

## The Influence of Language Journalistic Use to Media Sosial: A Linguistic Analysis in the Digital Era

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### Abstract:

Language style is essential because it can facilitate effective communication, build and maintain relationships, express identity and personality, manage various contexts, say something with a specific tone and emotion, build group identity and solidarity, and achieve particular goals. In addition, this study explores the use of language styles in the Emma film by analyzing the types of language styles used in the Emma 2020 film and which are most dominantly used. The data for this research was collected by closely watching and transcribing critical scenes from the movie and using the descriptive qualitative research method to analyze the data. After analyzing the research data, the researcher found that this film used all of the language styles by Martin Joos's theory in communicating. However, the most dominant language styles used are formal and consultative styles. It can be concluded that the researcher found that all the characters use the five styles of language by Martin Joos.

**Keywords:** Language Style; Movie; Emma 2020 Movie

### Abstrak:

Gaya bahasa sangat penting karena dapat memfasilitasi komunikasi yang efektif, membangun dan memelihara hubungan, mengekspresikan identitas dan kepribadian, mengelola berbagai konteks, mengatakan sesuatu dengan nada dan emosi tertentu, membangun identitas dan solidaritas kelompok, dan mencapai tujuan tertentu. Selain itu, penelitian ini mengeksplorasi penggunaan gaya bahasa dalam film Emma dengan menganalisis jenis gaya bahasa yang digunakan dalam film Emma 2020 dan yang paling dominan digunakan. Data untuk penelitian ini dikumpulkan dengan menonton secara dekat dan menyalin adegan-adegan penting dari film dan menggunakan metode penelitian kualitatif deskriptif untuk menganalisis data. Setelah menganalisis data penelitian, peneliti menemukan bahwa film ini menggunakan semua gaya bahasa menurut teori Martin Joos dalam berkomunikasi. Namun, gaya bahasa yang paling dominan digunakan adalah gaya formal dan konsultatif. Dapat disimpulkan bahwa peneliti menemukan bahwa semua karakter menggunakan lima gaya bahasa Martin Joos.

**Kata kunci:** Gaya Bahasa; Film; Film Emma 2020

## INTRODUCTION

Language plays an essential role in human life because humans are social creatures who need to communicate with each other. Therefore, language is very familiar for



conveying and disseminating information. According to Collinson et al. (1924), "Language is a purely human and non-instinctive method of communicating ideas, emotions, and desires through a system of symbols produced voluntarily." Language plays a role in human life to express each person's thoughts and emotions toward anything. Language also functions as glue in a relationship and is used for negotiations on power dynamics and for providing participation and sympathy in activities. The existence of language can also confer identity and ownership on an individual or group. Meanwhile, language selection considerably influences language because it affects the meaning or connotation of what someone says. The language used by humans has variations that make a difference in how they use language in the same language. With the existence of language variations, it is also important to understand language styles to understand cultural dynamics, social interactions, and the impact of language on individuals and society. According to Joos (1967), language styles are divided into five categories: frozen style, formal style, consultative style, casual style, and intimate style.

Language style plays an essential role in human communication and social interaction. In addition, language style is also used to express an identity, build relationships with others, and navigate various social contexts. In Joos' (1967) theory, language style is an essential thing in communication because it can facilitate effective communication, build and maintain relationships, express identity and personality, manage various contexts in communication, say something with a specific tone and emotion, build group identity and solidarity, and achieve particular goals. This makes language style the main focus of this study.

