

Formal and Casual Language Style Used in Emily in Paris Series Season 1

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Abstract–The research entitled "Formal and Casual Language Styles Used in Emily in Paris series season 1" was conducted to determine the formal and casual language styles used by all characters in Emily in Paris series season 1 by applying the theory from (Joos, 1967). The data was taken from the conversations of all the characters in Emily in the series Paris season 1. This study used qualitative methods in analyzing the data. The results showed that all characters used a more casual style than a formal style. The formal style was more dominantly found in the workplace while the casual style was more dominantly used in friendship circles.

Keywords: Language style, Formal and Casual style, Series

1. INTRODUCTION

Language is one of the most important tools humans use to interact with one another and convey information about things (Wardhaugh, 2006). Human interaction would be difficult without language. Hornby (2000) said that language as a system of written and spoken communication in which individuals utilize gestures, symbols, and sounds to convey their ideas and feelings. When communicating with other people in different contexts, peoples usually use different language varieties. According to Holmes (1992), the term variety is broad and includes many accents, language styles, dialects, and even languages that differ from one another for social reasons. Social factors such as participants, topic, setting, and function. Language style is one part of language varieties. As we all know, every language in every country and place is different, each person uses a different language expression to represent themselves differently. Each statement is impacted by the social and formality of the context. The social and formal factors of the context have an impact on every statement. These language or style variations are related to the speaker's social context.

According to Chaika (1982), language style is how people use language when communicating. Both written and spoken languages are allowed. Language style is the method of choosing linguistic constructions to convey a social or artistic effect. The language style is important for humans to employ when expressing ideas; it depends on whom they are speaking with and where they are. Based on Joos (1967), there are five types of language styles there are frozen style, formal style, consultative style, casual style, and intimate style. (1) Frozen style is the most formal style among these five types. Frozen style is usually used in certain occasions such as the palace, church, speech of state ceremony, and some other occasions. Most frozen styles use complex grammatical sentence structures and use words that are only known by experts in certain fields. (2) Formal style is typically used in formal situations, when there is the least amount of previous knowledge that is communicated and where communication is one-way with little to no audience feedback. Formal styles are usually used on special occasions for instance in formal speeches and official meetings. (3) Consultative style in semi-formal contexts, this consultative communication style is used. Compared to the formal style, this one is viewed as less formal. Small groups, casual acquaintances, and strangers frequently employ this style. (4) Casual style is a convenient context where casual style is most often applied. Generally, family members and schoolmates will converse in this language style. (5) Intimate style is the most casual of the five language styles, and it is typically employed by loved ones, couples, and close friends.

According to Tanggung, Putra, & Sulatra (2022), in their study entitled An analysis of language style in dialogue with Jack Ma, Alibaba Group Kief 2019 stated that language style is the spoken action used by people who are speaking in front of a group of people to communicate their ideas. People can exchange spoken words to indicate their needs and views based on their speaking style. In his study, he founds three types of language styles used by Jack ma namely formal style,

consultative style, and casual style. He used theory from (Joos, 1967) to find out the language styles. In this study, the formal style was found to be mostly used by Jack Ma, with formal style accounting for the highest percentage of his appearances in the video. The usage of a word of choice, circumstance, setting, participant, or location in a formal manner.

Indra & Hamzah (2018) in their study entitled An analysis of language styles of teenagers found in Facebook status said that this study was to determine the types of language styles and the frequency of language styles used by Facebook users in Indonesia. The researcher concluded that language styles reflected the background of education and the age of the user. The researcher found that the casual style is the most language style used by the speaker.

Khotimah (2019) in her study entitled A study of the language styles used in the film Ratu found four styles of language used by Queen Elizabeth, namely the consultative, relaxed, intimate, and formal style and the most widely used style is the formal style. In addition, she used the theory of (Joos, 1967) to analyze language style and in her study, she applied qualitative methods.

Jamal & Nasrum (2018) mentioned that this research is related to the language style used in J.K. Rowling's Harry Potter and The Cursed Child and social factors. The purpose of this study is to know about Albus's language style used in this novel and the social factors that affect his utterances. In their study entitled Language style used in J.K. Rowling's Harry Potter and the cursed child" found five language styles used by Albus namely frozen style, formal style, consultative style, casual style, and intimate style.

