

Register in TED Lasso Serries Season One Pilot Episode: A Sociolinguistics Analysis

Yanthy Mardiana ^{1*}, Ervina CM Simatupang ²

¹⁻², Universitas Widyatama Bandung, Indonesia

* yanthy.6335@widyatama.ac.id

Abstract

This research focused on register used in the Ted Lasso series, pilot episode in season one. The research aims at identifying (1) register used in the episode and (2) components of ethnography of communication that occur within the context of register usage. The primary source of data for this descriptive qualitative is the script used in the pilot episode of first season of Ted Lasso. The stage of the research consists of following steps: Watching the pilot episode of the Ted Lasso series, transcribing the dialogue used, analyzing the registers used and rewatching the episode to confirm the context to validate the register and the components of ethnography of communications occurred. The theoretical framework used in this research comes from Joos (1972) about five registers based on the formality, namely (1) Frozen, (2) Deliberative, (3) Consultative, (4) Casual and (5) intimate. The supporting theoretical for this research is about the ethnography of communication based on S.P.E.A.K.I.N.G theory of Hymes (1972) explaining eight components of the ethnography of communications, (1) Setting and Scene, (2) Participants, (3) Ends, (4) Act Sequence, (5) Key, (6) Instrumentalities, (7) Norms and (8) Genres. The research shows that there are only three registers occurred in the pilot episode with one formal register, six consultative registers and four casual registers. For the ethnography of communications occurred, there are four components that occurred in all register usage, namely the participants, ends, act sequence and instrumentalities.

Keywords: *sociolinguistics, register, ethnography of communications*

Introduction

Every language has its own rules that includes phonology, morphology and syntax. It became the key in civilization in daily conversation that affects the communication as well. Sociolinguistic explains how to use the language in term of certain aspects or social side. Sociolinguistics also useful in understanding communication between the speaker and the community.

This is where register comes to play. Along with the times, register will always give new words or content to the language. The characteristics of every community or even the field can lead to this birth of new words and language that is unique and different. In sociolinguistics, register is not only regarded as a mark system but also social system, communication system and part of certain culture. This gives a clear sign that register can be used as communication tool. When it comes to the register of certain community, we will find the ethnography of communication. Register and ethnography of communication are closely related to one and another.

This relationship can be found in *Ted Lasso*, an Emmy-Winning series produced by Apple. In this series we can find the register used in the conversation among characters that is supported by the ethnography that is similar to what the author experience in daily life. In this series also, there is a clear structured-community to show the position of the characters based on what they do.

Ted Lasso, released in 2020, is a comedy series produced by Apple that won lots of awards including Emmy Awards in 2021 and 2022. The series follows Ted Lasso, an American college football coach who is hired to coach AFC Richmond, a struggling English Premier League football team. Despite having no previous experience coaching soccer, Lasso's folksy, optimistic leadership proves unexpectedly successful. The show explores themes such as redemption, forgiveness and the power of positivity. This show features a wide range of social situations and interactions between characters and it can show us the real use of register hence the source for this research.

Scope of Problems

The theoretical model for the research of register adopted in this research is that of Joos in Chaer and Agustina (2004: 63). He divides the register based on the formality into five, namely frozen, deliberative, consultative, casual and intimate. Hence the research will be focused on these five and find out which register that occurs in the show. Another thing that can be studied from this show is the ethnography of communication used according to the S.P.E.A.K.I.N.G theory of Hymes (1972) in Saville (2013: 5-6) that has eight components, i.e., setting and scenes, participants, ends, act sequences, key, instrumentalities, norms of interaction and interpretation and genres.

The primary data source for this research are taken from the season one episode one in this show entitled, "Pilot". From this episode, the author will watch the episode while transcribing and extracting and analyzing the registers used and the ethnography of communication that occur in each register usage.

Problem Statements

Based on the background and the scope of problem above, the research will focus on two things, namely:

1. What types of register that occur in the episode one season one of *Ted Lasso*?
2. What ethnography of communications that occur based on the register occurred in the episode one season one of *Ted Lasso*?

