Code-Switching Analysis
on Pixar's "Coco" Movie

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Abstract

This research aimed to discover the types, functions, and reasons for code-switching in the Coco movie. The data were obtained after watching the movie and reading the transcript of the movie. Then from all available data, the researcher selected the data only those that have code-switching. For the types of code-switching, this research used Poplack's (1980) theory, Koziol's (2000) theory for functions of code-switching, and Hoffman's (1991) theory for reasons of code-switching. The researcher found 104 code-switching in the Coco movie. The type of code-switching that was most often used was tag switching with 64 times occurrences. As for the functions of code-switching, from 14 existing functions, the Coco movie used only nine functions. The most frequently used code-switching functions were the emphasis function and designation function, with 29 occurrences. As for the reasons for using code-switching, most often used was expressing group identity with 39 occurrences.

Keywords: bilingualism and multilingualism, code, code-switching, movie

Introduction

With the era of globalization, the communicative interaction of people around the world is increasing. This interaction requires people to communicate in more than one language. It is commonly seen today that people communicate with each other in more than one language. Modernization and globalization stimulated the increasing use of international languages (Milroy & Muysken, 1997).

The economically motivated migration of people and the phenomenon of language revival have led to widespread bilingualism in the modern world. This phenomenon occurs when there are two or more languages in a particular community. The people in the community will switch from one language to another. This phenomenon is considered code-switching. Poplack (1980) has stated that code-switching represents the use of two languages alternately in one sentence, constituents, or discourse.

The movie used by the researcher was Coco. An animated movie directed by Lee Unkrich and co-directed by Adrian Molina. Coco movie produced by Pixar Animation Studios and released by Walt Disney Pictures in 2017. Coco (2017) tells the tale of a kid called Miguel in Mexico who needs to become a musician. Live in a family rule that

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rejects any contact with music; Miguel seeks to figure out how to dodge this rule only to end up in the Land of the Dead, with little time to handle his trouble and turn back to the side of life. The characters in this movie use code-switching very often. They tend to speak English and switch to Spanish in everyday conversation and some of their song.

There are a few reasons the researcher analyzes code-switching in Coco movie. It is an animated movie that has favorable reviews. This animated adventure movie could be relevant, all things considered, due to its effect and virtue. Although this movie is fantasy and fiction, actual life linguistic tools convey their story and characters to make them comparable. Second, as expressed previously, this movie has Spanish-English code-switching in their day-by-day communication.

This research aims to unravel three questions by analyzing and discussing code-switching in Coco movie. The three questions are as follows:

1. What are the types of code-switching in Coco movie?
2. How are the types of code-switching actualized in the Coco movie?
3. Why are the types of code-switching in the Coco movie actualized in such way?

Based on the background of the study explained, the purpose of the research are; to find out the types of code-switching in the Coco movie, to know how the types of code-switching are actualized in the Coco movie, and to find out the reasons for the actualization of the types of code-switching in Coco movie.

The benefits of the research, the readers can get information about the use of code-switching in daily conversation. Knowing the types and functions of code-switching are also important. There are many reasons for using code-switching, not because lack vocabulary only. Also, this research can help readers in-study sociolinguistics, especially the theories of the types, functions, and reasons of code-switching that can be explored.

Literature Review

Bilingualism and multilingualism

Bilingualism means the ability to use two languages in communication. Wardhaugh (2006) defines bilingualism or multilingualism as a phenomenon of people having over one language or code. According to Hamers & Blanc (2002), bilingualism is the state of a linguistic community in which two languages are in contact to use two codes in the same interaction and that several individuals are bilingual.

It is common in today's life that individuals could manage two or more different languages, especially those who live in a bilingual community. Individuals are bilingual if they could speak two diverse languages; meanwhile, a multilingual individual could speak two or more diverse languages. A bilingual is an individual with some practical capability in the second language (Spolsky, 1998).

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Bilingual and multilingual can choose the language to express and communicate effectively to suit the situation. This leads bilingual and multilingual to alternate between two languages within the same sentence or commonly called code-switching.

