



## Distribution of Language Style in “Doctor Strange in the Multiverse of Madness” Movie

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### Article Info

#### Article history:

Received July 10, 2023

Revised July 23, 2023

Accepted 31 July, 2023

#### Keywords:

Sociolinguistics; Language Style;  
Doctor Strange; Movie

### ABSTRACT

This research explores the language styles employed in the conversations within the movie "Doctor Strange in the Multiverse of Madness." Language style refers to the specific word choices utilized by a particular group of individuals when speaking in a specific location and under specific circumstances. While most people watch movies primarily for the action and visual effects, they often overlook the intricacies of the conversations portrayed by the actors. This study aims to investigate and identify the various language styles employed in the movie's dialogues, with the objective of enhancing our comprehension of utilizing these styles effectively in everyday situations and adapting to different contexts. The research adopts a descriptive qualitative methodology, utilizing documentary data collection techniques. The primary objectives of the study are as follows: (1) to describe the distribution of language styles in "Doctor Strange in the Multiverse of Madness" and (2) to analyze the factors influencing the utilization and distribution of language styles within the movie. frozen style accounting for 9 data points (16%), formal style comprising 18 data points (32%), consultative style consisting of 6 data points (11%), casual style comprising 22 data points (39%), and intimate style represented by 1 data point (2%).



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## 1. INTRODUCTION

The term "language style" refers to the specific selection of words used by a particular group of people when communicating in a certain environment and circumstances. It plays a crucial role in the examination of sociolinguistic differences. As Ducrot and Todorov (1993, 44) explain, language style involves choosing from various options when using language, allowing for the conveying of information using diverse expressions that correspond to different language variations in different situations and contexts. Language style is very important to use. By using language style, People can express their ideas or the intentions of our goals and understanding the importance of social communication through language. According to Martin Joos (1967) there are five language styles: frozen style, formal style, consultative style, casual style and intimate style. Frozen style is a style that is used in very formal situations such as in mosque, churches, state ceremonies, and several other events. Formal language style is defined as the language style used for important or serious situations. Such as meeting, school, and so on. A consultative style is a style used in semi-formal communication situations, such as when talking to a stranger. Informal style is the style used for conversation in our casual situation and suitable for conversations outside the classroom or sometimes between family members. Intimate style is a completely private language developed between families, lovers and closest friends.

Doctor Strange in the Multiverse of Madness is a superhero movie that is based on the Marvel Comics character of the same name. This American movie, which is the sequel to Doctor Strange and the 28th movie in the Marvel Cinematic Universe, was produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures. It features Benedict Cumberbatch as the titular character alongside Elizabeth Olsen, Chiwetel Ejiofor, Benedict Wong, Xochitl Gomez, Michael Stuhlbarg, and Rachel McAdams. The film was directed by Sam Raimi and written by Michael Waldron. The story follows Doctor Strange's journey across various universes to protect America Chavez, a teenager with the ability to travel the multiverse, from Wanda Maximoff (Scarlet Witch).

Movie is a medium that is very popular and interesting to discuss. The similar study has been analyzed by some researcher: Raden Simamora (2016), Lilian Salsabila & Pradnya Permanasari (2022). The first research was conducted by Raden Simamora (2016), "Language Style Found in Indonesian Movies". Researcher analyzed five language styles classified according to the Martin Joos theory (1967) on five Indonesian movies "Laskar Pelangi (The rainbow troops)", "Habibie dan Ainun (Habibie and Ainun)", "Sang Pencerah (The Enlightener)", "Skandal (The scandal)" and "Ada Apa Dengan Cinta (What's up with love)". In his research resulted in two conclusions. First, researcher found five kinds of language. Second, of the five kinds of language variety, the most dominant is the use of casual variations. With the total of the data as follows: frozen style 22,5%, formal style 72,5%, consultative style 93.8%, casual style 276.6% and Intimate style 19,8%. The second is "An Analysis of Language Style Used in "The Princess Switch" Movie and Its Implications in Teaching Speaking" by Lilian Salsabila & Pradnya Permanasari. From Jurnal Lingua Idea, 13(1), 37-49. On this research, using descriptive qualitative method and use theory language style by Martin Joos. The result obtained two conclusions. The first, researcher found all types from five types of language style. The second, from those five types, formal style is the dominant type, for more detail as follow: frozen style (1 data), formal style (43 data), consultative (9 data), casual style (26 data), and intimate (11 data).

