
Casual Style and Intimate Style Uttered by Eloise Bridgerton in “Bridgerton 2” TV Series

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Abstract

This research focused on finding out the use of casual style and intimate style in the character of Eloise Bridgerton's utterances in “Bridgerton 2” TV series. The aim of this research is to get an understanding of how close and intimate Eloise's relationship is with her family and friends. Joos's (1967) theory of language style was used in this research. And then, the researchers also conducted the speech functions theory from Holmes & Wilson (2017). The researchers employed descriptive qualitative method as the method of the research which is proposed by Creswell & Creswell (2018). For collecting the data, the researchers used the method of observation and the techniques of non-participatory by Sudaryanto (2015). Furthermore, the researchers used the method of referential identity and the technique of competence in equalizing by Sudaryanto (2015) for analyzing the data. As the result, the researchers found 16 data for language style. The 16 data were derived from 7 data of casual style and 9 data of intimate style. Moreover, 17 data for speech functions which derived into 9 data of expressive function, 5 data of directive function, 2 data of referential function, and 1 data of metalinguistic function.

Keywords: Language Style, Casual Style, Intimate Style, Speech Functions

1. INTRODUCTION

Since birth, people are human beings who are never separated from social life. Social life is becoming a necessity for everyone. In consequence, people cannot live alone without other people around them. Therefore, people need others to interact and exchange ideas. The activity of interacting and exchanging ideas requires what is called communication. Good communication is communication in which both parties can understand and respond to each other's intentions. The tool needed to understand and respond to one another's intentions is language. Thus, language is a very important communication tool and cannot be separated from social life.

Even though people understand what language is, the way someone speaks can be seen from the social context around them. To be clear, the way a person speaks will adapt to the environment and with

whom he is talking. One of the phenomena found is usually found in the family environment, for example:

Speaker 1 : *“We will go to the cinema, right?”*

Speaker 2 : *“Of course, buddy!”*

The context of those utterances above is, Speaker 1 asked Speaker 2 to confirm that they are going to the cinema. Speaker 2 implied that they would go to the cinema. Based on the utterance conveyed by Speaker 2, indicates he spoke casually. It was because *‘of course, buddy’* referred to the informal sentence. Moreover, Speaker 2 used the word *‘buddy’* that referred to the designation for a friend. Furthermore, the words *‘of course, buddy’* has a function to provide information implying that they will go to the cinema.

There is a study that studies language and society simultaneously. In linguistics, the study that studies the relationship between language and society is Sociolinguistics. Sociolinguistics is also used to examine how effective and related a language is in society (Nusri & Mubarak, 2022). Therefore, the study does not only study the language but also the social context and perspective in the surrounding environment. Thus, this study is a study with a broad scope. As Yule (2020) stated, sociolinguistics refers to a broad field of study that arose from interaction linguistics to its social context and social perspective. Through sociolinguistics, it provides the knowledge of reason people speak differently in different social contexts (Agsa & Ambalegin, 2020). According to Stockwell (2007), the language representation of the scale of formal–casualness in human behavior in society is called style.

Style is one of the language variations in sociolinguistics study. Style refers to its uses. It means to whom and to where the language is used. According to Holmes & Wilson (2017), style varies based on its uses, to whom it is used, and to where it is used. Style is divided into five styles. The five styles represent the five clocks theory of Joos (1967). It starts with frozen style, then formal style, consultative style, casual style, and to intimate style. In the other words, the five styles are the scale of very formal to very informal speech.

Frozen style is the highest scale in language style. It means that frozen style is a very formal style that uses complex grammatical structure and vocabulary that is only known by an expert in that field. Based on its uses, frozen style is used during respectful events and ceremonies. This style also does not require any feedback from the hearer such as asking a question. The example represented frozen style is taken from Victoria’s utterance, *“It is with a sense of reverence and honor that I address you, my Privy Councilors, as your Sovereign and Queen. I mourn sincerely the death of my dear uncle, the King, but I know I may count on you to serve me as loyally as you served him. I am young, but I am willing to*

learn. And I mean to devote my life to the service of my country and my people. I look for your help in this. I know I shall not be disappointed. Thank you.” (Vitariani, 2022)

