

D. Casual Style

In the casual style, the researcher found 19 instances of data in the "Mulan" movie. For the purpose of analysis, five discussions are chosen to be presented in a casual tone. In this movie, there are several group conversations that exemplify the use of casual language among Mulan friends Cricket, Yao, Ling, and Honghui.

D-UT 07:

00:29:24,473 --> 00:29:37,986

CRICKET : *“I'm Cricket. My mother says I was born under an auspicious moon. That is why my mother says I'm a good luck charm.”*

OTHERS : (LAUGHING) *Ow.*

In this utterance, Cricket's Introduction: Cricket introduces himself and provides some background information about his birth and his mother's belief. By mentioning being born under an auspicious moon, *“...I was born under an auspicious moon”*. Cricket suggests that he brings good luck or positive energy to those around him *“.....That is why my mother says I'm a good luck charm”*. The response of the others is laughter, which implies that they find Cricket's statement amusing or humorous. The laughter might indicate that they see Cricket's claim as a lighthearted or superstitious belief. "Ow" Sound The mention of an "Ow" sound suggests that someone experienced a minor mishap or injury immediately after the laughter. This could be a comedic moment to add some humor to the situation.

The relation between Cricket and the others can be understood as one where Cricket is the subject of amusement or teasing. The others find humor in Cricket's belief and laugh at his assertion of being a good luck charm. Their laughter may suggest that they do not share the same belief or view Cricket's statement as a superstition or exaggeration.

Overall, this utterance conveys Cricket's belief in his own good luck and the reaction of others, which is laughter. It adds a playful and light-hearted tone to the conversation, potentially setting up for a comedic or humorous scene.

E. Intimate Style

In the intimate style, the researcher found 13 instances of data in the "Mulan" movie. . For the purpose of analysis, five discussions are chosen to be presented in a intimate tone. The Intimate Style is typically employed in private relationships, such as within families, close friends, romantic partners, and other deeply personal connections. Because in this film mulan is not in a serious relationship between someone else expect her family, this style often involves the use of referring to her parents as "mom" and "father" is also considered part of the Intimate language style, because in this movie

E-UT 02

00:06:02,779 --> 00:06:06,658

HUA ZHOU : *"I say this to protect you. That is my job Your job is to bring honor to the family."*

In this utterance, Hua Zhou expresses his perspective on the roles and responsibilities of family members. "I say this to protect you..." Hua Zhou asserts that he is speaking to protect someone, most likely addressing his daughter, Mulan. He believes that his role as a parent is to provide guidance and safeguard his family members: "...Your job is to bring honor to the family." Hua Zhou emphasizes that his daughter's responsibility is to bring honor to the family. This implies that he expects Mulan to fulfill societal expectations and norms that are associated with their family's reputation. Hua Zhou's statement reflects a traditional and patriarchal view, where he believes that it is his duty to protect the family and his daughter's duty to uphold the family's honor. He likely sees it as his responsibility to guide his daughter towards fulfilling this role.

Overall, Hua Zhou's statement reflects his belief in the importance of family honor and his role as a protector. He expresses his perspective on the division of responsibilities within the family, assigning the duty of bringing honor to the family to his daughter. This utterance highlights the cultural expectations and traditional values that Hua Zhou holds dear.

The Most Used Language Style

The predominance of the Formal Style in "Mulan : 2020" can be attributed to the contextual and situational aspects of the scenes. Many of the interactions in the film occur within a formal setting, particularly involving the relationships between the Commander, Sergeant, and Guards. The grammatical structure of the utterance also contributes to the categorization of the movie as a Formal Style, as the characters predominantly use formal utterances and complete sentences in their conversations.

CONCLUSION

The main objective of this research was to determine the language styles used in the film and their frequency of occurrence. The primary data source for this research was the film's script or subtitles. The research design employed a descriptive qualitative method, which involved describing and analyzing the language styles based on Joos's (1967) theory: Frozen, Formal, Consultative, Casual, and Intimate. According to the data on Finding and Discussion, the researcher found 85 language styles which is divided into : Casual Style was found (19) times, Intimate Style (13) times, Consultative style (12) times, Frozen style (11) times, and Formal Style is the dominant language style in the movie "Mulan" (2020) which appeared (30) times. The Formal style is the most dominant language used in this movie because commonly used by characters in formal meetings, like a conversation which set in palace where the interlocutor typically responds without interruption, and clear pronunciation is emphasized.

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