



**AN ANALYSIS OF LANGUAGE STYLE IN “*CHILLING ADVENTURES
OF SABRINA*”**

THESIS

*Submitted for Fulfill a Partial of S1 Degree in the Department of English
Faculty of Humanities Bung Hatta University*

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UNIVERSITAS BUNG HATTA

2023



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AN ANALYSIS OF LANGUAGE STYLE IN *CHILLING ADVENTURES OF SABRINA*

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ABSTRACT

This investigation examines the language style employed by the characters in the film *Chilling Adventures of Sabrina* using Janet Holmes Theory (2013). This study sought to investigate the factors and language variation that led to the film's most prevalent language style. The data were examined using a descriptive qualitative method in order to obtain reliable information. The focus of the research was to identify the five styles that surfaced in the film. There are a total of 50 data points from all styles, including the following: frozen style, formal style, consultative style, casual style, and intimate style. The casual style was utilised the most frequently with 13 utterances, followed by the formal style with 11 utterances, the intimate style with 11 utterances, the frigid style with 8 utterances, and the consultative style with only 7 utterances. The data findings lead to the conclusion that a language style is a form of language used based on the situation and the communicators. All of these five forms illustrate how the emotion, the event, and the relationship between the users are portrayed.

Keywords: Language styles, Chilling Adventures of Sabrina, Sociolinguistic

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is an important for social interaction and communication. Transferring ideas from one individual to another is the goal of communication. If people do not use language as tool for conversation, their actions and interactions will become monotonous. According to Wardaugh (2010), a person belongs to a society based on the language they communicate. Language can be used to convey thoughts, feelings, and opinions. It allows people to accept information. It is not sufficient to simply memorize every word that has ever been spoken in order to use language. We must think about the context, such as whether the language is formal or informal, who will be listener, the topic discussed, and also about the purpose of the communication.

The study of language that is related to society is called sociolinguistic. Sociolinguistics, a branch of linguistics that examines how language affects society, is what we're referring to when we discuss the language we use and how it relates to society. Sociolinguistics is the study of language in relation to society, while sociology of language is the study of society in connection to language, according to Hudson (1996). Sociolinguistics is the study of how people use language in their daily activities, with a particular emphasis on how language affects interaction, topic, and society or community.

Language has developed very quickly in society and makes the existence of language become variation. Language style is one example of a language variance. One of the components of communication that can not be separated in our daily interactions is language style. Language style being used based on the level formality determined on situation, condition, and the need of the speech.

There are five distinct styles, according to Martin Joss (1967): the Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style. The most official style is the frozen style. It is frequently used in context with a strong emphasis on formality and symbolism, such as formal judicial proceedings, state documents, and ceremonial ceremonies. Formal and deliberate language is typically used in context where meticulous consideration must be given to pronunciation, word choice, and sentence construction. In semi-formal setting, consultative style or business style is typically used. It is utilized during operations, information sharing, and transactions. Casual style is used frequently among friends and family members and focuses on enjoyable situations. It is characterized in casual and relaxed setting. The most casual style is called “intimate”, and it is typically worn by close acquaintances and family.

Watching movies is one method to observe how language style functions. Movies are a form of visual communication that convey stories or provide information using sound and moving pictures (help people to learn). People watch movies as a form of entertainment and as a means to have fun everywhere in the world. The film selected for this study’s data source is “Chilling Adventures of Sabrina” Netflix series’ script. According to my initial observations, this series

screenplay uses a variety of a language styles to strengthen each character. Each character benefits from their own language style.

Each film, both old and new, has its own distinct personality. Movie makers choose their own language in many ways, resulting in a vast range of styles and tones for every statement. We can observe an example of metaphorical language in the “Chilling Adventures of Sabrina” series, which is based on Joos Martin’s notion that the characters in this series do not only speak to humans, but also to cursed supernatural beings. Many people regard Sabrina as a one of a kind witch. Her father was the Head Master of the Academy of Unseen Arts and a High Priest of the Church of Night. This movie series presents various characters and characters in very varied context. From the context of language style, this variation in context is interesting to study because it has a significant impact when it comes to language style. As a result, the writer is interested in researching this movie series.

The reason why the writer chose this topic is because the writer has interesting in learning sociolinguistic furthermore, especially in the language style material. This study aims to determine the different sort of language style used in “Chilling Adventures of Sabrina” Netflix series. It is important to be analyzed to get a clear understanding of the use of language style itself, especially in the “Chilling Adventure of Sabrina” Netflix series. Language style needs to be studied so that someone truly understands the language style according to the context, if someone does not understand the language style according to the context, it can lead to bad communication, misunderstanding, or conflict. For example, if one individual speaks in a formal context but utilizes a casual language style, this will lead to

misunderstanding. Thus, the readers can understand the correct use types of language style in their social life.

a. Research Question

What types of language style are used in “Chilling Adventures of Sabrina” Netflix series?

What is the most dominant type of language style in relation to setting used in “Chilling Adventures of Sabrina” Netflix Series?

b. Purpose of the Research

To analyze the type of language style in “Chilling Adventures of Sabrina” Netflix series.

To identify the dominant type of language style in relation to setting used in “Chilling Adventures of Sabrina” Netflix series.

c. Limitation of the Research

I must limit the problem in this study so that the analysis can be more concentrated. I concentrated on the types and aspects of language style in the script of “Chilling Adventures of Sabrina” Netflix series. According to Martin Joos (1967), i focus my analysis on the language styles found in the “Chilling Adventures

of Sabrina” Netflix series’ script, which include Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style.

1.2 Significance of the Research

Theoretically, the results of this study are expected to make significant contributions to the readers understanding of the language style used in the “Chilling Adventures of Sabrina” Netflix series. The researcher , on the other hand, expects that the readers learn how to use a language style in other texts.

Practically, this research can help everybody in the English Department students who are interested in sociolinguistics and want to be able to apply their knowledge and comprehend language style in appropriate daily conversations, particularly in formal situations and in different kinds of conditions