

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language reflects and shapes identity in social environments. According to Gervasio and Karuri (2019), language serves as a marker of identity during interactions. This statement refers to a situation where a person communicates, they will use appropriate language according to the context, situation, circumstances, and the status of the interlocutor. This phenomenon is known as language style.

Language style plays an important role in communication because people are social beings who need to interact with one another in various social contexts . During the interaction, they need to pay attention to their choice of words and intonation they choose depending on the context, the condition, the status of the interlocutor, and the situation. According to Bell (1984), who proposed audience design, this principle is related to styles that focuses on people. Eckert and Rickford (2001) state in their book that styles is related to the language that is used by an individual speakers use different styles to others. In language style, speakers would speak in different styles depending on the situation and context of communication. The style of speaking can be influenced by the difference of social class, gender, age, situation, and education background of oneself.

People have different ways of expressing themselves, and these differences are reflected in their language. Every people have their own way of communicating with others depending on context of the interaction. Bell (1984) states that the speakers are unconsciously adjust their speech to their interlocutors according to the language style they are comfortable

with. Therefore, language style becomes an important aspect of sociolinguistic studies because it demonstrates how speakers adjust their language to different social context.

As Diaz (2018) explains, dialogues in television are usually created to depict real-life language style so that they can be used to describe characters. Therefore, various television series are the true reflection of sociolinguistic phenomena, where the dialogue is designed to show the changes in language style according to the audience and the context. The inaccuracy of language style usage in comedy series is not only for entertainment but also to portray everyday interactions among characters from different social background . According to the Britannica dictionary, situation comedy (sitcom) is a television show that is about a group of characters who involved various funny situation. Sitcoms also serve as a media to influence viewers regarding language variations and social norms in real life. As explained by Coupland (2007), the language style found in the media helps facilitate the interpretation of spoken performances. Consequently, television series provide meaningful examples of how language styles are implemented in different social contexts.

One example of sociolinguistics phenomenon can be found in American television series (sitcoms) is the *2 Broke Girls* (2011), directed by Michael Patrick King and Whitney Cummings. This study focuses the language case experienced by Caroline Channing (Beth Behrs), the daughter of a billionaire who fell into poverty and had to work at a Williamsburg Diner until she decided to start a cupcake business to make more money with her best friend, Max Black (Kat Dennings). Caroline Channing has to work at the diner where she is surrounded by other characters such as Han Lee, Oleg, and Earl, who come from the working class. This extreme change in Caroline Channing's status requires her not only to adapt her

new lifestyles but also adjust her language style in order to communicate effectively with people in her new environment.

In this study, the writer chose *2 Broke Girls* (2011) series because this series won an Emmy Award in 2012 and provides sufficient data, especially in the field of linguistics. This series provides rich interactions among characters with different social backgrounds making it an appropriate source for examining language style in social interaction. Although, this study uses data from an earlier television series was released in 2011, it remains relevant to current social conditions. Moreover, transcripts are available, making it easier for the writer to collect the data from the research process. This study aims to analyze and examine how Caroline Channing's language style in her new environment, despite growing up as a child of a billionaire. At the beginning of season 1 in episode 1, she uses formal language with all of her interlocutors in any context, but over time she is able to adapt her way of speaking by using slangs and ellipsis, when she talks to her new roommate, Max Black. This phenomenon supports Joos's (1967) argument that the level of intimacy between the speaker and the audience can influence language style they use. Therefore, Caroline's linguistic development provides an interesting case for investigation how language style functions as a strategy for social adaptation in everyday communication. One of example of the language style that the writer found in Caroline's utterance in this series:

Caroline : "I thought I would hate it, but I'm kind of into it. I'm very Janelle Monae"

Max : "No, you're Janelle I-have-no-Monaey"

Caroline Channing's language style in her utterance is identified as casual style because it happens in the kitchen where only two of them are there. Furthermore, her

interlocutor is Max (her friend). The topic she discussed with Max is very personal, with her praising herself, “*I’m very Janelle Monae*” (feeling cool) because she does not need to pay attention to formalities. She also used contraction ‘I’m’ to Max, her conversation is between friend and it is relaxed.