Salsabila & Permanasari (2022) in their study entitled An Analysis of Language Style Used in "The Princess Switch" Movie and Its Implications in Teaching Speaking" found five language styles namely frozen style, formal style, consultative style, casual style, and intimate style. The formal style is most often used in films. A descriptive qualitative research method is used in this study. This study uses the theory of Martin Joos (1967) about language style.

From some of the reviews above, it can be seen that language style analysis can be done with various media, there are books, speeches, films, songs, and others. This study takes one of the favorite Netflix series entitled Emily in Paris Series 1 as the subject of language style analysis. This topic is interesting to choose because by watching the series we can know the style of language. In addition, this series is one of the series that is booming among young people and adults because the storylines related to people's lives, workers and language in this series are produced in different styles which are reflected in the social context. This study aims to find out what formal and casual language styles are used by all characters in Emily in Paris series season 1. In addition, the difference between the current and previous studies is that the writer only focuses on 2 types of language styles, namely formal and casual, whereas previous studies described all types of language styles.

2. METHODOLOGY

2.1 Methodology

This research used a descriptive qualitative method as the research data. The data was taken from a Series on Netflix entitled Emily in Paris series season 1. This series premiered on October 2, 2020. Emily in Paris is a romantic comedy-drama television series. In this series, there are 10 episodes, and each episode is approximately 30 minutes long. The languages used in this series are English and French. This research used the theory by Joos (1967) about language styles. In this analysis, the writer only focused on two types of language style (formal and casual style) used in dialogues in the series "Emily in Paris season 1".

The data was collected through several steps as follows, first watching Emily in Paris series season 1 repeatedly, reading the transcript, and taking a noted the utterances that are related to the context of the study, and classifying the data that contained formal and casual styles based on Joos theory (1967) about language styles. The writer started the data analysis by using two methods to reduce the data. First, choosing an utterance that contains the characteristics of a formal and casual style. Second, the writer divided each utterance into categories using Martin Joos' study of formal and informal styles (Joos, 1967). The result was presented as a table with sentences that described the data analysis and the conclusions.

3. RESULT AND DISCUSSION

3.1 Result

When presenting the data, the writer categorized them into language style groups (formal and casual). Following the analysis of the data using the following formula, the analysis result is shown in the table below:

Language style	Frequency	Percentage
Formal	53	37,3%
Casual	89	62,7%
Total	142	100%

There are two types of language style, as indicated by the data in the table above: formal style accounts for fifty-three data (37, 3%), whereas casual style accounts for eighty-nine data (62,7%). 20 of the 142 data points presented in the table will be covered in this session.

3.1.1 Discussion

Formal style

Joos (1967) said that formal style is often applied in formal situations, when there is the least amount of previous knowledge that is communicated, and when audience feedback is low to nonexistent. The characteristic of the formal style is the vocabulary used in a formal style is very extensive, standard speech is used, the speech tempo is low, and repetition is avoided. Formal styles are frequently used on special occasions, such as in speeches and official meetings.

Data 1

Episode 1

Time 12.03

Emily : Your company works with some of the biggest brands in the luxury sector, from Chanel to YSL. and that makes Savoir, your company, or, If I may be so bold, our company, a brand in itself. but build a brand, you must create meaningful social media engagement.

The sentence above refers to formal style because the sentences are grammatical structure in her utterances and intonation carefully. This conversation happened in a formal situation, Emily explained her opinion to her colleagues in the meeting room. In addition, the language that Emily used is organized and also uses the low tone.

Data 2

Episode 2

Time 10.12

Paul : Emily, a very successful party last night. Antoine was impressed with you. **He would like to work on the account.**

Emily : Really?

Paul : Yes

Emily : That's great. I thought maybe I was too enthusiastic.

This conversation took place in the office between Paul and Emily. The language style used by Paul is formal style. It can be seen from the sentences "*He would like to work on the account*" those sentences indicate formal style and also Paul uses pronunciation stress and intonation carefully.

Data 3

Episode 3

Time 2.42

Emily : **Madame**. Madame the shower in my apartment just stopped working. Poof! Just like that. There's no more water.

The language style used by Emily here indicates formal style, it can be seen by the word "*Madame*" Madame in English means Miss it indicates formal style, and it shows politeness from Emily to the apartment host.