The second, formal style is occurred in formal and professional events. This style is also used to speak respectfully with elders or someone with professional background. The indication of this style is the complete grammatical structure. For example, Ercole: *“Out-of-towners, eh? Let me welcome you. Benvenuti a Portorosso. I am delighted to meet you, number one and number two, I love your stylish clothes. Where did you get them? A dead body? --HA! I’m kidding!”* (Larasati & Simatupang, 2022). Then, the third, consultative style is two-way communication. It means that this style mostly occurs between two people. Furthermore, this style appears in semi-formal settings. It is indicated when the speaker explains something, then, the hearer’s response is Yes, No, That’s right, I see, and so on. For example, Charlie: *“Can I walk with you?”* Katie: ***“Um, yeah. There”*** (Dewi et al., 2020)

The fourth, casual style is known as the style that is commonly used in casual settings. This style appeared in a conversation between people who have similar characteristics in particular age, gender, education, and social class. Slang, informal vocabulary and even forbidden phrases can be identified as casual style. For example, Ellen : *“So, I got you a little gift. I think **you’re gonna** like it a whole a lot”* (Putra & Rosa, 2019). And the last, intimate style is the last scale in language style. This style contains affection for family, friends, lovers, and a person that has a close relationship with others. This style is used privately in non-public settings. For example, Allie: *“Yes, **Daddy**, I love him”* (Oktaviani & Purwarno, 2021)

Style is one of the language variations that refer to its uses. Because of this, language style has a connection the speech functions. According to Holmes & Wilson (2017), speech functions refer to any utterance in language, serve affective or referential functions, and convey information or express how someone is feeling objectively. Then, in a book entitled *An Introduction to Sociolinguistics Fifth Edition* by Holmes & Wilson (2017), they classified speech functions into six classifications, they are expressive, directive, referential, metalinguistic, poetic, and phatic function.

The first, expressive function refers to the expression in which the speaker's feelings are expressed through utterances. For example, Daniela (Mom): *“Hey. Look me in the eye. You know **I love you, right?**”* (Larasati & Simatupang, 2022) The second, directive is attempted in order to persuade the hearer or addressee to do something. For example, ***“Clear the table.”*** (Holmes & Wilson, 2017) The third, referential provides information through utterances in a specific context. For example, Alberto: ***“First time?”*** Luca: ***“Of course it is!! I’m a good kid!”*** (Larasati & Simatupang, 2022)

The fourth, metalinguistic refers to the use of linguistic code in social behavior. Furthermore, metalinguistic function is to comment on language within the language itself or to talk about language through utterances. For example, "**Hagemony**" is not a common word (Holmes & Wilson, 2017). The fifth, poetic is an aesthetic function that is classified as an analysis guide, but this functions are not mutually exclusive. A love poem is both expressive and poetic. The motto also serves a poetic function by providing catchy words. An advertisement can also be poetic, directive, amusing, or even informative. For example, "**Peter Piper picked a peck of pickled peppers**" (Holmes & Wilson, 2017). And the last, Phatic conveys affective or social messages including empathy and solidarity through social relationship utterances. For example, Ercole: "*Out-of-towners, eh? Let me welcome you. Benvenuti a Portorosso. **I am delighted to meet you, number one and number two, I love your stylish clothes. Where did you get them? A dead body? --HA! I'm kidding!***" (Larasati & Simatupang, 2022)

Style can be found in not only in real life but also in a movie or series. A movie or series is known as audiovisual that represents the social life. Flick (2013) argued that audiovisuals or movies or series reflects the condition and situation in our social life. Style can be identified from the essential part of the movies or series which is dialogues. One phenomenon is found in episode 1 between duration 00:29:43 – 00:29:48 in series entitled "Bridgerton 2", as below:

Anthony : "*Stop fussing with your dress.*"
Violet : "*You look lovely, dear.*"
Eloise : "***I look like a prize calf, trussed up for auction.***"

The dialogues were between Anthony, Violet, and Eloise at the ball. They came to a ball with Benedict Bridgerton. When entering the ballroom, Eloise was uncomfortable with her beautiful dress. Nevertheless, Eloise was just being Eloise, who wanted to be free from the ball. Anthony and Violet had warned and cheered her on. However, Eloise thought she had been dressed up to look like an auction item. It is proven when she said, "***I look like a prize calf, trussed up for auction.***" Her utterance refers to the **casual style**, because she uses informal vocabulary. Moreover, Eloise's utterances expressed her dislike feelings toward her dress in casual way meaning. Therefore, the language function of Eloise's utterance is **expressive function**.