To conduct this research, the researcher read several previous studies related to the subject and object of this research as examples and literature reviews. The first article is "Language Style in Romantic Movies" by Juliana Dewi et al. (2020). The focus of the study is to examine language styles in romantic movies, explicitly analyzing the films "The Last Song" (2010) and "Midnight Sun" (2018). It aims to identify and categorize various types of language styles based on Joos (1967) theory, including frozen, formal, consultative, intimate, and casual styles, and to explore how they vary according to context and situation in romantic narratives. The second article, "An Analysis of Language Style Used by The All Characters In Frozen II Movie," was written by Yulyanti & Syahputra (2023). The study focuses on analyzing the language styles used by characters

in the movie "Frozen II." It employs qualitative research methods, specifically content analysis, to identify and categorize the different language styles present in the film, which include formal, casual, consultative, and intimate styles. The study aims to enhance understanding of how language is used in communication and social interaction and how different contexts and relationships influence language use. The last article, "Sociolinguistics Analysis on Language Style Form at the Movie Script of Papillon," was written by Purba et al. (2021). The study focuses on analyzing the language styles and functions used in the film script of "Papillon." It aims to classify different types of language styles based on Martin Joos' theory and examine the functions of speakers' utterances using Roman Jakobson's language functions. The research highlights the importance of language in social communication and the influence of context on language use.

Based on previous research that the researcher has read, the researcher is interested in examining the language style in Emma's 2020 Movie. Not only that, the researcher also analyzed the language style that is dominantly used by the main characters in Emma 2020 Movie.

## LITERATURE REVIEW

### Language Style

According to Martin Joos (1967), Language style in sociolinguistics refers to how language is used in various contexts and social situations. Language style includes research on how a person or group changes language use, vocabulary, grammar, and pronunciation to meet social or cultural standards, roles, and relationships in certain situations. Language styles are particular ways individuals or groups use language to communicate, convey and express meaning, and build social identity. Language style includes the way of using the language style chosen and used by the speaker or writer to achieve specific communicative goals. Factors considered in language style use are age, gender, social class, ethnicity, and context in communication, which affect a person's language style when speaking. Language style also teaches about linguistic characters and patterns that characterize a community or group in speaking. Different language styles also show the existence of identity, build social relations, distribute social power, and show group affiliation. So, language style can signify social life and show one's cultural, social, and individual identity.

Various types of language styles, according to Martin Joos (1967):

1. Frozen style

Frozen style is a language style that emphasizes formal speech expressions, such as national anthems, religious texts, legal decrees, and so on.

2. Formal style

Standard grammar, vocabulary, and syntax indicate a formal style. It is usually used in academic or professional contexts, official documents, and formal speeches. Thus, the language used is more systematic and follows standards.

3. Consultative style

In formal or professional conversation, this language style is used when someone exchanges ideas or information with one another. It also allows speakers to interact with each other and discuss in turn. Thus, the language used is more polite and respectful and uses vocabulary related to the discussion.

4. Casual style

This language style is used in an informal situation, such as a conversation between friends or family. It can often find abbreviations, slang, and everyday language styles in the casual style. This results in a greater emphasis on personal relationships and affinity and greater flexibility in grammar rules and syntax.

5. Intimate style

This language style is used for intimate or personal conversations. It is very informal, usually with jokes and nicknames.

## RESEARCH METHODS

This study analyzes the use of language style in the film *Emma* 2020. In addition, the researcher also analyzed what language style is most often used in the film *Emma* 2020. Therefore, the researcher conducted this study using a qualitative approach. According to Creswell (2009), qualitative methods emphasize text data, images, unique procedures, and various designs. In addition, in qualitative research, films are one of the objects of research data that can be used. Therefore, qualitative methods can provide data descriptions through words or sentences to reach research conclusions. Research conducted with a descriptive qualitative approach can provide readers with a better understanding of the subjects studied in this study. Meanwhile, the instruments in this

study include a systematic approach to developing, validating, and using instruments to ensure that the data obtained is valid and reliable. The instruments in this study play an essential role in helping to collect and analyze data effectively. Therefore, the instrument of this study is the researcher himself because the researcher analyzes the data, identifies the research, and concludes the research results. The procedure of this research is as follows:

1. The researcher searches for the analyzed film and the scripts of the film on the internet
2. The researcher downloads the film and scripts to facilitate the analysis process
3. The researcher watches the film repeatedly while reading the transcript in order to analyze the language style used
4. After watching the film repeatedly, the researcher identifies the language style used and analyzes the most often used in the film.