Objective and Benefits of the Research

Based on the problem statements, the objective and benefits of this research are:

1. Identifying the types of register that occur in the episode one season one of *Ted Lasso*.
2. Identifying the types of ethnography of communications that occur based on the register occurred in the episode one season one of *Ted Lasso*.

Sociolinguistic

Based on Holmes, 2001:1 (In Zakiyah, 2016), **sociolinguistic** is the research of relationship between language and society with the aim to make the language functions well in communication. This is in accordance also to Sumarsono, 2004:3 (in Zakiyah, 2016) stating

that the social symptoms and factors in a society is related to the language variation or two different variations in one language where it will relate to the social symptoms.

Holmes (2001:1) also state that:

“Sociolinguistics is the research of the relationship between language and society. They are interested in explaining why we speak differently in different social context, and they are concerned with identifying the social function of language and the ways it is used to convey social meaning.”

It is clear that **sociolinguistic** put its attention to the relationship between language and society. It studies not only necessarily the relationship but also the social function of language and how it is used to convey the social meaning. **Sociolinguistic** is also regarded as a interdisciplinary research that is focused on the relationship between the language use and the society. This research in **sociolinguistic** will research about 1) Interlocutor, 2) Language variation used, 3) Speaking partner and 4) Conversation goals. From the definitions above it is clear to say that **sociolinguistic** is an interdisciplinary linguistic research, especially with its relationship with sociology, whose objects are social factors and language in a society.

Register

Holmes (2017: 262) understands register as a general concept that points to the language variation reflecting the changes based on situation or factors (such as place/time and topic). Meanwhile, Chaer (2004: 64) describes that language variations are closely related to the functions, as explained more by Chaer and Agustina (2004: 64) that language variation is led by the social variety of the speaker and variety in language function.

As stated by Ferguson in Wardhaugh (2006: 51), people participating in recurrent communication situations tend to develop similar vocabularies, similar features of intonation and characteristic bits of syntax and phonology that they use in these situations.

According to Ferguson in Sonia (2016: 10), people participating in the same environment tend to develop the same vocabulary, intonation and both syntactical and phonological characteristics.

Based on the formality, Joos in Chaer and Agustina (2004: 62) divided register into five types, namely:

1. Frozen

This is the most formal variation of registers. This is usually used in ceremonial situation where the language remains fixed and unchanged. The example of this register is the recitation of a legal oath or pledge, such as the Pledge of Allegiance in the United States:

- Speaker: “I pledge allegiance to the flag of the United States of America, and to the republic for which it stands, one nation under God, indivisible, with liberty and justice for all.”

2. Deliberative or Formal

This register is characterized by language that is structured and follows standard grammatical rules. It is often used in professional or academic contexts where clear and precise communication is expected. For example, a scientific research paper or a business presentation:

- Speaker: "Good morning, everyone. Today I will be presenting our findings on the effects of climate change on migratory bird populations. Our research indicates that rising temperatures are causing significant disruptions to traditional migration patterns."

3. Consultative

Consultative register is commonly used in professional settings where the language is more formal and polite than casual register but less formal than formal register. It is often used in situations where there is an imbalance of power or knowledge between speakers. For example, a doctor-patient interaction or a teacher-student interaction:

- Doctor: "Good morning, Mrs. Smith. How are you feeling today?"
- Patient: "Not too well, doctor. I've been experiencing some chest pain."
- Doctor: "I see. Can you tell me more about your symptoms?"

4. Casual

Casual style is used in informal situations and characterized by language that is informal and relaxed. It is often used in informal or familiar contexts where there is no expectation of formality or precision. For example, a conversation between friends or family members:

1. Friend 1: "Hey man, what's up?"
2. Friend 2: "Not much, just hanging out. You?"
3. Friend 1: "Same here. Wanna grab some lunch?"

5. Intimate

Intimate register is characterized by language that is very informal and personal. It is often used in private or intimate contexts where speakers have a close personal relationship. For example, a conversation between romantic partners:

- Partner 1: "Hey babe, how was your day?"
- Partner 2: "It was okay. Work was pretty stressful."
- Partner 1: "I'm sorry to hear that. Want to talk about it?"

Ethnography of Communications

According to Hymes (1972) and Saville (2013: 5-6) in Sonia (2019: 13), ethnography is a field of research which is concerned primarily with the description and analysis of culture, and linguistics is a field concerned, among other things, with the description and analysis of language code.