Based on the phenomena above, this research used previous articles as the references. Aprilia et al. (2022) used Martin Joos' theory to identified language style in a movie. The data of their research is taken from the "Ron Clark Story" movie. The research used the qualitative research design and descriptive

method to describe and analyze the movie. The research showed 157 data as the results. The data was categorized into formal (13), consultative (46), casual (90), and intimate (8) and none of the frozen style.

Then, Wuwur (2021) conducted an analysis of language style by using Martin Joos' theory. The data of the research is taken from an interview of Katy Perry in Tonight Show. The researcher analyzed and described the data by using descriptive qualitative. In consequence, 64 data is collected which categorized into formal style (4), consultative style (22), casual style (29), intimate style (4) and none of the frozen style.

Related to the previous researches above, the researchers found the similarities and differences between previous researches and this research. For similarities, both previous researches and this research used Martin Joos theory as the guidance to analyze language style in data source. And then, both previous researches and this research used descriptive qualitative method as the research method. For the differences, this research conducted only two types of language style which are casual style and intimate style. Besides, the researchers conducted speech functions theory from Holmes & Wilson (2017) as the second object of the research. Moreover, this research analyzed different data source than previous researches. In the other words, this research aimed to analyze the casual style and intimate style uttered by the Eloise Bridgerton character in a TV series entitled "Bridgerton 2".

2. RESEARCH METHOD

This study employed descriptive qualitative research, as proposed by Creswell & Creswell (2018) in which the data was analyzed by describing it in sentences. The researchers set out to discover the utterances of the language style in the TV series "Bridgerton 2". For collecting data, the researchers chose an observational method by Sudaryanto (2015). This study also used the non-participatory technique, which means that the researchers were not directly involved with the research object (Creswell & Poth, 2018). The researchers used a variety of steps, including watching the TV series "Bridgerton 2" and reading the script. The researcher then took notes for the time and duration, highlighting utterances that were related to or in accordance with the theory. The highlighted utterances were then collected for the following step, which is data analysis.

The researchers used Sudaryanto's (2015) referential identity method for analyzing data to make the research more focused and well-controlled. This method refers not only to the language but also to the context or factors outside of the language itself, such as the speaker, setting, time, and social life. The technique used was Sudaryanto's (2015) competence in equalizing. The process of data analysis began with contextually analyzing the collected utterances. Based on the proposed theory, the researcher then

classified the analysis results into various types of commissive speech acts. After all of the data had been analyzed and classified, the final step was to draw conclusions.

3. FINDINGS AND DISCUSSION

3.1 Findings

The theory of language style is from Joos' (1967) which was used as the guidance of this research. The character of Eloise Bridgerton has uttered 16 utterances of language styles and 17 utterances of speech functions. The 16 data were derived from 7 data of casual style and 9 data of intimate style. However, the researchers found 9 data of expressive function, 5 data of directive function, 2 data of referential function, and 1 data of metalinguistic function. The total number of casual style, intimate style, and each speech functions is shown in Table 1 and Table 2 below:

Table 1. Total Data of Casual Style and Intimate Style

No.	Types	Frequency
1.	Casual style	7
2.	Intimate style	9
Total		16

Table 2. Total Data of Speech Functions

No.	Speech Functions	Frequency
1.	Expressive	9
2.	Directive	5
3.	Referential	2
4.	Metalinguistic	1
Total		17

3.2 Discussions

This data appeared in episode 1. This scene takes place in Queen Charlotte's palace between the duration 00:04:41 – 00:04:48. The scene is set as the event for announcing the debutantes in Regency London. When Eloise would be a debutante, she got nervous. She requested some ideas from her mother in order to run away from the event. Then, the data E1:1 is shown below:

Eloise : *"It is not too late. You can say I collapsed. I got something unmentionable on my gown. All of the feathers affected my sense, anything, Mama, to get me out of doing this."*

Violet : *"My darling girl, No matter what, you will always be a diamond to me."*

In this situation, Eloise's utterance referred to **intimate style**. She used the word 'Mama' to describe the intimacy between Eloise and Violet, as daughter and mother. Moreover, Eloise persuaded Violet with

various reasons that she did not have to become a debutant. Thus, her utterance referred to **directive function**.

