CHAPTER II
THEORETICAL FRAMEWORK AND RESEARCH METHOD

In this chapter, the theoretical framework and research method, including data source and analysis steps, are covered.

2.1. Theoretical Framework

This sub-chapter introduces the main theoretical frameworks, that is, Joos' (1967) and Holmes' (2013) concepts. Besides, Bell's (1984) theory is also explained to support Holmes' framework. This serves as the basis for the data analysis process carried out later.

2.1.1 Language Styles

To answer the first research question, the theory of language style by Martin Joos (1967) is used. Joos proposed five types of language styles based on the degree of formality. Each one of them could be used in different settings or for different purposes. The explanation of the five styles is as follows:

2.1.1.1 Frozen Style

Frozen style is usually used in extremely formal settings, such as in trials and church. There are two key defining features in frozen style: the absence of authoritative intonation in the text and the inability to cross-question. Thus, the intonation tends to be monotone (like reading a text), and the interlocutor cannot interrupt the speech at all. In addition, it consists of long, well- crafted sentences

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and is usually used in texts. The frozen style is usually used among people "who are to remain strangers" (Joos, 1967, p. 41). More specifically, this style is mostly "for print and declamation" (Joos, 1967, p. 39). Therefore, instead of participating in the conversation, the audience is expected to re-read the message (re-evaluate what it actually means) on their own.

2.1.1.2 Formal Style

Formal style is defined by two features: detachment and cohesion. Detachment means that the speaker talks to the interlocutor in an impersonal way, maintaining distance. Besides, to maintain cohesion, the sentence structure and intonation must be clear so that the audience can understand the message right away. In using the formal style, the speaker must prepare beforehand the sentences or paragraphs that will be uttered. The formal style is mostly designed to inform; therefore, it lacks the sense of participation. It is characterized by a more formal lexical choice, for example, substituting "I wanted to tell you one more thing" with "I wanted to tell you about a situation which has arisen" (Joos, 1967, p. 29). This is indeed a proper example of a formal style, since such a choice of words contains both clarity and detachment.

2.1.1.3 Consultative Style

The consultative style is said to be the easiest language style to identify. It also has two defining features: the speaker provides background information, and the addressee may continuously participate. When using this style, one does not assume that the interlocutor will receive the message without proper information,

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and the interlocutor may get active in the conversation. This style typically occurs among strangers, such as a doctor and a patient or a seller and a buyer. The example is provided below:

> A: I wanted to tell you one more thing. I've been talking with Mr. Davis in the purchasing department about our typewriters.
> B: Yes.
> A: That order went in March seventh; however, it seems that we are about eighth on the list.
> B: I see. (Joos, 1967, p. 21)

In this conversation, both parties seem to understand each other clearly. The speaker explains the context thoroughly, whereas the interlocutor responds actively, signaling acknowledgement.

2.1.1.4 Casual Style

The casual style is used among speakers who have a close relationship. It is also defined by two features: ellipsis and slang. Ellipsis, also known as omission, is when a speaker omits a word or even a phrase while keeping the sentence understandable. As an example, one may say "Believe I can find one", not "I believe that I can find one" (Joos, 1967, p. 25). Ellipsis can even be phonological, for example, when the word "can" is read as "c'n". Meanwhile, slang is informal words with agreed meanings, usually very tied to trends. For instance, "kiddo" was once slang, but now it is not anymore (Joos, 1967, p. 26). Slang is usually used to confirm that the addressee is an insider. In casual style, neither background information nor continuous participation is required.

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2.1.1.5 Intimate Style

Intimate style typically occurs in private relationships, such as close friends and family. This style is characterized by two features: jargon and extraction. Unlike slang that can be understood by most people at a certain era, jargon is informal words that are only used within a group of people. As for extraction, it is when a speaker extremely reduces their speech, but the addressee somehow still gets the message. In ellipsis, the speech usually has understandable wording, grammar, and intonation, but extraction only needs one of the three. An example is when someone wants to say that the coffee is cold, but rather just says "engh", or "cold" (Joos, 1967, p. 30). In intimate settings, though the speaker did not provide any clear information, the message tends to be delivered successfully.