Code

A *code* is a system that people in communication use. According to Wardhaugh (2006), code is a particular dialect or language one chooses to use in any circumstance for communication between two or more people. Richards & Schmidt (2013) define code as a term used instead of language, speech variety, or dialect; it is sometimes viewed as a more neutral term than the others.

When people want to communicate, they have to choose a particular code to express their knowledge. Wardhaugh (2006) added that people are needed to pick a particular code whenever they want to talk, and they might as well decide to alternate from one code to another, even in very short utterances. Richards & Schmidt (2013) also mention that people use code to underline language variety in a specific community.

Code-Switching

Code-switching is a term in sociolinguistic referring to alternate between two languages in conversation. Sometimes, bilinguals may find it challenging to have a conversation with another bilingual, switching from one language to another to make the listener understand. Many experts define code-switching in different ways.

According to Gumperz (1982), code-switching is to occupy at least two languages or dialects in the same conversation. Gumperz also divided code-switching based on its context, namely situational and metaphorical switching. The classification is based on the reason why people switch. Situational code-switching occurs when there is a change in the circumstance. This circumstance can be changed based on the setting or participants. Metaphorical code-switching occurs when there is a change in the topic of the conversation or the reason.

Myres-Scotton (1993) define code-switching as using two language varieties in the same conversation, while Hymes (1974) defines *code-switching* as a common term for using two or more languages, speech styles, or varieties of language.

Code-switching is the result of bilingualism and multilingualism. A bilingual can speak more than one language according to their situation. A bilingual tend to switch from one language to another, particularly for a specific reason.

Poplack (1980), supported by Appel and Muysken (1987:118), identifies three types of code-switching according to what part of a speech act is switched into another language. Namely, tag-switching, inter-sentential switching, and intra-sentential switching. According to the theory of Koziol (2000) who identified that code-switching could be divided into fourteen kinds of functions. Those are topic shift, quotation, emphasis, clarification, interjection, aggravating message, personalization, reiteration,

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designation, substitution, objectification, untranslatability, mitigating message, parenthesis. Usually, people who use code-switching in a different language from their first language have a specific reason for the switching caused by some factors. Hoffman (2014) states seven reasons bilingual or multilingual switch their languages. Those reasons are; talk about a particular topic, quote someone's word, being emphatic about something, interjection, repetition used for clarification, the intention of clarifying for speech content, expressing group identity.

Movie

The definition of a movie varies from one expert to another. According to Robert Lado (1974), in theory, at least the most powerful of visual aids is a movie or motion pictures its combines picture with movement, color, and sound. Hornby (1995) defines a movie as a set of moving shots that had have recorded to tell a story shown on television or the cinema. Movie or motion pictures are moving pictures that combine color and sound that showed on television or cinema to entertain and gives particular messages to the viewers.

A movie has characters and dialogues as the significant marks. The characters use language dependent on the setting and the background of the story. The characters produce expressions and articulations in their conversations and utilize non-verbal communication to communicate their good feelings. They may change starting with one language then onto the completely foreign language to fortify what they feel and the mindset toward the conversations better.

Method

The researcher used the Coco movie as the primary source to gather the data. This research data included phrases, utterances, and sentences taken from the Coco movie transcript. Considering the data and the aims of the research, the researcher used a qualitative approach. This research method aids the researcher in finding out the types of code-switching and how the code-switching was actualized in the movie, and why the code-switching was actualized in such a way by the characters in the Coco movie.

In this research, the main instrument was the researcher herself. The researcher collects and analyzes the data. However, to make the researcher easier in conducting the study, the researcher needs help from supporting instruments such as movie transcripts, notes, pen, and laptop.

The researcher gathers the data by observed the dialogues between the movie characters and watched the movie several times. Then, the researcher read the movie transcript to discover the code-switching used by the characters in the movie. The last one was selected the data based on the theory.

The researcher analyzed the data in three stages: data reduction, data display, and conclusion. First, the researcher identified the data taken from the movie transcript. After selecting the data, the researcher classified the data and displays those data into good tables and charts. After displaying the data, the researcher concludes.