Although in this research the researcher used the same theoretical basis, namely Martin Joos and Janet Holmes, but the object of the film being analyzed is different, of course this will produce data or results that are different from previous studies.

## 2. RESEARCH METHOD

This research is conducted to identify the Distribution of Language Style in "Doctor Strange in the Multiverse of Madness" Movie. Therefore, this study can be classified as qualitative research. The reason the researcher uses qualitative methods in this research because qualitative research provides greater flexibility in research design. Researchers can choose from a variety of methods such as interviews, participatory observation, document analysis, and others, according to research needs. In addition, qualitative research also allows changes and adjustments during the research process, so that researchers can adjust their approach according to emerging findings. To gather data for this study, the researcher will employ purposive sampling. Purposive sampling is a suitable approach in this research because the researcher aims to examine the language style distribution in a specific movie. By using purposive sampling, the researcher can selectively choose scenes or dialogues that are relevant to the research objective. The researcher may focus on specific characters, specific settings, or specific types of dialogues to capture the diversity of language styles in the movie. The data for this research will consist of the movie script and the "Doctor Strange in the Multiverse of Madness" movie itself. These sources will be analyzed using a descriptive approach, where the researcher will provide a detailed and comprehensive description of the language styles observed in the movie. The findings of the research will be presented in a descriptive manner, highlighting the distribution and characteristics of language styles throughout the movie. Overall, the combination of purposive sampling and descriptive analysis in this qualitative research will allow the researcher to gain a nuanced understanding of the language style distribution in "Doctor Strange in the Multiverse of Madness" movie.

## 3. RESULTS AND ANALYSIS

There is a formulating of the research question to discuss in this research; this is about what are types of language styles used in "Doctor Strange in the Multiverse of Madness" movie based on Martin Joos (1967) theory.

### 3.1. Language Style on "Doctor Strange in the Multiverse of Madness" Movie.

Language style refers to the deliberate choice of specific words, sentence structures, and pronunciation used in a given communication context. The language style utilized depends on the nature of the relationship between the speakers, the intended purpose of the speech, and the surrounding social setting. Language styles can range from highly formal to informal, and are influenced by any variation in these three factors. According Martin Joos (1967) there are five types of language style namely; frozen style, formal style, consultative style, casual style, and intimate style.

Table 1. Language Style Distribution

No.	Type	Data	Percentage
1	Frozen	9 data	16%
2	Formal	18 data	32%
3	Consultative	6 data	11%
4	Casual	22 data	39%
5	Intimate	1 data	2%
<b>Total</b>		<b>56 data</b>	<b>100%</b>

### 1. Frozen Style

This style is typically employed in formal settings where symbolism is significant, such as during court proceedings, state documents, and ceremonial events. Its distinguishing feature is that the reader has no say and cannot voice any objections to the speaker's words.

According to table data above, there are found 9 data of frozen style in movie. In this finding, researcher chooses one data of frozen style to explain.

- (1) Wong: "Suspend teaching **at once** and arm the students. Kamar-Taj must **now** become a **fortress**."  
[A2; 00:25:21]

Data A2 situation happens when Kamar-Taj was invaded by Scarlet Witch (Wanda).

His words appear to be a command or directive in a forceful and urgent tone. The language used is assertive and commanding, urging for immediate action to be taken.

The first sentence, "Suspend teaching at once and arm the students," is a direct order to halt all teaching activities and equip the students with weapons or defensive tools. This suggests that the situation is urgent and requires immediate action to be taken. The second sentence, "Kamar-Taj must now become a fortress," is a call to fortify the premises, emphasizing the need for protection and defense. The use of the word "fortress" suggests that the situation is dire and that the location is under threat.

### 2. Formal Style

This style is employed under circumstances that are seen as formal. According to Richard (1985), formal language style is characterized by unique caution in word choice, sentence organization, and pronunciation. The formal speech pattern is typically distinguished by precise, deliberate, standard conformant speech that uses technical jargon. It also calls for the employment of intricate and varied grammatical constructions, full names and titles, and the use of synonyms.

According to table data above, there are found 18 data of formal style in movie. In this finding, researcher chooses one data of formal style to explain.

- (1) Masters of the Hong Kong and London Sanctums: "*It's an honor to court death alongside you once again.*"  
Wong: "*The honor is ours.*"  
Masters of the Hong Kong and London Sanctums: "*Whatever the Sorcerer Supreme asks of us, it shall be done.*"  
[B8: 00:26:07 - 00:26:16]

Data B8 situation occurred when the Sorcerer Supreme "Wong" invited an alliance from the other Sanctum Sanctorum to protect Kamar-Taj.

