Features of Interactional Styles Used by Toru Muranishi in
The Naked Director Series

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ABSTRACT
This study focuses on analyzing the features of interactional style used by a character in the Netflix TV series. This study aims to find the features of interactional style used by Toru as the main character of *The Naked Director* Netflix series on business topics and in what business contexts Toru uses the features of interactional styles. The writers used the theory of interactional styles by Holmes (2006). This study employed a qualitative approach. This study showed that Toru used both feminine and masculine interactional styles in *The Naked Director* Netflix series. Toru also used different kinds of interactional style features in different business contexts. Toru used feminine interactional style features mostly when talking to people with similar power and authority to his and used masculine features of interactional style when he was talking to people who have lower authority and power than his.

Keywords: interactional style; feminine; masculine; TV series

INTRODUCTION
By definition, communication is the relational producing and understanding messages that generate a response (Griffin et al., 2018). Communication is also related to social interaction to construct social relationships with others in developing bonds, intimacy, and relations (Davis, 2021). Holmes (2006) also relates social interaction with gender as a 'pervasive social category' and it is undeniable. She also says that gender is an ever-present effect on how people act from interactions even though the knowledge of the influence can be changed by one encounter to the others in social interaction. Holmes states that gender can be reflected from the use of interactional styles. She divides interactional styles into feminine interactional style and masculine interactional style. The feminine interactional style, which is associated with women, is focusing on the relationships and connections that the users have which also show the users' encouragement, politeness, cooperation, and other-orientedness. Furthermore, the masculine interactional style, which is associated with men, is focused on the users and separateness which also show power and self-orientedness of the users. In conclusion, everyone could use both interactional styles to make others know the intention or the image of the user.

In this study, the writer is interested in analyzing an online streaming platform series. The first reason, an online platform series, which is also categorized as a television series, could help people discover some conditions and be ready to face those in their personal and professional life that enable people to be flexible in discovering new knowledge and understanding the essence of some issues (Nicolas-Gavilan et al., 2017). Second, based on Tagliamonte and Roberts' (2005) study, media-based data, which people can also find from TV series, is valid and suitable for sociolinguistic research. They also conclude that media-based data, like television series, can provide fascinating and discerning data of social linguistics for research because of the real-world language occurring in it. Thus, the writers chose to use television series to get the research data.

In this study, the online streaming platform series that the writers chose is the Netflix series because the producer of the series, which is the Netflix itself, is a worldwide streaming platform

which is available in more than 190 countries and territories. This platform also has more than 200 million subscribers every year on average and it has produced more than 2,400 original titles including series and movies which have won several movie awards (Hosch, 2022).

The Naked Director is chosen among many other series on Netflix because this Japanese TV series was catching up International audiences' interest in 2019. *The Naked Director* is the first Japanese series that is produced by a Japanese Producer and broadcasted worldwide by Netflix that shows more freedom than other Japanese series with its complex, dark, risqué story that wants to be shared with global audiences (Shinohara, 2020). It also shows how an adult movie director, named Toru Muranishi, faces problems, maintains integrity, makes decisions, and rises up after a collapse in the adult movie industry business (Ladiarsa, 2021).

The Naked Director series, which was directed by Masaharu Take, is inspired by Nobuhiro Motohashi's novel which was published on October 18, 2016. The first season of the series was released worldwide on August 8, 2019 and the second season was released worldwide on June 24, 2021 (The Naked Director, n.d.). The first season of this series is about Toru's life, which tries to overcome his insecurity because of family and economic problems. As the time goes by, Toru sees a chance to improve his quality of life in a risky adult industry. After spending a lot of effort, he is successful in this industry and even has changed Japan's adult industry from being very restricted to being freer. (Wheeler, 2021).

The writers only used the first season to be analyzed. The reason is because it could provide some variations of business situations based on the lore explained above. Besides, the writers could get some variations of data that could be analyzed for the study.

