

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Kingsman: The Secret Service (2014) is an action-packed spy movie that focuses on the main character Gary (Eggsy) Unwin, a young *chav* from the lower social class of South England, who was recruited by Kingsman, a sophisticated secret agency that largely consists of recruits from the higher social class. Eggsy's late father (Lee Unwin) had been a part of the organization and had sacrificed his life to protect his partner, Harry Hart. Harry hands Eggsy and his mother a medal of valor with a phone number printed on the back along with a secret code as a promise of aid. Seventeen years later, Eggsy gets caught by the policemen, which leads to Harry meeting and recruiting him after the latter mentions the secret code that the other man had given him when he was a child: 'Oxfords, not Brogues'.

Throughout the time of training, Eggsy was mocked for his lower social background and his accent. Eggsy goes through the recruitment test and fails the very last one, which ends in mockery of his social class from the organization's leader, Arthur, and steals the man's car to fuel his anger at his abusive stepfather, to which Harry disagrees. They argue, and Harry leaves for a mission at a church, where everything goes downhill, and he dies. Harry's passing left an empty spot of Galahad for Eggsy. He dons the suit and works together with both Merlin and Roxy (the current

Lancelot) to put an end to Valentine's plan of killing half the population. They succeed and Eggsy becomes the new Galahad, filling in Harry's shoes and hopes.

Kingsman: The Secret Service (2014), although it leans very heavily on a James Bond-esque movie, has sociolinguistic elements that could be analyzed. However, there are few studies found by the writer that consider the main character's diction (Yuspianti, 2017; Lancerianda, 2016), but none that compare his speech style with the supporting character's through a social class perspective. With the main character coming from a social background so strikingly different from the supporting characters, there is bound to be a thick barrier that divides them linguistically. The stark difference between characters Eggsy Unwin and Harry Hart's linguistic characteristics lies in the way they communicate.

The two characters originate from different social classes. Eggsy was born and raised in a lower social caste, while Harry was born into wealth; this is seen in their way of speaking. Noticing this, the writer implements Joos' (1967) theory of Five Clocks, which divides types of speech styles into most formal to most informal. The theory is used to categorize Eggsy and Harry's utterances as the two use significantly different ways of conveying their thoughts to one another, as seen in the way Harry often shifts to the formal side of the spectrum, while Eggsy to the informal side. Joos' theory can help dissect these styles further into their specifics.

Throughout the movie, they speak in contrasting speech styles. Analyzing the two characters' speech styles through Joos' theory can provide insights into how an

individual's social background can be concluded solely from the way they speak and the way they interact with the other person. Moreover, the social factors that affect each character's choice to use a particular speech style are significant in seeing the different ways they employ a style.

1.2 Research Problems

Three research problems will be discussed in this analysis:

- 1) Which of Joos' language variations does each character use the most, and does it correspond with their social class?
- 2) What factors affect their use of a specific speech style the most?

1.3 Objectives of the Study

This study aims to analyze the speech styles of two characters, Eggsy Unwin and Harry Hart, in *Kingsman: The Secret Service* (2014), to identify how their speech corresponds with their respective social class, and examine how it portrays their character. Additionally, it is hoped that the study will yield insights into which of Joos' theories of language variation are most present in each character's social background.

1.4 Previous Studies

Analyses conducted on *Kingsman: The Secret Service* have been done by Zwitter (2018), Bilal (2019), and Dharmawan (2016) from a literary perspective. The study conducted by Zwitter focuses on proving the movie's deviance from the culture

of British spy villain archetypes, which he does so by focusing on the movie's villain character, Richmond Valentine. He gathers that the villain's nationality is transatlantic and that the writing of his character is motivated by a power shift between the United Nations and the United Kingdom's long and intertwined history. As for Bilal's literary study on *Kingsman: The Secret Service*, his main focus revolves on character-building in the movie as a whole. He finds that character-building values that appear are Bravery, Social Caring, Friendship, Respect, and Responsibility. He gathers scenes that are relevant to each of these values and explains further their connection. Moreover, Dharmawan's thesis revolves around the imagery of suits – particularly ones donned by the men – in the movie. She underlines the significance of fashion in portraying gentlemanliness, which she finds quite important as she focuses on Harry and Eggsy's contrasting characters. She concludes that not a lot of spy movies give a reason as to why their characters have to wear bespoke suits, while *Kingsman: The Secret Service* does by subtly saying it through Harry's pieces of advice to Eggsy. The image of gentlemanliness is found by Dharmawan by taking several dialogues and actions that show what attitudes a man should have and learn.

