

The Analysis of Language Style in “*Fifty Shades of Grey*” Film

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ABSTRACT

Abstract. People communicate with each other using their own style and characteristics to express their ideas and feelings. This research aims to analyze the types and frequency of use of language style in “*Fifty Shades of Grey*” film. Using the subtitle of the film as the data source, this study is descriptive qualitative in nature. Drawn from Martin Joos’s (1967) theory of language styles - frozen, formal, consultative, casual, and intimate, the findings indicate that 97 language styles appeared in the “*Fifty Shades of Grey*” film with the most dominant one is Casual Style (53 times). Other language styles include Consultative Style (18 times), Formal Style (12 times), Intimate Style (11 times), and Frozen Style (3 times). Casual Style as the dominant language style that appeared in the film means that the characters’ conversations mostly take place between friends, partners, or colleagues. Also supported by the context and situation where the conversations take place that was not too formal nor used well-formed utterances.

Keywords: Language Style, Sociolinguistics, Film, *Fifty Shades of Grey*

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1. INTRODUCTION

People communicate with each other using a language. When people interact with others, using language to share and express their thoughts, feelings, knowledge, and so on that came to mind. We are all as the people could perform our socializing activities through language. When we would like to get information from someone else, communication is the perfect process for exchanging any thoughts and information.

People have their own style when communicating with others. When people communicate and use the style of language, they are using variables such as the language used in a meeting is more commonly formal than in daily communication which is way too casual. In the language, some words also have a very active role in some sentences. The study of the relationship between language and society, language variation, and attitudes toward language is known as sociolinguistics. Holmes (1992:1) adds that sociolinguistics considers the social factors that underlie the communication process in order to analyze the structure of language and how it performs its roles and functions in society. Language also has various styles, and its style has an important role to deliver the purpose of social interaction to understanding the meaning of social communication in the language. Therefore, it could make it easier to understand by whom the language is spoken. In linguistics, language style is included in the scope of sociolinguistics. According to Joos (1967:11), language style has five types of style, those are *frozen*, *formal*, *consultative*, *casual*, and *intimate*.

Joos (1967) classifies five styles of language. The first one is basically for ceremonial events which mostly require very formal speech, and then for public speech which is somehow less formal, casual

conversation is quite informal, and conversations between intimates on matters of little importance may be extremely informal.

The condition of humans here could create and make a human style of language. For example, when someone has a formal condition, it will be different from a casual condition. According to Marsih (2010) states that in communication especially what happens and/or in intergroup, people sometimes are getting misunderstood if they are not paying attention to the communication. But there is a way, if someone wants to avoid that misunderstanding, should be know how to be politely based on the norm of other languages.

In a published journal, there are also found some previous studies that are still related to this topic. The first one is *“An Analysis of Language Style of Teenagers Found in Facebook Status”* written by Indra and Hamza (2018). They focused on the types and the most used language style on the Facebook status users in Indonesia. They were also using a theory from Joos (1967) in Zulaekho (2010). As the results, they found 4 language styles; formal, consultative, casual, and intimate, where the casual is the most used style were about 70%.

Another published journal found is *“Viewer’s Language Styles on Gold Digger: A Multimodal Analysis”* written by Namirah and Hidayat (2021). The researchers focused to depict what is the language styles that the viewers used in the comments section from the Gold Digger prank on YouTube. This research used a descriptive research method in a multimodal analysis of viewers’ comments. As the result, the language style based on Joos’ theory, casual style is the most used by the viewers. Mostly because of them, the viewers were having a conversation and chatting with their friends and other users, which also explained why they were using slang, ellipses, and verbal formulas in their conversation.

From the previous studies that have already been mentioned and explained, there is no study that uses the same data. Most of them were analyzing a public status and/or comments on social media, although they are all also using the same theory from Joos same as well. In order to explore more the use of language style, this research was going to make a film as the data, finding and analyzing the language style that appears in a film.

A phenomenon that is thought of and considered is when the language style also appears and applies in a sort of sexual activity called BDSM. According to Cambridge Dictionary, BDSM is an abbreviation or noun, that has a meaning a concerning sexual activity that is using physical restraints, the granting and relinquishing of control from a person to another, and somehow involve an activity that could cause pain in order to please one another.