Examining language style in a television series is relevant to sociolinguistics study because television dialogues it represents the use of language in everyday social interactions. Analyzing Caroline Channing’s language style provides to examine how the language can help a character interpersonal relationship with others adapt to changing social environments, while illustrating how the various language styles emerge according to the social context. Also, the reason for analyzing Caroline Channing’s language style is because she experienced an extreme social downgrade from the daughter of a billionaire in Manhattan to a broke waitress in a Brooklyn. This change forced her to make linguistics adaptations, by using language style to adjust and adapt to her new environment. Therefore, this study also aimed to identify the types of language styles used by Caroline Channing in the first and last episodes of Season 1. Also, to examine the social factors influencing her language styles in order to provide a better understanding of how language style functions as a strategy for social adaptation in different communicative contexts.

1.2 Research Questions

Based on the discussion above, these are some of the research questions that hopefully would be answered through the study:

- a. What are the language style types that Caroline Channing used in the selected episodes of season 1?

- b. What are the social factors that influence Caroline Channing to use different language style in the episodes?

1.3 The Objective of the Research

Based on the research questions, the objectives of this research are as follows:

1. To identify the language style types that Caroline Channing used in episode 1 and 24 in season 1.
2. To analyze the social factors that influence Caroline Channing to use those language styles in episodes 1 and 24 in season 1.

1.4 Focus of the Research

This research focuses on analyzing how Caroline Channing uses language styles in accordance with her interlocutors and the conversational context in conversation in the 2 *Broke Girls* (2011). By analyzing the transcript 1 in the beginning and the last from season 1, this research identifies the types of language style used by Caroline Channing based on Martin Joos's theory and the interlocutors with whom she uses those language styles.

1.5 Method of the Research

The writer applies the qualitative method to accomplish this research. According to Sandelowski (2000), qualitative is a method of choice for research, especially for researchers who want to know 'who', 'what', and 'where' of a phenomenon. The writer uses a qualitative method to analyse the types of language style used by Caroline Channing in 2 *Broke Girls* (2011) based on Joos's theory.

A. Data Collection

The researcher collected the data for this research from the transcripts of the American TV series *2 Broke Girls* (2011). Most of the data were obtained from transcripts available on the Sublikescript website. The data consisted of Caroline Channing's utterances in conversations with other characters, including Max Black, Han Lee, Earl Washington, and other supporting characters. The data were collected from the first (Episode 1) and the last episode (Episode 24) of season. This research used purposive sampling, in which the data were selected purposefully to meet the research objectives (Gay, et al, 2012). This was because the beginning and the end of the episodes showed the development of the relationships and interaction between Caroline Channing and other characters. In episode 1, Caroline was introduced as a character from an upper-class who attempted to adapt to new people she met in her working environment. In the final episode, Caroline had already adapted to the people around her and her new social environment by using appropriate language styles. After the transcripts had been prepared, the writer selected 124 utterances based on the context of each her utterance. Finally, the collected data were verified by rewatching the *2 Broke Girls* series to ensure the accuracy of the data collection process.

B. Data Analysis

This research used a qualitative method, specifically descriptive analysis, to examine the language styles used by Caroline Channing. In doing the analyses, the writer identified Caroline's selected utterances in the first and last episodes of *2 Broke Girls* (2011) to describe the types of language styles she used when interacting with other characters, based on Martin Joos's (1967) theory. Each utterance was analyzed to determine the language style it

represented, ensuring that every utterances was classified according to its context and linguistic characteristics. After that, the writer identified the language style that was most frequently used by Caroline Channing in episodes 1 and 24 of season 1 of 2 Broke Girls. Furthermore, the social factors influencing Caroline Channing's use of language styles were analyzed using Janet Holmes's (2013) theory of social factors influencing language choice. This analysis was conducted to explain not only what language styles Caroline used but also why those styles were chosen in different contexts and situations. The writer presents the finding of this research descriptively. The findings on language styles were present in a table showing their frequencies and percentages to identify the most frequently used language style.

1.7 Definition of Key Terms

To understand more about the topic of the research, it is important for the writer to give a suitable meaning of the key terms. Thus, some terms are defined as follows:

1. Language Style

Language style is a way for someone to express their thoughts, feelings, and ideas that are influenced by their purpose, context, and audience. Language style allows people to choose language style types according to the situation that happens (Sya'Adah, 2021).

2. Social Factors

According to Janet Holmes (2013), the choice of language style in any particular situation is affected by several social factors, namely the participation, the setting, the topic, and the function.

3. Sitcom

Situation comedy (sitcom) is a genre that utilizes elements of humor to make the content more fun so that the audience likes it (Mills, 2009).

4. Interlocutor

In Merriam-Webster, the definition of interlocutor is someone who takes part in conversation or dialogue.