2.1.2 Factors Influencing Language Styles

Answering the second research question, this study will combine Joos' framework with Holmes' theory of social factors behind language use and Bell's Audience Design theory. Holmes (2013) mentioned four social factors influencing people's language style preference:

2.1.2.1 Participant

The participants refer to the people involved in a conversation, both the speakers and the addressee. Holmes (2013) stated participant as one of the influential social factors, as seen from how people determine language use based on their social distance with the addressee and the addressee's social power. People with low social distance, such as friends and siblings, tend to use colloquial

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language. People also tend to use informal language when talking with people with equal or lower status (equal or less power), such as when talking to a child in the shops. On the other hand, people tend to use more formal language when talking with someone of a higher status (more power), such as when talking to a doctor in a medical examination. People with high social distance, such as politicians in a debate, also tend to use more formal language.

While Holmes' framework describes how the influence between the speaker and the addressee influences the language variation, it does not cover how other types of participants may have an influence. Bell's (1984) Audience Design theory extends the participant category into 5: the speaker, the addressee, the auditor (known and ratified third party), the overhearer (known but unratified third party, and the eavesdropper (unknown and unratified third party).

2.1.2.2 Function

Function is the speaker's purpose of holding a conversation. Someone's way of speaking might be determined by their intention in a conversation. In Holmes' framework, the function of someone's language use can be divided into two types: referential function and affective function. The term referential function refers to the intention of delivering information. Examples of language use with referential function are radio broadcasts and weather forecasts, and this function leads people to employ more formal language. On the other hand, affective function means the intention to express personal feelings. Its use usually involves the use of informal language and is shown in informal situations, such as talks between neighbors.

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2.1.2.3 Setting

The setting is the place where conversations occur, or the social context in which the conversation takes place. It can be a factor in language style preferences since people usually adjust how they speak based on their environment. For example, formal settings like business meetings might require more formal language, and informal settings like conversations between friends will use more colloquial language. Besides, very formal settings, such as court sessions and ritual services in church, may push people, regardless of their social distance, to use more formal language. Someone's style in public might also differ from that in private occasions, although the participants are the same.

2.1.2.4 Topic

The topic refers to what is being discussed among the speakers. This can also influence one's language style in a conversation. Informal topics like hobbies, interests, and music taste may lead to more informal styles. On the other hand, more serious topics like business or work may cause one to use a formal style.

2.1.3 Language Style and Characterization

Chaika (1982) mentioned that style can be constructed in order to emphasize or even conceal one's identity and character. Since style is an artistic expression, one may employ certain styles to manipulate others, whether consciously or not. Chaika (1982) also suggests that lexical choices may reveal information about the speaker, including their background, attitude, and personality. Therefore, in the

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context of fictional characters, the language style employed can be an important indicator of a character's traits and personality.

2.2 Research Method

In this chapter, the research type and approach, data source, and population and sample are explained. The method for collecting and analyzing data is also described in detail.

2.2.1 Type of Research

This research uses the descriptive-qualitative method to perform a library study. A qualitative method was selected considering the aims of the research, which lean more towards descriptive and interpretative aspects. Kothari (1990), cited in Prasanti (2019) stated that qualitative research works effectively in defining the motive of human behavior, especially when facilitated by a descriptive approach. By combining qualitative and descriptive approaches, the study provides a comprehensive analysis that uncovers the types of language styles used by Regina George, as well as their social factors and their correlation with Regina's characterization.

2.2.2 Research Approach

The study uses a sociolinguistic approach in analyzing Regina George's utterances. This approach allows this study to focus more on the relationship between language use and social context. The study applies Martin Joos' (1967) language style theory to identify the types of language style used by Regina. To analyze the social factors behind Regina's utterances, Janet Holmes' (2013)

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framework is used. In addition, Allan Bell's (1984) Audience Design theory is employed as a supporting theory. These frameworks are further used to reveal Regina's characterization implied through her language style.