As already mentioned previously that BDSM is an abbreviation that stands for bondage, discipline and/or domination, sadism and/or submission, and masochism. Of course, this sexual activity involves two people who are one of them being dominant, and the other one being submissive. According to Dr. Neustifter in a news article by Bartko (2014), who specializes in sexual well-being and is also the assistant professor at the University of Guelph states that the dominant is in control, while the person who’s in the submissive role should have the most power to obey and do what the dominant told, that also includes politeness and so on.

A film that is considered to have the BDSM issue is the one called *Fifty Shades of Grey*, directed by Sam Taylor-Johnson and screen written by Kelly Marcel. Language style perspective is also happening in a film as well as where we see it from. There are so many films that contained a language style in them, indeed, where there is a conversation between two people or more, it must have a style of language in it.

Fifty Shades of Grey is the first of the trilogy of the *Fifty Shades* series, a British-American film that consists of erotic romantic drama films, based on the *Fifty Shades* trilogy books by E. L. James. However, the interesting thing in this film is that contained a language style when the character

names Anastasia Steele has to regulate her behavior and how she speaks polite way when she becomes Submissive to the erotic sexual activity with her partner, Christian Grey.

The conversation of dialogue below is one of all examples of language style produced by the characters of the film.

Christian Grey: “Please, have a seat, Ms. Steele.” – 00:04:48

The sentence above is categorized as formal style. According to Joos (1967) states that language style means the form of language that the speaker uses, and it is characterized by a degree of formality because this style is usually where communication is largely one way with little or no feedback from the audience at all. Maximum explicit utterances and used in a formal situation. As the data is taken from the film, those are the form of conversation which need to be transcript into textual form. This data will be analyzed using language style based on Joos’ theory.

Descriptive qualitative used to manage the data, classifying based on the types of language style, and mentioning which is the most language style used in the film. In this object, a film was concerned with the data and the film’s subtitle as the data source. The researcher also wants to know the language style in the film dialogue of every scene of Fifty Shades of Grey, and how the language style happens. This research aims to describe the type of language style based on Martin Joos, and to identify the most frequently used language style in “Fifty Shades of Grey” film.

2. METHOD

Descriptive qualitative is the method that was used to analyze the subject. The use of the descriptive qualitative method is about finding, analyzing, and discussing the language style in the text of the film’s subtitle. Qualitative studies are from of social inquiry that makes a specialty of the manner humans interpret and make feel in their reports and the phrase on which they stay. Bogdan (1982:28) states that descriptive qualitative research is applied because the data in the study are in form of a word or the text rather than a number, the result of the research may contain quotations that are taken from the data to illustrate the substantive presentation.

The data source of this research was taken from Fifty Shades of Grey film. The film was downloaded on May 5, 2016, from an app named BitLord. As the data source in this research is from a film, the data itself is taken from the dialogue of the characters in the film. All dialogues spoken by the characters are collected by the researcher. The language style which as the data in form of the film’s subtitle text was downloaded on December 23, 2021, from the website called subscene.com where provide all the film’s subtitle you need. The actual main data in this research is from sentences or text in the subtitle of the Fifty Shades of Grey films.

This research used subtitles as a research instrument to get the data on language styles used in the film. The subtitle is freely downloaded from the internet. After that, preview the film and the character's conversation and do some adjustments to the dialogues to support the subtitles were correct.

In collecting data for this research, there are several steps to do in order to get the data to make accurate data analysis. The first step is of course getting the film from the internet, more specifically called BitLord to get better quality. After that, searching for the subtitle of the film on the website called subscene.com, this subtitle is transcript into a notepad file to make it easier to take the text of the subtitle. And then, moved the subtitle into Ms. Words and do preview the text of the subtitle to organize and check the typography, this is included in the Appendix. All the data were collected, and the next step is doing the film analysis, doing the multitasking windows, watching the film, and taking note of which one is the important part that can be categorized as language style and elaborating on the result and discussion.

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Some techniques to analyze the data that will be taken from the film's subtitle. First, previewing both the film and the character's conversation to support that the subtitle is correct. While previewing the film, also marks and takes note of the important part that contained a language style in it. The next step is for all the marked and noted data is classified into the type of language style so that was going to be easy to analyze. Also make a classified table containing: No., Data Code, Conversations, Language Style, Context/Situation, to share the data that is found. This table attached in the appendix. In describing the language styles, taking some notes on which Data Code of language styles have the same context and situation then describe and explain the language style that is related to the language style according to Joos (1967). At the end of analyzing, count all the total language style frequencies found in the film, below.