Data 4

Episode 4

Time 00.49

Camille : It's five euros sixty, but round it up to six.

Emily : Really? Oh. **Mercy very much**. Thank you. My lousy French gets me nowhere.

Camille : No. She's not nice to anyone.

Emily : **You're nice** and French and you speak English?

The language style used by Emily in this conversation refers to a formal style. The sentences show less intimacy and also can be seen in "*Mercy very much*" and "*You're nice*" those sentences show politeness and another reason because the conversation happened in formal situations where Emily and Camille's first time meeting. According to Joos (1967), the formal style is usually used in formal situations.

Data 5

Episode 5

Time 14.13

Emily : Our dreams transport us to magical places that we try capture in film, music, and art.

But we only dream when we sleep deeply. The superior quality of hastens beds allows us to dream our best dreams, but why must that only be in our bedrooms? Why can't it be under the stars? We should be able to fall asleep anywhere. Let's harness the power of social media and ask people to come sleep with us. Stage the bed in the most irresistibly Instagrammable spots in this beautiful city: the Jardin du Luxembourg, and the louvre and posts photos of real people, not just models sleeping and dreaming. All thanks to hasten.

The language style used by Emily here is formal style, it can be seen from Emily's utterance above she uses good grammatical structure and clear pronunciations. Besides that, this conversation happened in a formal situation where Emily talked to her clients in a company meeting.

Data 6

Episode 6

Time 24.41

Emily : **Monsieur** Cadault

Cadault : Do I know you?

Emily : Emily from Savoie. I just came here to apologize for the other day, for offending you, and to let you know that you're right.

This conversation indicates formal style because this conversation happened in a formal situation and also it can be seen in Emily's utterances she said "*Monsieur*" which means Mrs in English and it shows politeness.

Data 7

Episode 7

Time 7.51

Mathieu : **I am Mathieu Cadault. Nice to meet you.** Well, you are every bit as beautiful as in your movie

Emily : Really? Thank you

The language style used by Mathieu in this conversation is formal style. It can be seen from the sentence "*I am Mathieu Cadault. Nice to meet you*" it shows Mathieu politeness in greeting Emily as Emily's new co-worker. And another reason it indicates formal style is because this conversation happened in a formal situation. After all, they met for the first time.

Data 8

Episode 8

Time 15.26

Emily : Timothee, **would** you mind getting a picture of us?

Timothee : Of course **Ms.Emily**

This conversation above refers to formal style, this happened in a formal situation. And also it can be seen from timothee's words he used the word "*Ms*" and from the word "*would*" Emily said, would is the most polite word to ask people for help.

Data 9

Episode 9

Time 18.58

Emily : I'm so sorry for what happened at the auction, Pierre.

Pierre : **you do not need to apologize. We both took it in the face last night. Would you like a crème brulee?**

Emily : No, Thankyou

Pierre said, "*you do not need to apologize. We both took it in the face last night. Would you like a crème Brulee?*" it shows that he uses grammatical patterns in his utterance. And the word "would" shows politeness, which they are characteristic of formal style. So it can be analyzed that they used a formal style.

Data 10

Episode 10

Time 12.07

Sylvie : **Julien, would you please bring me a copy of the paperwork, so I can close this matter?**

Julien : all right Sylvie.

Sylvie : Thank you.

The language style used by Sylvie is formal style. It happened in a formal situation. The conversation between Sylvie and Julian took place in the office. And also it can be seen in the sentence "*Julien, would you please bring me a copy of the paperwork, so I can close this matter?*" Those sentences indicate formal style because shows intonation carefully and pronunciation stress.

Casual Style

A casual style is usually used in a relaxed situation. According to Joos (1967), the casual style is for friends, acquaintances, and insiders; when used with a stranger, it helps turn him into an insider. The sentence is typically shortened or elliptical and includes contraction, repetition, and limited emotion.

Data 1

Episode 1
Time 23.12

Luc : **I... I** just want to say I am sorry for this. **I...I** do not agree to calling you “la plouc” and I...can, uh?

The language style that Luc used is casual style. It is because the dialogue occurred in an informal situation, it happened in the restaurant. And also Luc uses repetition by saying "I" twice to express his panic.