Koentjaraningrat (in Kuswarno, 2006: 11), stated that ethnography of communication is a review of language role in communication behavior of a community, specifically about how a language is used in a community with cultural diversity. This is in accordance to what Hymes (in Siringoringo, 2015) defined where ethnography of communications is as a research of how a language is used in a community with cultural diversity.

Hymes (in Sonia, 2019: 15) coined a S.P.E.A.K.I.N.G term to describe the component of ethnography of communications, as follows:

1. Setting and Scene (S)

Setting and Scene (S) refers to the time and place in which a speech act occurs, as well as the broader physical and psychological context. The scene and setting can influence the content and form of the speech act, as well as how it is interpreted by participants. For example, a formal business meeting in a conference room may require a different style of communication than an informal conversation among friends at a coffee shop.

2. Participants (P)

Participants in this component means the individuals involved in a speech act, including the speaker or sender, the audience or receiver, and any other individuals who may be present or overhear the conversation. The roles and relationships among participants can influence the content and form of the speech act, as well as how it is interpreted. For example, a teacher giving a lecture to students may use a different style of communication than when speaking with colleagues.

3. Ends (E)

Ends refers to the intended outcomes or goals of a speech act. These can include both the personal goals of the speaker (e.g. to inform, persuade, or entertain) and the more general social goals of the community (e.g. to maintain social harmony or establish group identity). The ends of a speech act can influence its content and form, as well as how it is interpreted by participants.

4. Act Sequences (A)

This component means the organization and structure of a speech act, including its content (what is said) and form (how it is said). The act sequence can be influenced by factors such as the scene and setting, participants, ends, and norms of the community. For example, a formal business presentation may follow a different act sequence than an informal conversation among friends.

5. Key (K)

Key refers to the tone, manner, or spirit in which a speech act is carried out. Key can be influenced by factors such as the scene and setting, participants, ends, and norms of the community. For example, a speech act delivered in a serious tone may be interpreted differently than one delivered in a joking or sarcastic tone.

6. Instrumentalities (I)

Instrumentalities refer to the channel (e.g. spoken or written) and forms of speech (e.g. dialect or language) used in a speech act. Instrumentalities can be influenced by factors such as the scene and setting, participants, ends, and norms of the community. For example, a speech act delivered in a formal register may be interpreted differently than one delivered in an informal register.

7. Norms (N) of Interaction and Interpretation

Norms, in this term, refers to the social rules governing the use and interpretation of speech acts within a community. Norms can vary across different communities and can influence factors such as the content and form of speech acts, as well as how they are

interpreted by participants. For example, norms for politeness may vary across cultures and can influence how requests are made and interpreted.

8. Genres (G)

This refers to the type of speech act (e.g. poem, joke, lecture) and its associated conventions. Genre can be influenced by factors such as the scene and setting, participants, ends, and norms of the community. For example, different genres may have different conventions for structure and style that can influence how they are interpreted by participants.

Method

This research uses a qualitative analysis method, specifically the one that generates a descriptive data in forms of words from a person or an observable object. This method is used to reveal a fact, condition, phenomenon, variable and situation during the research (Moleong, 2007: 11). The instrument used to support the research is observation. Data analysis in this research can be divided into two classifications,

- (1) identifying what register types occur in episode one season one of Ted Lasso and
- (2) identifying what ethnography communications occur based on the register used in episode one season one of Ted Lasso.

This research will focus on the register that occurred in the episode one season one of Ted Lasso. This register data also will be analyzed to define the components of ethnography of communications used in the moment register(s) used.

Results and Discussion

In this chapter a data analysis will be provided according to the theories used in the previous chapter. The major aim of this research is to document which type of registers are used in the episode one season one of Ted Lasso. Also, this register occurrences will be used to analyze what components occurred during that context.

Based on the research, there are only three registers that occurred, namely consultative, casual and formal. In these register occurrences also, the context will help the analysis of ethnography of communications. These occurrences are dispersed among fifteen situations. Some of them are as follows:

1. Consultative

Consultative register is used in these situations:

- a. Rebecca Welton is speaking with her assistant Higgins, she uses a consultative register. This is evident in their polite and professional exchange.