Table 1 The Total Frequency of All Language Styles Found

No.	Language Style in "Fifty Shades of Grey" Film	Frequency of Appearance
1.	Frozen Style	3
2.	Formal Style	12
3.	Consultative Style	18
4.	Casual Style	53
5.	Intimate Style	11
TOTAL DATA FOUND		97

3. RESULT AND DISCUSSION

After classifying the language style that appeared in the Fifty Shades of Grey film, there were found 97 language styles, with the most dominant is Casual Style 53 times appeared. The other language style: Consultative Style found 18 times appeared. Then, Formal Style and Intimate Style only had one digit difference, Formal Style was found 12 times, while Intimate Style was found 11 times. The very less found is Frozen Style which only 3 times appeared in the whole film. To avoid an over explanation, the researchers are going to give one of the data found in each type of language style.

A. Frozen Style [00:59:41 – 01:01:51]

(CHRISTIAN'S BACKGROUND VOICE) The following are the terms of a binding contract between the Dominant and the Submissive. The fundamental purpose of this contract is to allow the Submissive to explore her sensuality and her limits safely. The Dominant and Submissive agree and acknowledge that all that occurs under the terms of this contract will be consensual, confidential and subject to the agreed limits and safety procedures set out in this contract. The Submissive will agree to any sexual activity deemed fit and pleasurable by the Dominant, excepting those activities outlined in Hard Limits. The Submissive will not drink to excess, smoke, or take recreational drugs, or put her person into any unnecessary risk. The Submissive will not enter into sexual relations with anyone other than the Dominant. The Submissive agrees to procure oral contraception from a physician of the

Dominant's choosing. The Submissive will eat regularly to maintain her health and well-being from a prescribed list of foods. Appendix Four. The Submissive will obey any instruction given by the Dominant. She will do so eagerly and without hesitation. The Submissive may not touch the Dominant without his expressed permission to do so. The Submissive shall always conduct herself in a respectful manner to the Dominant, and she'll address him only as "Sir, " "Mr. Grey...." or such other title as the Dominant may direct. The Dominant may flog, spank, whip, or corporally punish the Submissive as he sees fit, for purposes of discipline or for his personal enjoyment. The safeword "Yellow" will be used to bring to the attention of the Dominant that the Submissive is close to her limit. When the safe word "Red" is spoken, the Dominant's action will cease completely and immediately. Does the Submissive consent to being restrained with hands bound in front? Does the Submissive consent to being blindfolded? Does the Submissive consent to being gagged? How much pain is the Submissive willing to experience? (SOUND FADED AWAY)

Analysis:

Frozen Style is somehow complicated and requires high skill in using formal and appropriate language and is almost used exclusively by a specialist like a president speech, lawyers, managers, and any other professional orators. But in one scene of the film, there is Frozen Style that is spoken indirectly, instead, just as a back sound. In the scene were shown that Anastasia is reading the contract between her relationship with Christian Grey. The text means to show fully so that we can see the structure of the text itself. As we can see from the text written in the paperwork, it is written with well-formed grammatical correct. The text is the binding contract between Christian, who is the Dominant, and Anastasia, who is the Submissive. The contract itself is very confidential, we can see from the paper itself said “... *Dominant and Submissive agree and acknowledge that all that occurs under the terms of this contract will be consensual, **confidential** and subject to the agreed limits and safety procedures set out in this contract. ...*” Because the contract is containing the sexual activity between Christian and Anastasia that will happen soon. And then, the repetition of the word “*The Submissive*” indicates that the contract is very official. From all of the text contained in the contract above, we know that the good choice of words and neatly structured. Back to the scene of the movie, the scene was shown where Anastasia is in her room, reading the contract she got from Christian. The scene used Christian’s point of view, in which he talks about the contract. Instead of the scene showing Christian reading it by himself, the scene was shown through Anastasia reading it, with the back sound of Christian’s voice. The orator here is Christian himself. The way he speaks, in a normal tone, at the average speed of sound, and his tone of voice sounds very professional.

B. Formal Style [01:08:37 – 01:11:02]

Anastasia : Impressive.

Christian : I've done this before. Business meetings, I mean.

Anastasia : Oh.

Christian : Miss Steele.

Anastasia : Hmm?

Christian : Your meeting.