This data appeared in episode 1. The scene takes place in Bridgerton's house between the duration 00:45:10 – 00:45:28. This conversation involved Violet, Eloise, and Anthony. Anthony is the first child of the Bridgerton family. Thus, he is Eloise's older brother. In this scene, they discussed about Eloise behavior. However, Eloise satirized Anthony for not accompanying her last night in the ball. Then, the data E1:3 is shown below:

Violet : *"You do know, Eloise, that you might enjoy the next ball if you, in fact, danced with someone. Meeting new people, it can be thrilling."*

Eloise : *"Yes, it certainly seemed as though Anthony had a thrilling time. Swept away by many a nimble-footed young lady, were you Brother?"*

Anthony: *"I can still barely feel my toes. I thought you ladies were taught to dance."*

In this situation, Eloise's utterance referred to **intimate style**. The intimacy between Eloise and Anthony occurred from Eloise's designation '**brother**' to call Anthony. Moreover, Eloise expressed her dislike feelings toward his brother by satirizing him. Eloise's utterance indicated as **expressive function**.

This data appeared in episode 1. The setting of this scene is a ball between the duration 00:57:32 – 00:57:56, in which Queen Charlotte is the host. After greeting the Queen, Eloise got the attention of many people, including Cressida, a young lady just like Eloise. She considered that Eloise indirectly is announced as the diamond of the season by the queen. Cressida approached Eloise and asked her to leave Penelope. Then, the data E1:4 is shown below:

Penelope : *"Eloise, you must calm, only now Cressida's swanning over."*

Cressida : *"Eloise Bridgerton the diamond. Perhaps now you might stop spending time with insipid wallflowers all evening and refine your circle of friends. I may have an opening."*

Eloise : *"I would rather die."*

In this situation, Eloise responded to Cressida's request impolitely. Then, her utterance implied that she did not want to leave Penelope. Thus, Eloise's utterance referred to **casual style**. Moreover, her utterance indicated her dislike feeling toward Cressida. Therefore, it referred to **expressive function**.

This data appeared in episode 2. The scene of this dialogue is in the Chancery Lane Printers between the duration 00:18:35 – 00:18:44. After knowing the publisher of Lady Whistledown's pamphlet, Eloise immediately came to the publisher. The publisher was in a small town and lived by a lower-class society. Even though Footman John took her to the publisher, he did not agree if Eloise kept continuing her plan. Then, the data E2:6 is shown below:

Footman John : *"Miss Bridgerton, perhaps this is not such a wise decision."*

Eloise : *“Seemed wise when you took my money to escort me here.”*
Footman John: *“I will return it. This part of town is not safe for a young lady such as yourself.”*
Eloise : *“Take the other half. Keep a watchful eye. No turning back now.”*

Based on the data shown above, she uttered her words briefly and in incomplete sentences grammatically, which it led to **casual style**. Moreover, her utterance referred to orders to be carried out by Footman John. Therefore, her utterance referred to **directive function**.

This data appeared in episode 4. This scene takes place in Bridgerton’s Aubrey Hall between the duration 00:05:56 – 00:06:03, which becomes the host for an upper-class event. These utterances were taken from a conversation between Eloise, Colin, and Penelope. Colin is Eloise’s brother and Penelope is Eloise’s friend. Eloise was talking to Colin, until Penelope came. Then, the data E4:8 is shown below:

Eloise : *“Oh, Pen! You are finally here. With only my only family to speak to, I’ve begun talking to the trees.”*
Colin : *“Is she calling me wooden?”*
Penelope : *“I don’t think so.”*

From the data shown above, Eloise called her brother a tree implying that she bored to have a conversation with Colin until Penelope came. Her utterance indicated **casual style** because of expression. Moreover, Eloise expressed her boredom using expression. Therefore, her utterance referred to **expressive function**.

This data appeared in episode 4. This scene also takes place in Bridgerton’s Aubrey Hall between the duration 00:06:39 – 00:06:47, in which becomes the host for an upper-class event. Colin was still around Penelope and Eloise and had a conversation with them. Colin intended to visit Penelope’s cousin, who is Marina Thompson. For an upper-class men like Colin, it is not a good plan to visit a married woman in their society. Then, the data E4:9 is shown below:

Colin : *“I have decided to pay your cousin a visit, in fact.”*
Penelope : *“Marina?”*
Eloise : *“Miss Thompson? I rather think I am not the only one getting into dangerous waters.”*

From the data shown above, her utterance referred to the **casual style** because she used an expression ‘getting into dangerous water’ which implied as breaking the rules. Moreover, her utterance provided specific information about herself. It implied that a young lady like her is willing to break the rules. Therefore, her utterance is indicated as **referential function**.