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Finding and Discussion

The researcher found the data from the Coco movie. The researcher found 104 occurrences of code-switching in the Coco movie. The characters from the Coco movie used English-Spanish code-switching in their conversation. The data results shows how frequently the characters in the Coco movie used code-switching in their daily communication. Using code-switching was also influenced by the background of the story, which takes place in Mexican culture. It can be seen from the monologue that Miguel performs at the beginning of the movie. He said he was from a Mexican family.

Types of Code-Switching

The most frequent type used in the movie was tag switching. While the least used was inter-sentential switching. The researcher classified the types of code-switching based on Poplack's theory into three types; tag switching, inter-sentential switching, and intra-sentential switching. The researcher presents the data in table form so that it is easy to understand.The occurrences of the types of code-switching are shown in the table below.

Table 1: percentage of types of code-switching in Coco movie

Types of code-switching	(f)	(f %)
Tag switching	64	61,53
Inter-sentential switching	4	4
Intra-sentential switching	36	34,61
TOTAL	104	100

a. Tag Switching

The researcher found 64 times tag switching used by the characters in Coco movie. Tag switching occurs in one language with the rest of the utterances in other languages. The speaker used English as the base language in their utterances and then insert words, phrases, or short-expression in the Spanish language at the end of the sentence.

*Abuelita: "Aw, you're a twig, **mijo**. Have some more."*
*Miguel: "No, **gracias**."*

In the example data above, the researcher took the example from Abuelita and Miguel's conversation. They both used two different languages in the same utterance, English and Spanish. They both used English at first and then added Spanish words at the end of their sentences.

b. Inter-Sentential Switching

Inter-sentential switching occurs when there is a complete sentence in a different language between two sentences in a base language. The researcher found four times this type of code-switching in the Coco movie.

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> *Abuelita: "Our Miguel carrying on the family tradition. And on **Día de los Muertos**. Your ancestors will be so proud!"*

As illustrated by the data above, the first sentence was in English then followed by the second sentence in Spanish. Moreover, the speaker finished the sentence in English. The data show that code-switching occurs between two sentences.

c. Intra-Sentential Switching

Intra-sentential switching happens when a word, phrase, or clause of a different language occurs within the sentence in a base language. There were 36 times intra-sentential switching used by the characters in Coco movie.

> *Hector: "Cool off, **chamaco**, come on I'll get you to him."*

In the example above, Hector said the English sentence first and then switched to Spanish in the middle of the sentence. The switching happens in the same sentence, which means those sentences considered contain intra-sentential switching.

Functions of Code-Switching

From the findings, it appears that the types of code-switching in the Coco movie were actualized by added code-switching in every conversation the characters have. Code-switching was carried out under the cultural background in Coco movie, i.e., English and Spanish.

Coco was a movie based on a story with a Mexican cultural background. In addition to presenting Mexican culture through themes and settings, this movie also shows the dialogue between characters in two languages through code-switching. The language switch that occurs in this movie was a form of how they show up Mexican culture. They switch from English and Spanish back and forth easily.

The types of code-switching in each conversation were adapted to the purposes of the conversation itself by the functions of code-switching.

The types of code-switching in the Coco movie actualized in some ways. In this movie, the actualization of the types of code-switching happened in conversations between the characters. From the types of code-switching that were found. Each code-switching that exists was actualized according to its respective function when the code-switch was used. The researcher classified the functions of code-switching in the movie based on Koziol's theory. The occurrences of functions of code-switching are shown in the table below.

Table 2: percentage of functions of code-switching in Coco movie

Functions of Code-Switching	(f)	(f %)
Topic shift	9	8,65
Quotation	-	-
Emphasis	29	27,88

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Clarification	-	-
Interjection	4	4
Aggravating message	9	8,65
Personalization	16	15,38
Reiteration	1	0,96
Designation	29	27,88
Substitution	-	-
Objectification	-	-
Untranslatability	-	-
Mitigating message	6	6
Parenthesis	1	1
TOTAL	104	100

As seen from the table above, code-switching in the Coco movie was actualized based on several functions. The most widely used was the emphasis function, with 27.88%. Emphasis is switching language to emphasize the message that the speaker wanted to convey.