## FINDINGS AND DISCUSSION

After collecting the data, the researcher found all language styles using Martin Joos' theory in this study: frozen style, formal style, consultative style, casual style, and intimate style. This discussion describes the findings of this study's research question. The following is an analysis of the language styles used in the dialogue of the film *Emma* (2020), with examples related to Joos' five language styles.

### **Frozen Style**

Frozen language is usually found in formal situations and is characterized by ritualistic, unchanging language, such as legal documents or religious ceremonies. It is the most rigid style, with no room for interaction or personalization.

#### **Data 1**

[00:06:37 – 00:06:56]

Mr. Elton: “Dearly beloved friends, we gather here in the sight of God to join together this man and this woman in holy matrimony, an honorable estate instituted by God in the time of man’s great innocence.”

#### **Data 2**

[01:06:10 – 01:06:20]

Mr. Elton: “Enter not into judgment with thy servant, O Lord, for in thy sight shall no man living be justified. Dearly beloved brethren, the Scripture moved us in sundry places to acknowledge and confess our manifold sins and wickedness.”

Data 1 and 2 are religious speeches held in a church. This speech was delivered firmly and based on religion. There was no conversation between the two speakers in this incident, so it is included in the frozen style.

### **Formal Style**

Formal style is used in professional, academic, or formal situations. It is structured and planned, with clear, detailed sentences. Unlike the frozen style, there is potential for feedback, although it is usually one-way or hierarchical communication.

### **Data 1**

[00:07:15 – 00:07:17]

The guess: "Mother, you must eat. It is impolite not to eat."  
Then, She starts to eat.

The conversation was spoken formally and professionally because he was dealing with many other distinguished guests. Then, this conversation took place in one direction because it was like an absolute command.

### **Data 2**

[00:13:45 – 00:14:20]

Emma: "The Martins are of precisely the order of people with whom I feel I can have nothing to do. A degree or two lower might interest me; if they were very poor, I might hope to be useful to them in some way. But a farmer can need none of my help, and is therefore as much above my notice as he is below it."

### **Data 3**

[00:27:18 – 00:27:50]

Harriet: "I...I had no notion that he liked me so very much."  
Emma: "I lay it down as a general rule, Harriet, that if a woman doubts as to whether she should accept a man or not, she certainly ought to refuse him. But do not imagine that I want to influence you."  
Harriet: "Perhaps... it will be safer... Do you think I had better say 'No'?"  
Emma: "Not for the world would I advise you either way. You must be the best judge of your own happiness. If you prefer Mr Martin to every other person. if you think him the most agreeable man you have ever met, why should you hesitate?"

Data 2 and 3 conversations occur when Emma advises Harriet not to accept Robert Martin's proposal. Emma often uses formal language when interacting with characters of lower social status or in situations requiring her to maintain her role as a social leader, such as advising Harriet or speaking at public meetings. Emma speaks in a measured and

instructive tone, emphasizing her knowledge and the need for Harriet to follow her advice. Emma's formal style here reflects her feelings of superiority and her role as Harriet's mentor. The formality of her speech emphasizes class differences and her authority over Harriet. This structured language shows Emma's attempt to guide Harriet according to social expectations rather than personal choices.

#### **Data 4**

Emma: "As far as good intentions went, we were both in the right. I must say, I have not yet been proved wrong."

This conversation takes place when Emma feels that their relationship has been restored. Even so, Emma still feels that what she did was the right thing to do. Her formal tone emphasizes her higher value and implies a small quantity of arrogance.

#### **Data 5**

[00:55:48 – 00:56:00]

Emma: "You behaved extremely well and it is over. As a first meeting, it cannot occur again. You must stay no more than a quarter of an hour, and allow no dangerous reminiscences. There must be no recurrence into the past."