A linguistic perspective has been discussed by researchers as well; however, those that concern the characters' social class are rare, having only found by the writer a handful of theses regarding the slang and deixis aspects of the movie by Yuspianti (2017) and Lancerianda (2016) respectively. Yuspianti conducts her analysis by focusing on the translation results of the slang uttered in the movie and their equivalent

meaning in the Indonesian subtitles. Her findings include Full and Partial Equivalence. Lancerianda's analysis revolves around analyzing the referents of person deixis and the inferences. She finds 26 Anaphoric, 9 Cataphoric, and 16 Exophoric deixis. The inference or background knowledge that is needed to identify these referents can be seen visually from the movie and the speaker's gestures, i.e., Drug Terms, Military Terms, Beverage Terms, British Proverb Terms, and Music Terms. These researches do not take the character's social class into account.

Moreover, there are two studies about different literature that focus on the connection between speech styles and social class, but only two use the same Joos theory. A study done by Hanafi (2021), which focused on Jane Austen's *Pride and Prejudice*, analyzed the different language styles employed by characters of different social classes in the novel using Joos' theory. She concluded that no characters use the Frozen style, while the main character, who is from the upper class, uses four types of style namely the Formal style, Consultative style, Casual style, and Intimate style. Characters from the middle class only employ three, namely the Consultative style, Casual style, and Intimate style. With an additional theory made by Chamber (1995), Rini (2022) implemented Joos' theory to shed light on the differences in social class between Joker and the other characters, studying their speech styles and which of Joos' language styles appear. She found that formal language style was found to be most dominant among the other characters due to the many types of occupations and the middle-type social class. Another study that concerns speech and social class is done

by Putra (2015) on the movie *Crank II: High Voltage*, however, it focuses on slang, rather than the overall style. Putra includes the four categorizations of sociolinguistics e.g., the social distance scale, status scale, and the formality scale. The results found twenty-four slang types, which social distance seemed to have the most influence on which slang was used.

Two other studies were found to have used Joos' theory, however with different aims from the ones mentioned earlier. A study done by Hamdany and Damanhuri (2017) on the movie *500 Days of Summer*, but with an emphasis on the theory of context, instead of social class. They aimed to describe which styles make an appearance among the characters and what social context affects their appearances. They found that four of the speech styles – formal, consultative, casual, and intimate – appear in the movie, with the most common being consultative, due to the movie being set in an office environment. A study by Hummaira et al. (2022) analyzed the speech styles of characters Tony Lip and Dr. Shirley in the movie *Green Book*. They found that Tony Lip, the black character, has a dominant use of casual and little formal, while Dr. Shirley, the white character, has the consultative as his most used and frozen as the least. They concluded that this is due to their racial differences and the era the movie is in, which was in the 1960s.

The previous studies above serve as an indication that there is various research with a focus on speech style and linguistics conducted on movies and the existence of ones that focus on the movie *Kingsman: The Secret Service*. However, there are none

that were found that focus on the character's speech style and none that implement the theory of language variation by Joos. Additionally, the studies that similarly consider the correlation between style and social class did not explain the factors that affect the use of those styles.

Although *Kingsman: The Secret Service* contains various linguistic aspects that can be analyzed, most studies focused on its sequel, *Kingsman: The Golden Circle*, to conduct their research. Additionally, the studies that do focus on *The Secret Service* often shed light on the characterization using literary theories rather than linguistics. Therefore, ever since the release of the first movie, there have been no studies of the movie that concern the character's speech style or consider their social background via their vocabulary. Noticing this gap, the writer chose to apply Joos' (1967) theory of language style to discover the characters' social classes and categorize them according to the language styles that appear the most. This theory will then be used to analyze Eggsy Unwin and Harry Hart's characters as seen by their speech styles. To support this further, the writer will find the factors that affect the appearance of those speech styles to explain the reason the characters use certain styles. This analysis hopes to reveal deeper societal attitudes towards class differences and their representation in popular culture. By conducting this analysis, it is hoped that it can bring insights into how people of these social classes are represented in movies, compared to in real environment.

1.5 Scope of the Study

To conduct the research, this thesis implements Joos' "five clocks" language variation theory, Holmes' theory on social factors, and Fraser's concept of class-distinctive style to gather and identify the verbal data from the movie *Kingsman: The Secret Service* (2014).

1.6 Writing Organization

This section displays the four chapters of the thesis: Introduction, Theory and Method, Results and Discussion, and Conclusion. Every chapter contains sub-chapters.

CHAPTER I INTRODUCTION: This chapter is divided into six sub-chapters: background of the study, research problems, objectives of the study, previous studies, scope of the study, and writing organization.

CHAPTER II THEORY AND METHOD: This chapter presents the theory of speech styles by Joos (1967), social factors by Holmes (2013), class-distinctive style by Fraser (1998), the concept of language and society, class-distinctive grammar deviation, and the type of research, data, data source, method of collecting data, and method of analyzing data.

CHAPTER III RESULT AND DISCUSSION: This chapter presents the results of the data analysis and the discussion.

CHAPTER IV CONCLUSION: This chapter provides a summary of the conclusions drawn from the analysis presented in Chapter II.