> *Tio Berto: "How many times have we told you that plaza is crawling with **mariachis**."*

In this scene, Miguel gets scolded by his family. He cannot go to the plaza because there were too many music players there. Tio Berto wanted to confirm this to Miguel by switched to Spanish.

Designation function occurs for designating or calling a specific addressee. The speaker might have a specific name for the listener. In this movie, the characters used code-switching for this designation function 29 times.

> *Security guard: "The competition winners! Congratulations **chicos**!"*

The security guard congratulated the winner of the show. He used the term in Spanish to specialize the call only to the winner. The speaker switched to another language to call the listener with a specific nickname.

Personalization function occurs to make the listeners feel more comfortable and happy. The researcher found quite a lot of code-switching used for this particular function. The characters in Coco's movie used 15.38% code-switching with the personalization function.

> *Hector: "Cool off, **chamaco**, come on. I'll get you to him."*

Hector wanted to make Miguel comfortable by expressed it in Spanish. The use of Spanish here was more convenient than in English. The speaker switched to another language intending to make the listener happy and comfortable. The speaker found some words in different languages much more convenient to use at the moment.

Aggravating message occurs to make the intention or meaning more demanding. There was 8.65% code-switching used in the Coco movie for aggravating message function.

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> *Mama Imelda: "They wouldn't let me cross the bridge! Tell this woman and her devil box that my photo is on the **ofrenda**."*

In this data, Mama Imelda insisted on being allowed to cross the bridge. Mama Imelda assures that a picture of her is in ofrenda. She was demanded by expressed her message in Spanish. The speaker wants to make the message clearer. This function also shows that the speaker wants to appear more demanding with how they convey the message.

Topic shift function indicates the change of the topic in a conversation. Topic shift function found in the Coco movie with 8.65%.

> *Hector: "Every year, your great-great-grandpa puts on that dumb show to mark the end of **Día de Muertos**."*

In data above, Hector and Miguel talked about how they could get to de la Cruz's house by participating in the competition, but then Hector changed the topic to how he thought de la Cruz's show was stupid. Hector said the sentence first in English and switched to Spanish to change the subject.

Mitigating message occurs to be more polite and less demanding. There was 6% code-switching found in this movie for this particular function.

> *Security guard: "It is an honor, **señora**."*

The security guard showed his polite attitude when he met Frida Kahlo in person, not only in words but in his behavior, which was immediately different and showed politeness. It can be seen that the speaker wants to show that they were polite with the way they switched language.

Interjection means catching the listener's attention and highlighting what comes after an interjection. The researcher found there was 4% code-switching used for this function.

> *Miguel: "**No manches**! You played with Ernesto de la Cruz, the greatest musician of all time?"*

Miguel expressed his disbelief to Hector by pronounced the word 'no way' in Spanish. It can be seen that the speaker wants to attract the attention of the listener and confirms that the speaker was serious about the ongoing conversation.

Reiteration occurs to reemphasizing or amplifying the message the speaker wants to convey. The researcher has found the code-switching used for this function with 0.96%.

> *Tio Oscar: "Real **alebrijes**. Spirit creatures."*

In this data, Tio Oscar reemphasizing his utterance by using Spanish and then switched to English. The data above shows how the speaker used Spanish first then emphasis the spoken word back into English.

Parenthesis function occurs to providing additional information. The researcher only found one code-switching for this function.

> *Miguel: "She died way before I was born. But my family still tells her story every year on **Día de Los Muertos**. The Day of the Dead."*

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In this scene, Miguel explained his previous words of Dia de Los Muertos in Spanish by adding information on the words' meaning, which tells that Dia de Los Muertos means the Day of the Dead. The speaker adds additional information after speaking from another language.

There were no code-switching used as quotation function, substitution function, objectification function, clarification function, and untranslatability function from all the code-switching found.