In this conversation, Emma advises Harriet that her relationship with Robert Martin should end immediately to eliminate her feelings for Mr. Martin.

#### **Consultative Style**

The consultative style is more interactive than the formal style. It is used in conversations where one speaker offers advice or guidance, and the other responds. This style is typical in professional conversations or discussions between people of different levels of expertise.

#### **Data 1**

[00:28:15 – 00:28:46]

Mr. Knightley: "Refused? Then she is a greater simpleton than I ever believed her! Harriet Smith refuse Robert Martin? I hope you are mistaken."

Emma: "I saw her answer, nothing could be clearer."

Mr. Knightley: "You saw her answer! You wrote her answer. This is your doing, Emma. You persuaded her to refuse him."

Emma: "If I did, I should not feel that I had done wrong. Mr Martin is a respectable young man, but I cannot admit him to be Harriet's equal."

## Data 2

[00:29:46 – 00:30:06]

Mr. Knightley: “Men of sense, whatever you may choose to say, do not want silly wives. Men of family would not be very fond of connecting themselves with a girl of such obscurity and more prudent men would be afraid of the inconvenience and disgrace that they might be involved in, when the mystery of her parentage came to be revealed. Let her marry Robert Martin, and she is safe and respectable for ever. But if you teach her to expect to marry greatly, nobody within her reach will ever be good enough for her!”

## Data 3

[00:30:07 – 00:30:38]

Mr. Knightley: “Your plans for Harriet are best known to yourself; but as you make no secret of your love of matchmaking, it is fair to suppose that plans you have; and as a friend, I shall just hint to you that if Elton is the man, I think it will be all labour in vain. Elton knows the value of a good income as well as anybody. He may talk sentimentally, but he will act rationally. He knows that he is a very handsome young man, and a great favorite wherever he goes, and from his general way of talking when there are only men present, I am convinced that he does not mean to throw himself away.”

The conversational style above is Emma’s dialogue with Mr. Knightley, in which they discuss advice, criticism, and feedback. Mr. Knightley often takes a consultative role in providing moral guidance to Emma while Emma defends her actions. This conversation occurs when Mr. Knightley confronts Emma about her meddling in Harriet’s love affairs. The tone of this dialogue is consultative, as Mr. Knightley attempts to explain the consequences of Emma’s actions while Emma listens and reacts. This consultative style highlights the dynamic between Mr. Knightley and Emma, in which Mr. Knightley attempts to guide Emma toward self-awareness and moral growth. Emma’s responses reflect her defensiveness, but this interaction allows for a more balanced exchange of ideas, as opposed to the more formal, one-way style he uses with Harriet.

## Data 4

[01:33:36 – 01:33:55]

Mr. Knightley: “How could you be so unfeeling to Miss Bates?”

Emma: “It was not so very bad”

Mr. Knightley: “How could you be so insolent to a woman of her character, age, and situation?”

Emma: “I dare say she did not understand me.”

Mr. Knightley: “They are blended, I acknowledge and, were she a woman of fortune, I would not quarrel with you for any liberties of manner. But she is poor! She has sunk from the comforts she was born to; and, if she live to old age, she will probably sink more. She has seen you grow up from when her notice of you was an honour. To have you now, in thoughtless spirits, and the pride of the moment, laugh at her, humble her— and before her niece, too— and before others, many of whom are entirely guided by your treatment of her. It was badly done indeed!”

In this conversation, Mr. Knightley is angry with Emma because Emma's attitude is too arrogant at the wrong time. However, Emma defends herself, but Mr. Knightley continues to corner her because of Emma's mistake. Mr. Knightley says his sentence uses clear and detailed language; the level of formality is moderate and contains an explanation to the interlocutor. Thus, Mr. Knightley's expression is included in the consultative style.

### **Casual Style**

The casual style is used in relaxed and informal settings. It is characterized by colloquial language, incomplete sentences, and a more spontaneous flow. It is usually used among friends and people of equal standing.