The writers are interested in analyzing the features of interactional styles used by Toru Muranishi in *The Naked Director*'s business topics for this study. The reason is that, according to Holmes (2006), linguistic choices used by certain genders can also indicate the identity that people have. In the series, Toru Muranishi interacts and communicates with different kinds of people from different backgrounds and identities. The writers found it interesting to analyze the kinds of features of interactional style used by a male director like Toru Muranishi in dealing with people from different backgrounds and identities.

This study focuses on analyzing the features of interactional style discussed by Holmes (2006). The features of interactional style that are analyzed cover seven feminine features of interactional style and seven masculine features of interactional style. The seven feminine features of interactional style cover facilitative, supportive feedback, conciliatory, indirect, collaborative, person/process-oriented, and affectively oriented. The seven masculine features of interactional style cover competitive, aggressive interruptions, confrontational, direct, autonomous, task/outcome oriented, and referentially oriented.

The writers focus on analyzing the features of interactional style for this study because the use of features of interactional style could show the image of the users to make the audience from different backgrounds understand the intention (Holmes, 2006).

The writers focus on the business topics because there are conflicts and issues in T*he Naked Director* series' scenes which are related to real business that people can find in daily life. By focusing on business topics, the writers hope that they could learn and apply the proper business interaction practices that the main character of *The Naked Director* does in business topics. In addition, the writers are interested in observing the use of interactional styles features used by a person who works in a business field, especially in a company. Therefore, Toru Muranishi was chosen as the subject and business topics as the main topic of this study.

METHOD
Qualitative approach was used for this study. The data were taken from Toru Muranishi's utterances produced in season one of *The Naked Director* series. In doing the data collection, firstly, *The Naked Director* series from Netflix was watched and the utterances in the dubbing version provided by Netflix were transcribed. After writing the transcription, the writers gave numbers for each utterance produced by Toru Muranishi. A three-digit numbering system was used. The first digit represents the season of the series, number 1 (one) for season one and number 2 (two) for season two. Then, the second digit represents the episode, number 1 (one) for episode one, number 2 (two) for episode two, until number 8 (eight) for episode eight which is the last episode for each season. The third digit represents the number of Toru Muranishi's utterances. Lastly, the utterances produced by Toru Muranishi were analyzed based on Holmes's (2006) theory of interactional style.

FINDINGS AND DISCUSSION
This section discusses the findings of this study. There are two parts in this section which answer the research questions of this study: 1) Interactional Style Features Used by Toru Muranishi and 2) Interactional Style Used by Toru Muranishi in Business Contexts

Interactional Style Features Used by Toru Muranishi
Based on the analysis, Toru used both feminine and masculine interactional styles. The feminine features of interactional style that Toru used cover facilitative, supportive feedback, conciliatory, indirect, person/process-oriented, and affectively oriented features. Furthermore, the masculine features of interactional style that Toru used cover aggressive interruption, autonomous, task/outcome-oriented, and referentially oriented.

a.   Feminine Features of Interactional Style
There are several feminine features of interactional style that Toru uses in *The Naked Director* Netflix series season 1. However, not all of the feminine features of interactional style are used by Toru. Toru only utilizes facilitative, supportive feedback, conciliatory, indirect, person/process-oriented, and affectively oriented. Here are some examples of the usage of feminine features of interactional style:

1.   Facilitative
There are some utterances produced by Toru that are identified as facilitative feature of interactional style. The example is: "You must have business abroad these days, <u>right</u>?" (Context: Toru is trying to present an encyclopedia to be sold to an old and wealthy yakuza. At that moment, Toru also tries to connect between his target's needs and the product that he is trying to sell).

Toru uses facilitative feature in the form of a pragmatic practical when he says *'right?'. 'Right ?'* as the pragmatic particle in this utterance, intends to ask for the audience's confirmation of the previous statement that the speaker has said. The pragmatic practical device in this utterance is also intended to give encouragement to the target to respond. The encouragement to respond is also used by Toru to know his target interest of the topic, that is, about the encyclopedia.

