

# AN ANALYSIS OF LANGUAGE STYLE IN “*CHILLING ADVENTURES OF SABRINA*”

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## ABSTRACT

This investigation examines the language style employed by the characters in the film *Chilling Adventures of Sabrina* using Janet Holmes Theory (2013). This study sought to investigate the factors and language variation that led to the film's most prevalent language style. The data were examined using a descriptive qualitative method in order to obtain reliable information. The focus of the research was to identify the five styles that surfaced in the film. There are a total of 50 data points from all styles, including the following: frozen style, formal style, consultative style, casual style, and intimate style. The casual style was utilised the most frequently with 13 utterances, followed by the formal style with 11 utterances, the intimate style with 11 utterances, the frigid style with 8 utterances, and the consultative style with only 7 utterances. The data findings lead to the conclusion that a language style is a form of language used based on the situation and the communicators. All of these five forms illustrate how the emotion, the event, and the relationship between the users are portrayed.

**Keywords:** *Language styles, Chilling Adventures of Sabrina, Sociolinguistic*

## INTRODUCTION

Sociolinguistics is the study of language in relation to society. When we talk about the language we use and how it relates to society, we're talking about sociolinguistics, a field of linguistics that studies how language impacts society. According to Hudson (1996), sociology of language is the study of society in relation to language, whereas sociolinguistics is the study of language in relation to society.

Martin Joss (1967) identified five different styles: the Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style. The frozen style is the most official. It is typically utilized in situations that place a heavy emphasis on formality and symbolism, like official court hearings, official documents, and ceremonial ceremonies. When careful effort must be given to word choice, phrase structure, and pronunciation, formal and deliberate language is often utilized. Consultative or business style is frequently utilized in semi-formal settings.

It is used in transactions, operations, and information sharing. The casual style is popular among friends and family and emphasizes fun activities. It is distinguished by a laid-back atmosphere. "Intimate" is the most informal look, and it is generally worn by close friends and relatives.

One way to see how language style works is to watch movies. Movies are a type of visual communication that use sound and moving pictures to tell stories or offer information (helping people learn).

Everywhere in the globe, watching movies is a popular kind of entertainment and a way to have fun. The script from the Netflix series "*Chilling Adventures of Sabrina*" was used as the study's data source. My initial impressions are that the screenplay for this television series employs a range of linguistic idioms to reinforce each character. Every character gains from using their own language.

The author selected this subject because she is interested in learning more about sociolinguistics, particularly the language style content. The goal of this study is to identify the various linguistic idioms present in the "*Chilling Adventures of Sabrina*" Netflix series. The usage of linguistic style itself must be understood well through analysis, notably in the "*Chilling Adventure of Sabrina*" Netflix series.

## METHOD

The qualitative method was applied in this research. It is most appropriate for analysing this research and also for this research because it is expected to result in a detailed description of language style. Bogdan and Taylor (1998) define qualitative research

methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior.

In order to apply the method, the writer focuses on the form of language style that appears throughout the series. The writer used the combination of the intrinsic and extrinsic approaches to support the analysis by using martin joos (1967) language styles theory as a guideline to find the data.

The data of this research are texts in the form of quotation taken and collected by watching Chilling Adventures of Sabrina Netflix series. there are few steps that the researcher would do in order to conduct the research. When watching the movie, the writer came across an appropriate conversation and sources of transcript. The writer took directly to the data that contained information about the language style that was used.

In this research, the researcher used movies and transcript as a data source and was involved in the content analysis. Therefore, the researcher uses some steps of collecting the data. In the first step, the researcher downloads the “Chilling Adventures of Sabrina” series on Netflix. After that, the researcher observes this movie first with watched full of the movie and analysis the plot, setting, topic, and situation in this series. Second step, to collecting the data researcher used document analysis by Martin (e-book).

The Data collected will be categorized into 5 Labels in accordance to 5 language style this can be seen in the following example:

Frozen Style (FZS) FZS/1/EP1/00:42:30 – 00:42:42	<i>Sabrina</i> : <i>We are gathered here together, in these woods, in the presence of our Dark Lord, with all the souls, The living and the dead, of our coven. The most Unholy Church of Night.</i> <i>The High Priest</i> : <i>Kneel, child.</i>
Formal Style FS/2/EP1/00:05:15 – 00:05:24	<i>Roz</i> : <i>Principal Hawthorne, why did Mr. Garland say no to The Bluest Eye, and call it controversial?</i> <i>Principal Hawthorne</i> : <i>The book that you proposed has very graphic passages. I'm certain that Mr. Garland would have raised the same</i>

	<b>Objections.</b> The dialogue above is classified into formal style because according to Martin Joos
Consultative Style (COS) COS/3/EP1/00:43:28 – 00:43:41	The High Priest : Sabrina. Sabrina : Yes Father. The High Priest : Do you believe in Lucifer, the archangel, who preferred The loss og Heaven to that of his pride? Sabrina : Yes father.
Casual Style (CAS) CAS/4/EP1/00:18:15 – 00:18:54	Sabrina: Hello, boys. What’s up! Harvey :the four of us were thinking of having a little party in the mines.
Intimate Style (IS) IS/5/EP5/00:14:52 – 00:14:59)	Aunt Hilda : My sweet, brave girl? I love you. Sabrina : Love u too.