#### **Data 1**

[01:02:13 – 01:02:19]

Emma: “Why do you smile?”

Frank Churchill: “Nay, why do you?”

Emma: “I suppose I smile for pleasure.”

Emma asked Frank Churchill, “Why do you smile?” when they were having small talk at a party. The conversation was casual, and the tone of voice was spoken spontaneously; there was no pressure in it. So, their conversation is included in the casual style.

#### **Data 2**

[01:12:02 - 01:12:06]

Emma: “How is your aunt?”

Frank Churchill: “Most reluctant to release me.”

This conversation is natural when Emma opens the topic to talk to Frank Churchill during their dance. They say it casually to ask someone how they are. Their tone is relaxed and flows with their event.

### **Data 3**

[01:30:39 – 01:30:55]

Miss Bates: “Oh! Very well, then I need not be uneasy. ‘Three things very dull indeed’. That will just do for me, you know. I shall be sure to say three dull things as soon as I open my mouth.”

Emma: “Ah! Ma’am, but there may be a difficulty. You will be limited to number– only three at once!”

Miss Bates: “Ah– well– to be sure– yes, I see what she means. I will try to hold my tongue.”

Emma's casual style is often used in social situations where she feels comfortable and is interacting with friends or equals. This style is characterized by humour, wit, and light conversation. The picnic scene at Box Hill shows Emma using a casual style full of wit when joking with Miss Bates, even though the jokes eventually become cruel. Emma's casual language here shows her tendency to speak without considering the consequences, especially in informal situations where she feels in control. This casual style allows her to show her intelligence but also leads to carelessness, as seen when the jokes become hurtful. This moment is a turning point in Emma's character development, as Mr. Knightley reprimands her for insensitivity.

### **Intimate Style**

The intimate style is used in close personal relationships. It is characterized by emotionally charged language, often including terms of endearment, incomplete sentences, or shared understandings between the speakers.

### **Data 1**

[00:45:16 – 00:46:01]

Harriet: “He never loved me. He loved you

Emma: “Love! He sought to aggrandize and enrich himself! He had the arrogance to raise his eyes to me, a Woodhouse, and so convinced himself in love. He is a vicar. Harriet. You might never have thought of him but for me. I assured you of his attachment- I contrived his visits to Hartfield”

Harriet: “Dear Miss Woodhouse. I do not blame you. I could never have deserved him, and none but so partial and kind a friend as you could have even thought it possible.”

### **Data 2**

[00:46:25 – 00:46:30]

Harriet: “I cannot see it without thinking of him.”

In the conversation that occurred in data 1 and 2, Emma told Harriet that Mr. Elton had expressed his feelings for Emma. Meanwhile, Emma tried to match Harriet with Mr. Elton. So, their conversation at that time was very intimate because they spoke with deep feelings and were full of emotion. Emma felt guilty towards Harriet because Harriet had let her feelings fall for Mr. Elton.

### **Data 3**

[01"46:31 – 01:4:18]

Mr. Knightley: "Tell me, Emma, have I no chance of ever succeeding? My dearest Emma, for dearest you will always be, my dearest, most beloved Emma, tell me at once. Say No, if it is to be said. I cannot make speeches, Emma. If I loved you less, I might be able to talk about it more. But you know what I am. I have blamed you, and lectured you, and you have borne it as no other woman in England could have borne it. God knows, I have been a very indifferent lover. But you understand me. You understand my feelings. Will you marry me?"

In this conversation, Mr. Knightley reveals his feelings of love for Emma. His expressions contain deep emotions, and he expresses this confession of love intimately and very carefully to Emma.

## **DISCUSSION**

Martin Joos's theory of language style categorizes language into five levels: frozen, formal, consultative, casual, and intimate. These language styles reflect the degree of formality in different interactions between characters, relationships, social contexts, and emotional states of each character.