Data 2

Episode 2
Time 14.08

Emily : Ow. I'm sorry. That's harsh.
Mindy : **No. No, no, no** it's wonderful, I mean, I'd... I'd much rather have my freedom. Otherwise, I'd living a very predictable life in China.

The language style used in this conversation is casual style. This conversation happens about a friend relationship between Emily and Mindy. And also in the conversation above, Mindy uses the interjection “*No. No, no, no*” which is they are characteristic of casual style.

Data 3

Episode 3
Time 6.36

Emily : Look, **I wanna** be part of the solution, not create problems.
Silvy : Well. Then, you should listen more and talk less. This is a very important shoot.
Emily : I'm just **gonna** be getting some behind-the-scenes for social in the states.

The utterances from Emily is indicated casual style. It can be seen by the words “*wanna*” and “*gonna*” those words are slang. Wanna shorted word of “want to” and gonna “going to”. Using slang is one characteristic of a casual style. So, it can be categorized as they used a casual style.

Data 4

Episode 4
Time 6:39

Emily : **Oh, God. Uh**, I Have to do something.
Julien : **Uh-uh. No, no**, the last thing she needs is you riding in on his perfume bottle.
Emily : Okay, well, if a client walks right after I got there, there's only one person to blame.

This conversation above is categorized as casual style because of utterances said by Emily “*Oh, God. uh*” and “*Uh-uh. No, no*” they used interjection which is characteristic of casual style.

Data5

Episode 5
Time 18.36

Emily : My dad doesn't have lawyer. He breeds weimaraners.

Mindy : hmm, yeah you have to delete it. **gimme**.

The data refers to casual style because it happened in an informal situation and Mindy uses the slang "*gimme*" which means "give me". According to (Joos, 1967) slang is characterized as a casual style.

Data 6

Episode 6

Time 2.26

Mindy : I was so mortified, I had to get out of China ASAP and so I gave up, and I came here and went to business school like my dad wanted me to.

The language style that uses by Mindy is casual, it can be seen by Mindy that she used slang by saying "ASAP" which means as soon as possible. According to Martin Joos (1967) slang is one of the characteristics of a casual style. So, it can be analyzed Mindy used a Casual style.

Data 7

Episode 7

Time 23:01

Emily : It's **gonna** be super fancy, and I can't control the guest list.

Mindy : **Ugh**. Damn. I can't nanny duties in Provence all weekend.

This conversation refers to the casual style. It can be seen by the words "*gonna*", "*Ugh*" and "*damn*" the utterance above Emily and Mindy used slang words and Interjection sentences in their conversation and it can be categorized as casual style.

Data 8

Episode 8

Time 9.55

Emily : She knows, right?

Mindy : Knows what? Though? I mean what did you really do?

Emily : **Ugh...** I kissed him twice

Mindy : First one doesn't count.

The language style that is used in this conversation is casual style because in this conversation above the dialogue occurred in an informal situation. Another reason because they use short sentences and also Emily uses the interjection "*ugh*".

Data 9

Episode 9

Time 1.14

Julien : Oh, and uh, Judith Robertson from the American Friends of the louvre called for you.

Emily : For me? Ou..oh Any idea what she wants?

Julien : hmmm... A new friend, I suppose.

This situation happened in a relaxed situation. Julian and Emily use interjection sentences. It can be seen in the words "oh, uh" and "hmmm" are interjections. So, it can be analyzed they used a casual style.

Data 10

Episode 10

Time 16:57

Emily : Hey, Min, what's up?

Mindy : Hey, did you get my texts?

Emily : No, I didn't. Sorry. I've been buried in work since I got home.

Mindy : Oh, good. You're here.

The language style used in this conversation between Emily and Mindy is casual style because the dialogue occurred in an informal situation and also uses a short sentence which is characteristic of casual style. So, it can be analyzed that they used a Casual style.

4. CONCLUSION

Language style refers to the way that people communicate verbally. Depending on the situation and the audience, humans must use it when communicating their ideas. This study found the formal and casual language style in Emily in Paris series season 1. The writer used Martin Joo's theory. From the result and discussion above, this research contains 142 data points; there are 53 data in formal style (37, 3 %) and 89 data in a casual style (62, 7 %). Types of language style other than formal and casual are rarely shown in this series. This series dominantly used casual style because the scope in this series is more highlighted in informal situations such as in a circle of friends.

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