## FINDINGS AND DISCUSSION

This research found a total of 50 data from 5 language style by Joos from Chilling Adventures of Sabrina Netflix series season 1. There are 7 data of frozen style, 11 data of Formal style, 6 data of consultative style, 15 data of casual style and 9 data of intimate style used throughout the movie.

### Frozen Style

FZS/1/EP1/00:16:03 --> 00:16:35	Spirits of the forest, I pronounce my intentions to thee. Come forth and seek me and equal we will be. Not master and servant, but familiar to familiar, to share our knowledge,our spirit, and our traits. And now, spirits, we will wait.
FZS/2/EP6/00:37:10 --> 00:37:30	The Spellmans: I call on Black Annis, I call on Anne Boleyn. I call on the Witch of Endor. Visit us, Sisters. Intercede on our behalf. I call on Hecate, on Artemis,

	<p>on Luna to expel this demon. Expel Apophis. Return him to the Dark Lord. Visit us, Sisters. Intercede on our behalf.</p>
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### Formal Style

FS/9/EP3/00:05:11 --> 00:05:15	<p>Roz: <i>Principal Hawthorne, why did Mr. Garland say no to "The Bluest Eye" and call it controversial?</i> <i>Principal Hawthorne: The book that you proposed has very graphic passages</i></p>
FS/10/EP1/00:46:09 --> 00:46:19	<p>The Spellmans: I call on Black Annis, I call on Anne Boleyn. I call on the Witch of Endor. Visit us, Sisters. Intercede on our behalf. I call on Hecate, on Artemis, on Luna to expel this demon. Expel Apophis. Return him to the Dark Lord. Visit us, Sisters. Intercede on our behalf.</p>

### Consultative Style

COS/20/EP1/00:19:32 --> 00:19:43	<p><i>Principal Hawthorne : Well, uh, Miss Spellman, if you could give me their names, then I will have them in for review?</i> <i>Sabrina : .... Susie wouldn't tell me. But I can guess.</i></p>
COS/21/EP2/00:16:16 --> 00:16:30	<p><i>Ambrose: Forgive me for asking, but I was wondering... is there any news on what happened to Connor?</i> <i>Mr. Kemper: The police don't know</i></p>

	<p><i>anything. Hmm...They don't know why he was in the park at that hour. We don't know why.</i></p>
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### Casual Style

CAS/27/EP1/00:02:41 --> 00:02:49	<p><i>Ms. Wardwell : Sabrina.</i> <i>Sabrina : Ms. Wardwell. Hi.</i> <i>Ms. Wardwell : I didn't know you were a fan of horror movies.</i> <i>Harvey: Sabrina's nuts for 'em, the gorier the better.</i></p>
CAS/28/EP1/00:26:49 --> 00:26:57	<p><i>Harvey : What the hell are you talking about, Sabrina?</i> <i>Sabrina : I'm talking about this amazing opportunity that I...I can't say no to.</i></p>

### Intimate Style

IS/40/EP1/00:03:30 --> 00:03:30	<p><i>Roz : Brina, why would you do that?</i> <i>Sabrina : Invite Ms. Wardwell?</i> <i>Roz : Yeah.</i> <i>Sabrina : I feel bad for her, living in that house... all alone.</i></p>
IS/41/EP1/00:11:09 --> 00:11:16	<p><i>Sabrina : Good morning, Aunties. Ambrose.</i> <i>Hilda : Morning, darling. How did you sleep?</i> <i>Zelda : Tempestuously, by the sounds of it.</i></p>

### CONCLUSSION AND RECOMMENDATION

This study gathered 50 data points from the first season of the Chilling Adventures of Sabrina Netflix series, using Joos' five language styles.

Throughout the film, 8 frozen style data, 11 formal style data, 7 consultative style data, 13 informal style data, and 11 intimate style data are used.

The first season of the Netflix series "Chilling Adventures of Sabrina" is dominated by the informal language style. The casual style is frequently linked to conversational, informal communication. The informal tone fits particularly nicely with the young and modern setting of a TV show like "Chilling Adventures of Sabrina," which concentrates on teenage characters and their relationships. The informal manner of speaking is indicative of how young people converse in casual settings. It enables the characters to speak in a way that the target audience finds sincere and relevant.

In this study, Martin Joos' language style theory is applied to the Chilling Adventures of Sabrina. Regarding the Netflix series, there are a number of topics that have been raised for additional study in order to improve our knowledge of language style and its applications. In order to evaluate the applicability and effectiveness of Joos' theory across various genres and media of art and literature, it

would be advantageous to conduct more comparative analyses of other films or movie series. Additionally, looking into the potential influence of cultural and contextual factors on language style uses related to a film's or series' target audience could offer insightful information about the significance of language style in various cinematic contexts.

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