The first is the frozen style; frozen style is usually found in formal situations and is characterized by ritualistic language, and the nature of the language does not change. As in the film Emma, this is when a religious wedding ceremony is held, which appears only two to three times in this film. The frozen style does not often appear in this film. The use of this frozen style can be seen in moments where there is no room for personal interpretation because it has a rigid nature.

The second is formal style. Emma often uses formal language as a social advisor, especially when her interlocutor is Harriet. When speaking to Harriet, Emma's tone often uses a formal tone, which can be seen when she gives advice and instructions to Harriet about social norms or when giving directions to Harriet to reject a proposal that Emma

considers inappropriate. Formal language illustrates Emma's authority and superiority, primarily when interacting with Harriet. This style also highlights Emma's tendency to impose her views on others, which creates tension and personal development for her character.

The third is consultative. This consultative style appears prominently in Emma's dialogue with Mr. Knightley, who often challenges her actions and provides guidance. In their interactions, debates often occur because of differences of opinion. This style supports their dynamics by creating an interactive space where Emma is encouraged to consider other points of view. With this consultative style, Emma begins to question and realize her actions so far, so this style plays an essential role in developing her character.

Next is casual style. Casual language is used between characters in a social gathering, such as during the picnic scene at Box Hill, where Emma feels relaxed and in control of the situation. In this situation, she often uses casual and intelligent language in speaking, even though it sometimes leads to a sarcastic or humorous sentence. This casual style reflects Emma's form of self-confidence and comfort in her social circle. However, the use of this language style also reveals her sensitivity, as during the picnic scene at Box Hill, the use of casual language full of jokes can sometimes be hurtful or belittle others. Thus, the impact is that Emma's words hurt Miss Bates, which ultimately prompts Emma to reflect on her words and behavior, which leads to a turning point in her maturity and empathy.

The last is the intimate style, the mini core style most clearly seen in Emma's vulnerable moments, especially in her interactions with Mr. Knightley when they realize their feelings for each other. This style is rarely used and only appears with strong emotional recognition or awareness. This intimate style shows Emma's development from a manipulative and arrogant character to someone who can show genuine affection and vulnerability. Not only Emma but also the language Mr. Knightley speaks is bottomless in its emotional form and open when expressing his feelings to Emma.

From the findings above, the researcher found that the most frequently used language styles are formal and consultative. These styles reflect the complex interactions between characters. In the formal style, Emma Woodhouse often uses formal language, especially in her role as an influential social figure in her community. This style emphasizes her authority, adherence to social conventions, and sometimes her tendency to control other characters, such as Harriet Smith. Emma's dialogue when using formal

language shows her arrogance, which is a characteristic of Emma's character, so this language style is very often used.

Meanwhile, this consultative style is commonly used in Emma's interactions with Mr. Knightley, where they often exchange advice and criticism. This style is slightly less formal than the formal language used in public places but still carries a sense of guidance and reflection. This language style allows for a two-way dynamic that deepens Emma's character, as Mr. Knightley's perspective often challenges her actions and beliefs, resulting in frequent arguments between them in each scene.

## CONCLUSION

Using Martin Joos's theory of language style to analyze the dialogue in the film Emma (2020) shows how the variation of formality and interaction reflects the relationships between characters and their personal development. Frozen style in this film is rare because it is used in formal situations and is characterized by ritualistic language, such as religious ceremonies at a church wedding. Emma's use of formal language with Harriet highlights class differences and persuades her as a social mentor. Consultative exchanges with Mr. Knightley show moral and intellectual content that drives her character development. Casual style in social situations, such as a picnic at Box Hill, shows her charm and flaws. In contrast, the intimate style in Mr. Knightley's confession of love to Emma shows her vulnerability and emotional maturity. The use of these diverse language styles reflects the social dynamics of the time and helps describe Emma's journey from control and manipulation to self-awareness and genuine affection. Thus, it can be concluded that all language styles are found in the Emma 2020 movie.

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