Rebecca : *"Rupert and I bought this on our fifth anniversary."*
Higgins : *"Well, you have exquisite taste."*

Analysis:

In the given example of this register, several components of ethnography of communications can be identified. The *Participants* in this interaction are Rebecca and

Higgins. The *Ends*, or goals of the conversation, appear to be for Rebecca to share information about her anniversary and for Higgins to compliment her taste. The *Act sequence* involves Rebecca making a statement about her anniversary and Higgins responding with a compliment about her taste.

b. When the flight attendant speaks to Ted and Coach Beard.

Flight Attendant: *"Good evening. We'll be dimming the cabin shortly."*

Analysis:

The *Participants* in this interaction include the flight attendant and the passengers. The *Ends*, or goals of the conversation, appear to be for the flight attendant to inform the passengers that the cabin lights will be dimmed shortly. The *Act sequence* involves the flight attendant making a statement about the cabin lights. The *Key*, or tone of the conversation, appears to be polite and informative based on the flight attendant's use of language. The *Instrumentalities*, or forms and styles of speech used, include formal language and a professional tone.

c. When Rebecca speaks with Ted and Coach Beard.

Rebecca : *"Please, take a seat. Can I get you something to drink?"*

Analysis:

The *Participants* in this interaction include Rebecca and the person she is speaking to. The *Ends*, or goals of the conversation, appear to be for Rebecca to offer the other person a seat and a drink. The *Act sequence* involves Rebecca making an offer and inviting the other person to sit down. The *Key*, or tone of the conversation, appears to be polite and hospitable based on Rebecca's use of language. The *Instrumentalities*, or forms and styles of speech used, include formal language and a professional tone.

d. When Rebecca speaks with Ted about the history of the club.

Rebecca : *"So, this hall represents the club's long, albeit modest, history. The first match was played in 1897."*

Analysis:

The *setting* is a hall that represents the club's history. The *participants* are Rebecca and the person she is speaking to. The *end* or purpose of Rebecca's speech is to inform about the club's history. The *act sequence* is Rebecca's statement about the first match being played in 1897. The instrumentality is spoken language.

e. When Rebecca speaks with the journalists.

Rebecca : *"Now, Coach Lasso may not have the CV that you all find acceptable, but he does have one thing this club doesn't: a trophy from this millennium."*

Analysis:

The *Setting* is a conversation between Rebecca and journalists. The *Participants* are Rebecca and the journalists. The *Ends* or goals of the conversation seem to be for Rebecca to defend Coach Lasso's appointment despite his lack of a conventional CV. The *Act sequence* involves Rebecca making a statement about Coach Lasso's qualifications and achievements. The *Key* or tone of the conversation seems to be serious and defensive.

The *Instrumentalities*, or forms and styles of speech used, include the use of a consultative register. Finally, the *Genre* could be classified as a press conference or interview.

f. When Rebecca speaks with Higgins about his promotion

Rebecca : *"Obviously, for this to work, I'm going to need the full support of my new director of football operations. I'm assuming that's a promotion and substantial pay rise that would be of interest to you and your family."*

Analysis:

In this dialogue, the *Setting* is a conversation between Rebecca and Higgins about his promotion. The *Participants* are Rebecca and Higgins. The *Ends* or goals of the conversation seem to be for Rebecca to offer Higgins a promotion and pay rise. The *Act sequence* involves Rebecca stating that she needs Higgins' support in his new role as director of football operations and asking if the promotion and pay rise would be of interest to him and his family. The *Key* or tone of the conversation seems to be serious and professional. The *Instrumentalities*, or forms and styles of speech used, include the use of a consultative register. Finally, the *Genre* could be classified as a business or professional conversation, but this is not explicitly stated in the given dialogue.

2. Casual

Casual register is used in these situations:

- a. When Rebecca speaks with Ted, she switches to a more **casual** register, using colloquial language and insults. This is also evident when Ted Lasso interacts with the man who asks for an "ussie" with him.

