

CHAPTER I

INTRODUCTION

1.1 Background of study

Language is a communication tool that is used by people around the world for exchanging information in daily life. The usage of particular words by a certain group of individuals in a certain setting and under certain circumstances is known as language style. The differences in language style between men and women have been an interesting topic since the early 1900s (Butler, 1990).

One of the linguistic branches that studies the relationship between language and society is sociolinguistics. One of the phenomena that we often see in our daily lives related to sociolinguistics is the contrast between women's and men language features. Women and men have their own language features even though they use the same language. If it is compared to men, women's language features are more expressive.

This phenomenon of women language features is very interesting to further research because of the relation with the usage of language in different genders. Language shows someone's role and position in the society. It is also can be one of the indications of someone's characteristics. So does with women. The features of language that women use can be the indicators of role, position, and characteristics of themselves.

The relationship between male and female language differences is called "language and gender". It does not only talk about how different language styles of males and females but also

lifestyles and attitudes. There are some theories that focus on identifying and analyzing women's language features. The theory proposed by Tannen (1990) about women's language features and Coates (200) about the characteristics of women's language. The 10 feminine language characteristics mentioned by Lakoff (2004) include lexical hedges, tag questions, rising intonation on declarative, empty adjectives, exact color terms, intensifiers, hypercorrect grammar, super polite forms, avoidance of harsh swear words, and emphatic emphasis. Furthermore, according to Lakoff (2004), there are a number of factors that contribute to the establishment of linguistic distinctions between men and women. The male tongue is described as more assertive and mature and has a dotted or straight shape. Other experts, Coates (200:97), argues that the folk linguistic belief men swear more, also the use of taboo words is more prevalent than in women. Furthermore, Coates (200:157) stated that speakers were found to be more likely to disturb others. There were many of them too. Women disturb women more often to see than men do. This phenomenon can be seen in *The Queen's Gambit Series*.

The choice of 'The Queen's Gambit' series as the subject of this research is driven by its compelling narrative and the character of Beth Harmon, a complex and empowered female protagonist. Beth's journey from an orphaned background to becoming a chess prodigy showcases her intelligence and determination, challenging traditional gender stereotypes. Her character serves as a powerful symbol of women's potential and resilience, making this series an ideal case study to examine how language and gender are portrayed in popular media. Additionally, the series addresses issues of discrimination and cultural values, aligning with the current global context of women's empowerment and gender equality movements. Analyzing Beth's language use in the series offers valuable insights into the representation of women in media and the potential for cultural transformation.

These shows that use a novelty approach, are unique or are outside the general adaptation often get attention (Ginting, 2019). These impressions are more likely to be remembered by the audience. If in shows, women are often shown with the object of interest and placed in a subordinate position, then shows that show the opposite will get a lot of attention from the audience. The values of equality from gender-themed shows will be embedded in the minds of the audience and will slowly open a channel of discourse along with the number of shows with a gender approach being displayed by the media (Handoko, 2005).

Movies and drama series that are broadcast on digital media such as Netflix, are now very popular. During the Covid-19 pandemic, many cinemas were temporarily closed by the government to comply with health protocols and this is why Netflix was chosen as an alternative cinema. Users only need to create an account and pay a subscription fee, then they can enjoy broadcasts anywhere and anytime. Netflix's popularity during the pandemic is evidenced by Netflix which won 7 Oscars out of a total of 36 nominations, beating conventional production houses that distribute their films through cinema networks (Aria, 2021).

With the large number of gender-themed films and drama series on Netflix, it is felt that its existence is important to eliminate the stereotypes that have developed in society about women and men. Popular media have a greater chance of discussing the idea of sexism against women because nowadays, it is easier to approach the community if the delivery is packaged as entertainment.

Drama series are generally built from signs that work well together so as to create a sign system to achieve a certain effect. Iconic signs such as moving pictures used in drama series, are used to describe something. A sign can be a language that has meaning in accordance with the agreement or the result of social and cultural construction. Meanings, signs, and language, both

verbal and nonverbal, are not the result of self-reflection, but the construction of social and cultural systems in society (Oktavia, 2019).

The Queen's Gambit Series is one of the examples of how gender and language have a relationship. It has the interaction of men and women which can be the data to be analysed and compared. Besides the series consists of seven episodes which started to appear on Netflix on 23 October 2020.

1.2 Research Questions

From the phenomena already stated above, this research aims to answer the following questions:

1. What are the types of women language features used by Beth Harmon in The Queen's Gambit Series?
2. What is the function of women's language features used by Beth Harmon in *the Series The Queen's Gambit* (2020)?