2.2.3 Data Source

The primary data used in this research is spoken data from the movie *Mean Girls* (2024). Meanwhile, the movie's English subtitles are the secondary data source. Using the subtitles as supporting data helps ensure the reliability of the collected data.

2.2.4 Population and Sample

The population of this study is all the utterances produced by Regina George in *Mean Girls* (2024). Using the purposive sampling method, the sample is Regina's utterances that represent features of language style. This method is employed to keep the study focused and provide a detailed explanation of Regina's language style pattern.

2.2.5 Method of Data Collection

The data collection process follows an observational method and note-taking technique as explained by Sudaryanto (2001). In implementing those methods, the first step was observing the movie, which was accessed via Paramount Plus (https://www.paramountmovies.com /movies/mean-girls-2024). The author paid attention to the movie's dialogues, especially the ones involving Regina George. The author then re-observed the conversations that specifically include Regina to ensure accuracy. The movie's English subtitles obtained from

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https://indexsubtitle.cc/subtitles/mean-girls-2024 were also used to confirm the utterances. Regina's utterances were noted in a spreadsheet and annotated before heading to the data analysis process. The author took important notes, such as the characteristics of utterances or possible factors affecting them. These data serve as the primary source for further analysis.

2.2.6 Method of Data Analysis

In analyzing the data, the author used Sudaryanto's (2001) distributional method, in which the data are classified based on their language features according to the theory. This method requires the author to categorize the data objectively by primarily analyzing the language features. As a result, the data are systematically grouped. The author can then interpret the pattern to figure out the social factors and link the results with Regina's characterization. Below are the steps in analyzing data:

1. The first step was classifying each utterance's language style according to Joos' (1967) theory. Each utterance was compared to each language style's characteristics according to the original handbook. The author then provided appropriate explanations to justify the categorization. For the frozen style, the defining features are the absence of authoritative intonation and the hearer's inability to cross-question. Besides, formal style is characterized by detachment and cohesion, often occurring in composed speech or text. While consultative style is defined by the presence of background information and hearer's participation, the casual style is characterized by the lack of background information and participation, as well as

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the use of slang/informal terms, profanity, and ellipsis. Lastly, the defining features of the intimate style are extraction and jargon.

2. The process was followed by analyzing the movie precisely to find the social factors according to Holmes' (2013) theory. The utterances' preceding and following storylines were thoroughly examined to figure out the social factors affecting Regina's language style. The author then wrote a draft explaining each utterance's social factors.

3. In this step, the earlier spreadsheet of Regina's utterances was completed by adding the language style, defining features, and social factors (Table 1). Through this, the author wrote analyses of how Regina's language styles vary across different interlocutors or situations. After that, the author used the draft of social factor analysis to determine the motives behind Regina's stylistic choices. Bell's (1984) concept and other supporting theories were also used to elaborate on the findings. Furthermore, the author compared the results with previous studies to analyze which findings align and which ones differ.

Table 1. Data Analysis Spreadsheet

No	Scene	Speaker	Utterance(s)	Language Style Type	Feature(s)	Social Factor(s)
1	Regina, Karen, Gretchen, and Cady are in the cafeteria.	Regina	Why don't I know you?	Consultative	Participation	Participant, Setting
		Cady	I'm new. I just moved here from Kenya.			

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Table 1. (continued)

2	Regina, Karen, Gretchen, and Cady are in the cafeteria.	Regina	Jason, no one thinks you're funny. Okay? And this thing you're doing where you lower your voice when you talk is making people really sad.	Consultative	Background Information	Setting, Function
3	Regina, Karen, Gretchen, and Cady are in the cafeteria.	Regina	So, we never really do this, but…	Consultative	Participation, Background Information.	Participant, Setting
		Gretchen	...you're invited to eat lunch with us for the rest of the week.			

4. The next step was describing Regina's characterization by interpreting the analysis of her language styles and their social factors. The findings were then compared to the findings regarding Regina's character in previous studies.

5. The last step was concluding the findings of Regina's language styles in *Mean Girls* (2024) and their social factors, and how they represent Regina's characterization.

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