Rebecca : *"Now do piss off, you fat twat."*
Ted : *"You know, back where I'm from, we call those selfies."*

Analysis:

The *Participants* in this interaction are Rebecca and Ted. The *Ends*, or goals of the conversation, are not immediately clear from the given information. The *Act sequence* involves Rebecca making a statement and Ted responding with a comment about selfies. The *Key*, or tone of the conversation, appears to be informal and potentially confrontational based on Rebecca's use of language. The *Instrumentalities*, or forms and styles of speech used, include informal language and potentially regional slang.

- b. When Ted and Coach Beard are talking on the plane, they use colloquial language and informal tone.

Ted : *"Hey, but taking on a challenge is a lot like riding a horse, isn't it? If you're comfortable while you're doing it, probably doing it wrong."*
Coach Beard : *"You know how they came up with soccer?"*

Analysis:

The *Participants* in this interaction are Ted and Coach Beard. The *Ends*, or goals of the conversation, are not immediately clear from the given information. The *Act sequence* involves Ted making a statement about taking on challenges and Coach Beard responding with a comment about the origins of soccer. The *Key*, or tone of the conversation, appears to be informal and potentially humorous based on the use of

language by both participants. The *Instrumentalities*, or forms and styles of speech used, include informal language and potentially regional slang.

- c. When Ted and Coach Beard are talking with Nathan, they use colloquial language and informal tone.

Ted : "Hey, how y'all doing? I'm Ted Lasso, your new coach."
Nathan : "No one ever asks my name."

Analysis:

The *Participants* in this interaction are Ted and Nathan. The *Ends*, or goals of the conversation, appear to be for Ted to introduce himself as the new coach and for Nathan to express that he is often overlooked. The *Act sequence* involves Ted introducing himself and Nathan responding with a comment about not being asked his name. The *Key*, or tone of the conversation, appears to be informal and potentially friendly based on the use of language by both participants. The *Instrumentalities*, or forms and styles of speech used, include informal language and potentially regional slang.

- d. When Ted and Rebecca are talking about ghosts and Ted's belief in them, they use colloquial language and informal tone.

Ted : "Yeah. "Get used to it, s****." Right?"
Rebecca : "If I don't hear silence, I'm gonna start punching d****."

Analysis:

The *participants* are Ted and Rebecca. The *Ends* or purpose of their speech could be to express their opinions or feelings. The *Act Sequence* is Ted's statement followed by Rebecca's statement. The *Key* or tone of their speech could be described as casual or informal. The *Instrumentality* is spoken language. The *Norms* could be the casual register being used. The *Genre* could be described as a casual conversation.

Ted uses a **casual** register when speaking on the phone with his son and his wife. He uses colloquial language and informal tone.

Ted : "Hey, big guy. How you doing? How was school today?"

Analysis:

In this dialogue, the *Setting* is a phone conversation between Ted and his son and wife. The *Participants* are Ted, his son, and his wife. The *Ends* or goals of the conversation seem to be for Ted to check in with his son and ask about his day at school. The *Act sequence* involves Ted greeting his son and asking how he is doing and how school was. The *Key* or tone of the conversation seems to be casual and informal. The *Instrumentalities*, or forms and styles of speech used, include the use of colloquial language and an informal tone, which is characteristic of a casual register. Finally, the *Genre* could be classified as a personal or family conversation,

3. Formal

Formal register is used in this situation:

- a. When the news anchor reports on Ted Lasso's hiring as AFC Richmond's new manager.

News Anchor : "This is a bit of surprising news from the other side of the Atlantic. AFC Richmond announced the hiring of their new manager, one Theodore "Ted" Lasso."

Analysis:

The *Participants* in this interaction include the news anchor and the audience. The *Ends*, or goals of the conversation, appear to be for the news anchor to inform the audience about the hiring of a new manager by AFC Richmond. The *Act sequence* involves the news anchor making a statement about the hiring of Ted Lasso. The *Key*, or tone of the conversation, appears to be formal and informative based on the news anchor's use of language. The *Instrumentalities*, or forms and styles of speech used, include formal language and a professional tone.

Conclusion

Three types of registers are used in episode one season one of Ted Lasso, namely formal, consultative and casual. There are also ethnography of communications that can be found on the data such as the settings, participants, ends, act sequence, key and instrumentalities.

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