

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Motion picture or movie also called film has been circulated through the ages. Agreeing to the Oxford Online Lexicon, the definition of the movie could be a set of pictures showed up in a theater or tv recorded by a camera to tell a story or event which the creation is pointed at the most part that engaging, however, it can be a device to teach (Oxford English Dictionary, 2017). Additionally, as the advance inside the current time, the outline of movement pictures has modified. Time brought movie from dark and white showed on a screen into different colors. The extraordinary progression of movie inside time goes with the progression concerning of the sorts.

All sorts of a movie such as comedy, action, adventure, crime, drama, and such other sorts are organized into sub-sectioned groups. The sub-sectioned designs are separated into animation, list-actioned scripted and unscripted, and other television-related topics. Yet currently the most popular is an adventure as points out (IMdb, 2020) on her *Movie genres ranked by total box office revenue in North America 1995-2019* and followed by the action genre as the most box office successful film in the years between 1995 and 2019.

Taking after the success of the genre, adventure and action movies may not only focus on diverse colours screen progression. Yet the genre is possible to get collaborated with other sorts. *Incredibles 2* is an animated action movie that brings the adventures of the superhero family. Pixar Animation Studios has combined adventure, action, and animation genres in one movie as the successes of the first movie, the Disney Pixar's 2004 movie hits, *The Incredibles*. However, the age of restraining is applicable for *Incredibles 2*. Based on MPAA (Motion Picture Association film rating system) and CARA (Classification and Rating Administration classified this movie into PG for action sequences and some brief mild language.

Words that may hear in a PG rated film or TV show are used in an aggressive or very frequent way, then this might result in the content being rated higher or containing swear words. Parental guides for language restrictions in films may vary. Languages that restrict in the movie cannot be defined based on the intonation only or society opinions; it must be measurements to define that. One of the way is the language restrictions can be found by seeing the swear words that found in the movie. Yet the swear words that contained in the movie is not always offensive, harm, taboo, and rude. As it happened when language restrictions are categorized as PG does not always seem to be merely offensive, abusive, and dangerous words, but the language use that contain everyday use swear words like *God*.

The language rating system agencies like MPAA and CARA has classified *Incredibles 2* movie into PG for action sequences and some brief mild language. That is simply questioning what is mild languages and what type of languages are prefer to be aired for public used particularly in the movie such as *Incredibles 2*. What kind of swear words that are categorized based on language restrictions of film rating system.

The explanation of those phenomena above was clearly simply questioning. To prevent from the misunderstood usage of swear words based on language rating system in public mass media, this study tries to analyze about types of language restrictions in a movie *Incredibles 2* that are categorized by film rating organizations based on types and functions of swear words.

There are 5 researches have been organized swear words topics that also related to this study. (Bednarek 2019) applied corpus analysis: socio-historical context in her study, analysing swear/taboo words in TV series dedicated to media linguists to consider the rules and regulations governing the use of such words in the US. Next is (Beers Fägersten, 2017) in her journal article entitled *The Role of Swearing in Creating an Online Persona: The Case of Youtuber PewDiePie at Sodertorn University, Sweden*, by using the English swear words, PewDiePie in his youtube channel can help him to build his online persona: casual conversation, reducing social distance, creates the illusion of intimacy, and establish his

unequalled status on Youtube. Another one was study in this research is “The Seven Words You Can Never Say on Television: Increases in the Use of Swear Words in American Books, 1950-2008” (Twenge, VanLandingham, and Keith Campbell 2017). They found the increasing number of swear words in American books since early 1950s and become more common in the 2000s. They suggest the U.S. federal government’s efforts to reduce profanity on television to enable the constrained free expression broadly such as in books. The same theme but different subject from (Putri, 2012) that observed about functions of swear words used by Teenage Bonek Community in Surabaya. The fifth was taken from (Susetyaningsih, 2014) that discussed on the functions and motives of swearing in The Wolf of Wall Street movie.

Following those related studies, the writer would like to conduct the study about swear words classified based on language restrictions of film rating system. The writer choose to narrow down the area of usage swear words uttered among characters in the movie. The writer is interested in seeing how swear words are used in the movie. Because there is no scale of taboo, obscenity and profanity measurements, yet the measurements are based on types and functions predefined in how society and laws changes (Jay 1992), the writer is more interested to analysis swear words based on language restrictions of film rating system in the movie.

In conducting this study, the writer uses qualitative research method to analyze the data. This research discusses specifically about language restrictions based on their types and functions of swear words. The obtained data are collected in this research by observation. The writer watches the movie which has duration 00:00:00,050 until 01:55:43,853. The sequence of method the writer was served is transcript characters conversations to note-taking. After getting the data, the writer began to analyze which are types and functions as first data then finalized the data by searching swear words based on based on types and functions. Then, the data obtained to classify into types of language restrictions based on film rating system. After that, the writer began explaining each of the data that have been classified. Then, the writer made a conclusion of the analysis that was completed.

This study is kindly defined based on 2 theories to get deeper analysis on what type of language restrictions based on film rating systems that *Incredibles 2* movie most used. First, this study views each of the swear words that based on classifying the types and function. So that it can map whether those words specified on theories the writer has chosen by Jay (1992) and Ljung (2011). The writer collected and categorized into several types consisting types: *profanity, blasphemy, obscenity, vulgarity, slang, epithets, insult, slurs, scatology, and taboo*, while the functions including of *expletive interjections, oaths, curses, affirmations and contradictions, unfriendly suggestions, ritual insults, and name calling*. Further, when the categorizations types and functions has done, the writer focused in collecting the data of language restrictions based on *regulator and competition authority for the UK communications industries* (Mori, 2016) on the study of Attitudes to potentially offensive language and gestures on TV and radio Contents containing 4 Language Restrictions based on Film Rating Systemss those are mild, medium, strong, and very strong.

1.2 Statement of Problems

Based on the view of background of the study, the writer considers the formulation of statement of the problems as below:

1. What the types of swear words are found in the superhero's family movie *Incredibles 2*?
2. What the functions of swear words are found in the superhero's family movie *Incredibles 2*?
3. What the types of language restrictions based on film rating system are found in the superhero's family movie *Incredibles 2*?

1.3 Objectives of Study

Based on the view of statement of the problems, the writer considers the formulation of study as below:

1. To describe the types of swear words found in the superhero's family movie *Incredibles 2*
2. To describe the reason of swear words found in the superhero's family movie *Incredibles 2*
3. To describe the type of language restrictions based on film rating system found in the superhero's family movie *Incredibles 2*

1.4 Significances of the Study

Because it is very relevant to public mass media, this study will certainly contribute to the general public. This study significantly has two important points. As it has seen, this study theoretically may give contribution to the linguistics as a part of language study. Practically through this study, people who read this will get better understanding particularly for parents as educators to their children to differentiate the swear word usage in everyday life. As seen on the current phenomena, technology gives that so many times swear words. These words appear mostly uncensored. Young people especially children can freely watch all kinds of mass media products without language restrictions whereas the use of language should be used according to the situation and conditions. On the other words, the application can be used properly. This study tries to take the role in reaching that goal. Generally, the writer hopes the result of this study can help the next researchers finding out the development of knowledge related to language that categorize as restricted to hear in a movie.

1.5 Definitions of Key Terms

Animation movie : or it can be cartoon movie where there are visual characters are made based on the role the play (IMdb, 2020)

Incredibles 2 : Disney superheroes' family animated movie which includes father, mother, and their children to combat

wickedness around the country to save people from
evilness (Bird et al., n.d.)

Swear Words : it can be an expressive word to show human emotions;
anger, sad, disappointed and others (Jay, 2000)