2.   Supportive Feedback
There are some utterances produced by Toru that are identified as supportive feedback feature of interactional style. The example is: "<u>Yeah</u>." (Context: Toru is presenting an encyclopedia and trying to sell it to an old yakuza. To open up, Toru starts by talking about his target's appearance, then the target gives a response and Toru agrees with the response by uttering this utterance).

In this utterance, Toru produces a supporting feedback feature to respond to the yakuza in a term of minimal response, *'yeah'*, which gives a signal to the target that he is paying attention to what the yakuza has said. Besides giving a signal that he is paying attention, he also shows an intention that he is also agreeing with what the yakuza has said before by saying *'yeah'*.

3. Conciliatory
There are some utterances produced by Toru that are identified as conciliatory feature of interactional style. An example can be seen in the utterance: "You <u>might</u> feel these books on the pricey side." (Context: Toru is presenting his product, an encyclopedia, to be sold to an opportunist young businessman at a restaurant).

In this utterance, Toru uses a conciliatory feature in terms of mitigating epistemic modal, *'might'*, to soften his statement and deliver the message in a non-pushy way in order to reduce hostility. In this utterance Toru is trying to soften his message that his product is not pricey. By reducing the hostility on his utterance, he can avoid conflicts that could happen during the conversation. Toru is avoiding conflict to make sure that he could continue his presentation to the end and hoping his client will be interested in his product.

4. Indirect
Some utterances produced by Toru are identified as indirect feature. The example is seen in this utterance: "Mr. Ikezawa, <u>will you please cut to the chase?</u>" (Context: Toru is having a meeting with Ikezawa, his competitor who wants to buy and own Toru's business, at a club. At this meeting, Ikezawa is trying to start with a small chit-chat).

In this utterance, Toru wants to go directly to the main topic by cutting Ikezawa with an indirect statement. Toru uses indirect interrogative rather than direct imperative to avoid aggressive approaches and confrontation. By using indirect feminine interactional style feature, Toru is trying to press down competitiveness and maintain relationship. Toru also tries to build his image as a considerate person.

5. Person/process-oriented
There are some utterances produced by Toru that are identified as person/process-oriented interactional style feature. "<u>Your tattoo of Kintaro has a particular aura about it</u>, just like you, and if I may say so sir, it's one-of-a-kind" is an example of the feature (Context: Toru is presenting an encyclopedia and trying to sell it to an old yakuza. At this scene Toru is not directly offering his product, but trying to get the face-need first).

In that utterance, Toru is utilizing process/person-oriented feature by using an irrelevant way of speaking. Toru does not talk about the specific matter of his product first, but talks about an irrelevant matter of the tattoo that his target has in order to acquire the face-need. By starting the conversation from the irrelevant part to the specific part, Toru is avoiding face-threatening situations and conflicts. Thus, Toru can expedite their interpersonal relationship and also try to achieve his goal, selling the encyclopedia, at the same time.

6. Affectively Oriented
There are some utterances produced by Toru that are identified as affectively oriented interactional style feature. The example is: "<u>You must have business abroad these days</u>, right?" (Context: Toru is presenting an encyclopedia and trying to sell it to an old yakuza. At this moment, Toru is starting to connect between his target's needs and his product).

In this utterance, Toru is trying to utilize affectively oriented feature by focusing on the relational practice to get other face-needs, by concerning about his target current business activities. In this case, Toru can maintain their relationship that has been built. Toru uses a form

of mitigating devices and not producing a refusal and disagreement intention to avoid face-threatening acts in this utterance.

b.   Masculine Features of Interactional Style

There are several masculine features of interactional style that Toru uses in *The Naked Director* Netflix series season 1. However, not all of the masculine features of interactional style are used by Toru. Toru only utilizes aggressive interruptions, direct, autonomous, task/outcome-oriented, and referentially oriented interactional style features. Here are some examples of the usage of masculine features of interactional style:

1.   Aggressive Interruptions

There are some utterances produced by Toru that are identified as aggressive interruptions masculine feature of interactional style. The utterance "Even kids can learn them." is an example (Context: Toru is presenting an encyclopedia and trying to sell it to an old yakuza. At this moment, Toru accidentally produces an aggressive interruption feature in response to the target that said he does not have much time to learn from the encyclopedia).