The statement "Masters of the Hong Kong and London Sanctums: It's an honor to court death alongside you once again." uses formal language to establish respect for the speakers' authority and social status. The response, "The honor is ours," acknowledges this respect while also conveying a sense of humility.

The next line, "Whatever the Sorcerer Supreme asks of us, it shall be done," is a statement of obedience and loyalty to the higher authority within their organization. The use of the word "shall" conveys a sense of obligation and duty, further emphasizing the formal nature of the conversation.

Overall, the language used in this dialogue is appropriate for the formal and hierarchical setting in which it takes place. The use of formal language reinforces the social and hierarchical structure of the organization and establishes clear expectations of behavior and obedience among its members.

### 3. Consultative Style

According to table data above, there are found 6 data of consultative style in movie. In this finding, researcher chooses one data of consultative style to explain.

- (1) Chaves: "Well, you guys knew of this magical book of pure good? That gives a sorcerer whatever they need to defeat their enemy."  
 Dr. Strange: "The Book of Vishanti? It's not real. It's a fairy tale. It doesn't exist."  
 Wong: "Actually, it does. I found out in the secret book you get when you become Sorcerer Supreme."  
 [C1; 00:15:51 - 00:16:09]

In this dialog (C1), the characters Chaves, Dr. Strange, and Wong are discussing the magical book of pure good and its existence. They are engaging in a professional discussion, and their language reflects this. Chaves introduces the topic with the phrase "Well, you guys knew of this magical book of pure good?", using a formal and polite tone.

Dr. Strange responds by using formal language, stating "The Book of Vishanti? It's not real. It's a fairy tale. It doesn't exist." He uses clear and direct language to express his point of view.

Wong, in turn, responds with the phrase "Actually, it does.", providing information he has learned from his research. His language is also formal and precise, using the word "actually" to emphasize the accuracy of his statement. Overall, the language used by the characters in this text is appropriate for a consultative speech style. They use formal language, precise terminology, and direct communication to convey their points of view and engage in a professional discussion.

#### 4. Casual Style

According to table data above, there are found 22 data of casual style in movie. In this finding, researcher chooses one data of casual style to explain.

- (1) Christine: "Glass of red, please".  
 Dr. Strange: "**Oh**, allow me, miss. **Little too on the nose?**"  
 Christine: "What? For you, at my wedding? , **Nah**. I think it was perfect."  
 [D5; 00:06:49 - 00:07:00]

In this dialog (D5), the characters Christine and Dr. Strange are having a casual conversation at Christine's wedding. Christine orders a glass of red wine to bartender with a simple and straightforward request, "Glass of red, please." Dr. Strange responds with a friendly offer to pay for the drink, saying "Oh, allow me, miss. Little too on the nose?" Christine responds in a relaxed and informal tone, using the phrase "What?" to express her surprise or confusion. She then adds a casual comment, "For you, at my wedding? , Nah. I think it was perfect." This response shows a relaxed and informal interaction between the two speakers, using slang expressions such as "Nah" and "perfect" to convey a more casual tone.

Overall, the language used by the characters in this text is appropriate for a casual speech style. They use informal language, casual expressions, and a relaxed tone to engage in a friendly and informal conversation.

#### 5. Intimate Style

According to table data above, there are found 1 data of intimate style in movie. In this finding, researcher chooses one data of intimate style to explain.

- (1) Wanda: "Yes, **sweetheart?**"  
 Billy and Tommy: "Where are you going?"  
 Wanda: "Just to take out the trash."  
 [E1; 00:51:51 - 00:52:00]

In this dialog, the characters Wanda, Billy, and Tommy are engaging in an intimate conversation. Wanda addresses one of the children with the endearment "sweetheart," indicating a close relationship.

#### 4. CONCLUSION

The results of observations made by researchers using qualitative descriptive methods, and documentation that can relate to object of research. In order for the research results to be used as findings, then in this discussion the researcher describes the results of the study by guided by the relevant theoretical studies presented earlier. As for the discussion of research results that can be described as the following:

The distribution of style in "Doctor Strange in the Multiverse of Madness"

Based on the data obtained from the transcription, and the language style movie dialog found as follows; Found 56 data of language style; frozen style consist of 9 data (16%), formal style consist of 32 data (32%), consultative style consist of 6 data (11%), casual style consist of 22 data (39%), intimate style consist of 1 data (2%). based on the results of this research, the use of casual style is more dominant with 22 data (39%).

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