1.3 Purpose of the study

This research is going to focus on women's language features in society. Specifically, the researcher is going to analyze the features and function of women's language found in The Queen's Gambit Series. Additionally, here are the purposes of this study:

1. To identify and classify the type of women language features by the main character on The Queen's Gambit Series. Conclude which features of women's language are used by women according to Lakoff's theory and how many female feature words found from the script.

2. To prove and explain “why” and “what” features of female language that are dominantly used by Beth Harmon in the series and Explain the function of women's language.

1.4 Review of Previous Study

The researchers identified ten prior studies for analysis, validation, and exploration to uncover areas that remain unexamined. These studies raise the same topic in language features of women and men.

Most previous study journals use Lakoff’s theory and talk about women's features and language used by female main characters in a film. The first journal entitled “To The Boys I’ve Loved Before” in 2018 talks about women’s language features used by Lara Jean as the main character. The second journal is “An Analysing of Women Language Features used by Mia in The Princess Diaries Movies” in 2018. The last one is “Women Language used by The Main Characters of ‘Mockingjay’ Movie” in 2016. All of them observe the types and functions of female language used by the woman's main character. However, there is no comparison with male characters in the studies. Moreover, these researchers are focusing on explaining the women’s language features and how they speak.

There are also other journals that the researcher got in relation to language and gender. The first one is “She Said, He Said: Gender, Language, and Power” in 2010 which argues of how men and women talk differently, thus we should study this critically, and also pay attention to the methods used in the study of gender and language. In addition, this study also states that to comprehend gender and language, we should question the frameworks that others have offered. In the subsequent journal within this discourse, titled "Variations in Language Use Across Gender: Biological versus Sociological Theories" in 2006, the research outcomes presented

preliminary evidence in favor of the biological explanation while lacking support for the social theory. "Language and Gender in Blogs: An Analysis of Male and Female Features for Positioning and Interaction" in 2015. The findings might serve as a springboard for creating further research on gender disparities that are comparable to this one.

Women do not just employ the conventional elements that were connected with them, as evidenced by the examination of their linguistic traits (Lakoff, 195). The social constructionist theory of gender, which Tannen also studied in 1990, contends that language use distinctions between the sexes are context-dependent. It is predicted that males and females utilize different language tactics since gender is culturally defined and flexible.

Furthermore, there are several journals regarding the women's language features from the previous study that are used in this review. Namely "Language features in 'Love, Rosie' Movie: A Sociolinguistic Analysis" by Iren Swara Sipahutar (2018). This journal talks about the type of women's language style that is used in the movie. The following journal was published in 2019 and is titled "A Study of Language Styles Used in The Queen Movie" by Khusnul Khotimah. It carried out a linguistic analysis of The Queen's film language. With regard to Martin Joos' theory, the study is specifically focused on the analysis of the categorization of language styles. The final journal is titled "Language Style Found in Indonesia Movie," with the goal of identifying different language styles and attempting to determine which language style was used the most frequently in the five Indonesian films. The writer uses the Martin Joos Theory (1967) which consists of five styles, namely the frozen style, formal style, consultative style, casual style, and intimate style.

The last previous study that the researcher used in this review is "The Differences Between Men and Women's Language in The Devil Wears Prada Movie" (2018) by Tri Puspa

Juwita, Dyah Sunggingwati, and Nita Maya Valiantien. In this study, the consistent language use of each gender was compared to the disparities between men and women. Researchers found 4 of 6 male language features in the male character of the film. In particular, these features get information, use curses and forbidden words, explicit words, explicit commands, and ungrammatical forms, and minimal answers. Two traits not used by male characters were the subject of praise and current affairs. Researchers also found that female characters displayed seven of the ten characteristics of female language. Namely verbal fences or fillers, strong profanity, empty adjectives, enhancers, tag questions, exact color terms, and super polite form. Female characters did not use the rising intonation characteristic of female language, super-precise grammar, and emphasis stress. Their research is based on the theory of masculine language of Coates (2004) and Lakoff (1975) on the language of women.

According to the research findings of the author's analysis of the previous studies as an additional reference in writing this research, the researcher found several different theories in designing the research background. Most of the researchers in the previous studies used Lakoff's theory (1975) and Holmes (1992) for their research. Many others use women's language features in their study or research to make their final thesis or other. Therefore, the researcher will analyze in more detail such as gender due to the inclusion of Judy Pearson's suggested 1985 functions of women's language, only the third research met the researcher's needs for doing this research. The previous studies become additional references and are also used to find which study areas that have not been studied yet.

1.5 Scope

The scope of this research is the sociolinguistics field. The research is about Women's Language in society from the Series Queen's Gambit, as evidenced by the main character's

feminine speech in the television series *The Queen's Gambit*. The Main Female character is Beth Harmon. The researcher will analyze language features based on Lakoff's classification of women's language features and also The study focuses on the features and functions of women's language found in the Series Entitled *The Queen's Gambit*.