In the utterance, the aggressive interruption that Toru produces is a contestive challenge to his target's opinion that implicitly compares his target, the yakuza, with a kid. When he accidentally compares the yakuza with a kid, Toru unintentionally shows an intention that he is demeaning the yakuza. Since they do not have a good relationship, this aggressive interruption cannot build solidarity between them and could eventually lead to a conflict.

2.   Direct

There are some utterances produced by Toru that are identified as direct masculine feature of interactional style. The example is: "Picture it." (Context: Toru is having a meeting with the crew in their office for their future shooting).

In this utterance, Toru produces a directive feature in the form of direct imperative to his crew. He goes straight to the main topic without considering his crew's feelings which means the crew has to obey and do it right away.

3.   Autonomous

There are some utterances produced by Toru that are identified as autonomous masculine feature of interactional style. "Yeah well then, we'll call you Rugby." is an example of the utterance that contains the autonomous feature (Context: Toru is interviewing the two new crew members, Mitamura and Goto. This utterance is addressed to Goto).

In this utterance, Toru produces an autonomous feature. Toru shows his authority by giving a nickname for Goto, that is, *'Rugby'*. Since Toru is the director who has the authority, Goto agrees to be called *'Rugby'*.

4.   Task/outcome-oriented

There are some utterances produced by Toru that are identified as task/outcome-oriented feature. The example is: "Let's aim for 100!" (Context: Toru and his crew are holding a meeting for the opening of the 47th magazine shop branch. At this meeting Toru gives a short monologue at the end).

In this utterance, Toru produces a task/outcome oriented in the form of order to all of his crew in order to work harder to reach their new goal. Toru goes directly to the main topic, that is, introducing the new goal of the company to have 100 branches to his subordinate. Toru also shows an authoritarian approach in his speech that intends to make the audience, namely, the subordinate, to obey and support his will on the new goal.

5.   Referentially Oriented
There are some utterances produced by Toru that are identified as referentially oriented interactional style feature. An example can be seen in this utterance: "<u>My father taught me to stay positive</u>." (Context: Toru was called by his head officer when he was still working as an encyclopedia salesman. At this meeting, Toru was called because of his bad sales and bad working performance).

Toru produced this utterance after the head officer gives an interruption after Toru thanking his head officer's insult in a sarcastic way about Toru's attitude that never feels down. Referentially oriented is used in that utterance since in this utterance, Toru shows a piece of short narrative about his childhood life when he is thought to always be positive by his father. This utterance also shows a back story about young Toru who saw his father as his role model and always obeyed what his father said. Furthermore, the *'stay positive'* part of the utterance also shows empowerment to Toru and the other audience, which is the head officer, to stay positive in every situation, even in the worst one. Besides the empowerment, this utterance also indicates a message about overcoming a problem by staying positive. This utterance is produced after Toru got in trouble regarding his working performance and personal sales to show how Toru overcame a problem like what he faces now, that is, by staying positive. As far as the writer's analysis, this utterance is fulfilling referentially oriented provision.

Interactional Style Used by Toru Muranishi in Business Contexts
Based on the analysis Toru used different kinds of interactional style features in different business contexts. However, there are several interactional style features that Toru does not use at all, namely: collaborative feminine feature of interactional style, also competitive and confrontation masculine features of interactional style. The business context itself covers meeting, presentation, negotiation, and interview.

a.   Meeting
During some meetings, Toru uses several features of both feminine and masculine interactional styles. Facilitative, supportive feedback, and indirect are some feminine interactional style features that Toru used during meetings. Since feminine features of interactional style intend to show encouragement, politeness, cooperation, and other-orientedness, the users usually try to maintain or even strengthen their relationship with the target (Holmes, 2006). Maintaining relationships with others is also very important for Toru as a director, especially during a meeting. Good relationships could lead the meeting to a consentience and avoid conflicts. Furthermore, feminine features of interactional style also help Toru to build an image as a polite and humble person.