Reasons for Code-Switching

There were some reasons why the types of code-switching that happened in the Coco movie were actualized in such way. Code-switching was used according to their respective functions for various reasons. In this movie, there were several reasons why code-switching was used in each conversation. The switching from one language to another appears in many ways based on each character's reasons to deliver. The researcher used Hoffman's theory to classified the data. The occurrences of reasons for code-switching in Coco movie can be seen in the table below.

Table 3: percentage of reasons for code-switching in Coco movie

Reasons for code-switching	(f)	(f %)
Talking about a particular topic	11	10,57
Quoting someone's word	-	-
Being emphatic about something	24	23,07
Interjection	4	4
Repetition used for clarification	1	1
Intention of clarifying for speech content	25	24,03
Expressing group identity	39	37,5
TOTAL	104	100

According to the table above, code-switching for expressing group identity was 37.5% as the most widely used reason. The speaker expresses their group identity in the way of communication differently from other groups.

*Abuelita: "I know your tricks, **mariachi**!"*

It can be seen from the data above; the speaker chooses a specific word to show their identity. The specific words were said only in their inner circle family. These were the words they usually use in their everyday communication. This data also shows that language change happens for status relations between the participants of the conversation. Thus, it can show the speaker's group identity.

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Intention of clarifying for speech content with 24.03%. To make the speech content runs smoothly, the speaker chooses the more familiar code to the listener.

> *Abuelita: "You'll craft **huaraches** just like your Tía Victoria."*

The speaker wants to make sure that the listener understands the meaning of one word in a different language. The speaker wants to convey thoughts and feelings that might be easier to explain in a specific language.

Being emphatic about something with 23.07%. The speaker wants to show emphatic feeling more conveniently in another language. They intentionally or unintentionally using language that is not their first language to be emphatic about something.

> *Young De La Cruz: "Perhaps it was that **chorizo** my friend."*

It can be seen from the data that the speaker wants to show emphatically through switching language. The speaker might found it convenient to alternate the language to express their message and be seen much more emphatic.

Talking about a particular topic with 10.57%. The characters switched from one language to another because they feel more comfortable and free to express their thoughts, ideas, and feelings.

> *Miguel: "My best **grito**?"*

As illustrated by the data above, the character switched from English to Spanish to talk about a specific topic. They may found it easier to talk about the topic in a specific language.

Interjection was found with 4%. The interjection was used because the speaker wants to catch the listener's attention and highlight what comes after an interjection.

> *Hector: "Hey, Tío! **Qué onda**!"*

The reason the speaker switched language was that they want to catch other's attention. So the listener might want to give more attention to what the speaker talks to.

Repetition used for clarification only used once. The repetition was used because the speaker wants to clarify their utterance to avoid misinterpretation. The characters in this movie used both English and Spanish to convey the message.

> *Tio Oscar: "Real **alebrijes**. Spirit creatures."*

This kind of code-switching happens because the speaker wants to make their message clearer to avoid misunderstanding. The speaker repeats their utterance from one language to another.

Conclusion

The researcher found the code-switching used with a different type. Moreover, there were several reasons why the characters in the movie switched languages. Not only for reasons, but the researcher also found various functions of the code-switching used by the

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characters in the Coco movie. The researcher found 104 occurrences of code-switching in the Coco movie.

The types of code-switching consist of English and Spanish with tag switching 64 occurrences, inter-sentential switching four occurrences, and intra-sentential switching 36 occurrences.

The types of code-switching were actualized according to the function of the code-switching itself, through conversations carried out by the characters to convey the message. The functions of code-switching based on Koziol's theory which was found in Coco movie were, the topic shifts nine occurrences, emphasis 29 occurrences, interjection four occurrences, aggravating message nine occurrences, personalization 16 occurrences, reiteration one occurrence, designation 29 occurrences, mitigating message six occurrences, and parenthesis one occurrence.

There were several reasons why the types of code-switching were actualized in the movie other than as a form of showing the appointed Mexican culture. The reasons why the types of code-switching actualized such a way in the Coco movie were, talking about a particular topic with 11 occurrences, being emphatic about something 24 occurrences, interjection four occurrences, repetition one occurrence, intention 25 occurrences, and expressing group identity 39 occurrences.

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