This data appeared in episode 8. The scene of this conversation is in minutes 00:19:26 – 00:19:38. The setting of this scene is Madame Delacroix’s boutique. The participants were Madame Delacroix and Eloise. Eloise came to Madame Delacroix’s dressmaking boutique which referred to the informal setting.

She suspected Madame Delacroix's involvement in Lady Whistledown's manuscript delivery. Then, the data E8:13 is shown below:

- Madame Delacroix: *"What are you doing here on your own? I thought you did not care for velements."*
Eloise : *"I am not here for dresses. I should, however, like to dress you down."*
Madame Delacroix: *"Excuse-moi?"*
Eloise : *"You work with here, did you not? Lady Whistledown?"*

Based on the data shown above, Eloise's utterance contained ambiguity and impolite expression. Eloise's words refer to **casual style**. It was because Eloise used *"dress you down"* expression that implied a threat to Madame Delacroix. Thus, the expression Eloise refers to **casual style**. Moreover, her utterance is indicated as a threatening in which Madame Delacroix had to reveal something. Therefore, her utterance referred to **directive function**.

This data appeared in episode 8. The scene takes place in Eloise's bedroom between durations 00:40:38 – 00:40:57. The participants are Eloise and Penelope. They discussed Theo. She thanked Penelope for the advice. She realized that she would get into scandal and harm his family name if she continued to visit Theo. Then, the data E8:15 is shown below:

- Eloise : *"You were correct, about Theo. It was a mistake, ever getting involved with him. I took your advice, and I extricated myself. He did not take it well, but I think it was the necessary choice."*
Penelope : *"Eloise..."*
Eloise : *"Thank you, for protecting me. You are true friend."*

In this situation, Eloise's utterance referred to **intimate style**. Her utterance is shown as the intimacy between her and Penelope as her close friend. Moreover, she expressed gratitude for Penelope's presence as a best friend. Therefore, her utterance referred to **expressive function**.

This data takes place from Featherington's house which is Penelope's family house. This scene also takes from episode 8 in durations from 00:55:55 – 00:55:30. In this scene, Eloise eventually knew Penelope's big secret. Her best friend is the true Lady Whistledown. Eloise was angry because Penelope had deceived her and written a scandal about her and Theo. Eloise's anger led to disrespectful sentences. Then, the data E8:16 is shown below:

- Penelope : *"Whistledown has been all I have had, and I have given it up. I am done with it. I wrote what I wrote, and I gave it up for you,"*
Eloise : *"I do not even know you. I look at you now, and all I feel is pity for you. Sequestered here in this very room, writing your secret little scandal sheet, tarnishing everyone in town because you are too scared to stand up for yourself in reality. You are something, Penelope. An insipid wallflower, indeed."*

In this situation, Eloise's utterance contained words that refer to satire and sarcasm. Both satire and sarcasm words are described as informal words. Moreover, Eloise called Penelope "*An insipid wallflower*", which the title was a mockery of Penelope's appearance. Therefore, Eloise's insults referred to informal sentence that described **casual style**. Moreover, in Eloise's utterances, there are two indications of speech functions. First, she conveyed her pity feelings to Penelope by saying, "*I feel is pity for you,*" in which it is indicated as **expressive function**. Then, Eloise also said, "*An insipid wallflower, indeed.*" The words "*Insipid wallflower*" described two meanings. Based on the context of the data, "*insipid*" described as a flat or boring person, and "*wallflower*" is described as a shy person who has insecurity and also will isolate herself from social activities. Therefore, those words refer to **metalinguistic function**.

4. CONCLUSION

This research has found the use of language style uttered by Eloise Bridgerton in the "Bridgerton 2" TV Series. The findings used the theory of Joos (1967) as a guide in identifying and analyzing data. According to Joos (1967), language style is divided into 5 types which are sorted from the most formal to the most casual scale. However, in this research, the researchers conducted 2 of 5 types of language style, they are casual style and intimate style. This research took data source from Eloise Bridgerton character. Then, the researchers found 16 data. The 16 data were derived into 7 data of casual style and 9 data of intimate style. Moreover, each data contained speech function. Furthermore, the researcher also found 17 data of speech function which were derived into 9 data of expressive function, 5 data of directive function, 2 data of referential function, and 1 data of metalinguistic function. Through this research, the character of Eloise Bridgerton showed how close and intimate Eloise's relationship is with her family and friends. Moreover, it also represented how the character of Eloise herself spoke according to the place and situation in her surroundings.

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