Toru also uses some of masculine features of interactional style which cover aggressive interruptions, direct, autonomous, task/outcome-oriented, and referentially oriented features. Toru uses more of masculine interactional style than feminine interactional style. The usage of masculine international style is also related to the intention or image that the user wants to show. Masculine interactional style itself is focused on the user himself/herself, power and separateness (Holmes, 2006). Since Toru is having a superior position as a director of his corporation, he intends to show his power to make the others who have less superior position, for instance his crew and subordinate, have respect for him and obey him by using masculine features of interactional style.

b.   Presentation
During presentations, Toru is utilizing more variety of feminine features of interactional style than masculine features of interactional style. There are five features of feminine interactional style that Toru uses: facilitative, supportive feedback, conciliatory, person/process-oriented, and affectively oriented features. The more usage of feminine features is also affected by Toru's

intention to enhance the relationship between him and the audience by showing his encouragement, politeness, cooperation, and other-orientedness. Toru wants to enhance the relationship and build a good image because most of the time he is facing new people when doing a presentation. By having a good relationship and a good image, Toru can attract his audience to follow his presentation and even be interested to buy and invest in what he has presented and offered during the presentation.

On the other hand, there are only two features of masculine interactional style that Toru uses: Aggressive interruption and referentially oriented. The masculine features, referentially oriented, that Toru employs are used to show his achievement and his product achievements and make the audience interested in buying the product (e.g. in the utterance *I've visited you here many times before in the past, to explain about the joys of the complete world's knowledge."*). However, there is an unintentional usage of a masculine feature, aggressive interruption, that almost ruins the relationship and image of Toru during the presentation (for example, in the utterance *"Even kids can learn them."*). Luckily, Toru is able to solve this problem and avoid the conflict.

c. Negotiation
In several negotiation business contexts, Toru only utilizes a masculine feature of interactional style, that is, autonomous. In utilizing autonomous feature, Toru wants to show his power as a director and also his authority among all of the aspects of his corporation (for example: *"Visit my office when you're ready."*). Showing power is also important to make the audience, especially his subordinate, obey him. The reason why Toru only uses autonomous is because Toru only does the negotiations with people who have less power than his. Toru is also trying to show his dominance by using autonomous features to make the less superior interlocutor obey or agree with him. When talking to less superior people, Toru also shows self-oriented approaches which always go directly to the topic.

d. Interview
Toru only utilizes a masculine feature of interactional style, autonomous, in the interviews. In utilizing autonomous features, Toru wants to show his power as a director and also have authority among all of the aspects of his corporation (e.g. the utterance "*Yeah well then, we'll call you Rugby."*). In the interviews, Toru is always the interviewer who interviews new crew members who are the less superior people. Showing power is important to make the audience, especially his subordinate, obey him and want to cooperate with him. The reason why Toru only uses a masculine feature of interactional style, which is autonomous, is because Toru only does the interview with people who have less power than his. Toru is also trying to show his dominance by using autonomous features to make the less superior interlocutor obey or agree with him. When talking to less superior people, Toru also shows self-oriented approaches which always go directly to the topic.

CONCLUSION
In conclusion, Toru used both feminine and masculine interactional styles in *The Naked Director* Netflix series. The writer also found out that Toru used different kinds of interactional style features in different business contexts. In short, Toru used feminine interactional style features mostly when talking to new people, his clients, or people with similar power and authority to his to show politeness, cooperation, encouragement, and other-orientedness that can give a good impression and image to the audiences. Toru used masculine features of interactional style when he was talking to his subordinate or people who have lower authority and power than his to show his dominance, make them agree and obey him, and show disagreement to them. Since this was a minor example based on a scripted TV series, additional research on a broader scale with other TV series or other media-based data is advised. Further

study should be done into the elements that influence how people choose and use their interactional styles. Another research focusing on the impact of additional social elements or social dimensions on the usage of interactional styles may be required. Despite its limitations, this study should contribute to a better understanding of the many types of interactional styles and how they are used in different business contexts.

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