Anastasia : Page one. Strike out my old address and replace with the new one.

Christian : An oversight. Duly noted.

*Anastasia : Page three, section 1520. "The Submissive shall submit to any sexual activity demanded by the Dominant and shall do so without hesitation or argument."
(LAUGHS) Uh, turn to page five. Appendix Three, "Soft Limits."*

Christian : With you.
 Anastasia : Find "anal fisting."
 Christian : I'm all ears.
 Anastasia : Strike it out.

Analysis

Formal Style is normally associated with a well-formed utterance. As Joos (1967:36) states, there is a leading code label when the speaker speaks to the interlocutor, for example, is 'may;' or any other message that requires 'might'. In that scene, the business meeting started. The way Christian responded to what Anastasia said is really formal: "An oversight. Duly noted.", "With you.", "I'm all ears.", "Consider them gone.", "Please resume, Miss Steele."

C. Consultative Style [01:46:00 – 01:46:16]

Anastasia : Did you think I wouldn't recognize you, Taylor? How does he seem today, Taylor?
 Taylor : Preoccupied, I'm afraid.
 Anastasia : Really?
 Taylor : Yes, ma'am.

Analysis

As already explained previously, Consultative Style here happened between the characters and public services like a Flight Attendant, a Pilot, a Waiter, and so on which happened commonly in a semi-formal situation, where the sentences tend to be spontaneous and shorter. In that scene, above conversation is between Anastasia and Taylor, Christian's personal assistant.

D. Casual Style [00:13:08 – 00:13:33]

Jose : Ana. I've been looking for you.
 Anastasia : What's up?
 Jose : Guess what.
 Anastasia : What?
 Jose : Portland Place is going to exhibit my photographs next month.
 Anastasia : Oh, my God. (BOTH LAUGHING) Congratulations! That's so good!

Analysis

Casual Style makes differences in grammar, which affects a shorter form of a sentence. Well-formed grammatical correct doesn't really matter when people speak in a Casual Style. The conversation above considered a Casual Style. In that scene is the conversation between Anastasia and Jose, as a friend. They met each other in the parking lot. The way Anastasia responded to him "What's up" seems in a casual where the context is fit with the situation.

E. Intimate Style [00:13:42 – 00:14:16]

Anastasia : Mom, I'm at work. Can I call you back?
 Carla : Oh, no, wait, wait, wait. I called for a reason. Bob broke his foot playing golf, of all things.
 Anastasia : God. Is he okay? Is he in a lot of pain?
 Carla : Who can tell with the man? He calls the paramedics for a blister. It means, though, we won't be able to fly in for graduation.
 Anastasia : Really? I mean, you don't wanna just come alone? You don't have to bring Bob.
 Carla : Ah. And leave Tiger Woods to fend for himself? You do understand. Don't you, darling?

Analysis

The use of the Intimate Style is applied in private relationships such as within families, closest friends, loved ones, life partners, and whatsoever. The uses of words for example “baby”, “babe”, “dear” (in the form of a relationship), and even calling our parents “mom” and “dad” are also categorized as Intimate language styles. In that scene, Anastasia is getting a phone call from her mom when she is at work. Of course, she responds “Mom, I’m at work. Can I call you back?” After that at the end of their phone call, her mom calls her “Darling”, which means Anastasia is the loved one of her daughters, also to show love and careness. In that context and situation, the conversation between Anastasia and her mom can be considered an Intimate Style.

4. CONCLUSION

After finding and analyzing the language styles that appeared in the *Fifty Shades of Grey* film in the previous chapter, the focus of this research is to find the language style and the frequency of use of language style. The object of this research is the film itself with its script/subtitle as data sources. Using a descriptive qualitative method as research design, there were found all of the language styles were based on Joos’s (1967) theory – *frozen, formal, consultative, casual, and intimate*.

In the investigation, all of the language styles above were found in *Fifty Shades of Grey* film with a total found 97 language styles. Casual Style as the dominant language style which was found 53 times, means that the film has scenes mostly in a casual context and situation, using short sentences and slang spoken by the characters. Then Consultative Style was found 18 times which the user in a semi-formal context and situation. While the Formal Style was found 12 times appeared in a formal situation, and the Intimate Style was found 11 times appeared in a scene of an intimate moment between the characters and their family/partner. And the last language style that was found only 3 times is Frozen Style, which required a professional orator for instance in a very formal situation either.

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