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## Moral Values Reflected Through Linguistic Expressions in The Greatest Showman

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### ABSTRACT

*This study aims to reveal the moral values reflected through linguistic expressions in the film The Greatest Showman. The research focuses on analyzing dialogues and song lyrics that convey moral messages such as inclusivity, courage, self-acceptance, and resilience against social discrimination. The study applies a qualitative descriptive method using content analysis techniques. The data consist of selected utterances and lyrical expressions analyzed through pragmatic and discourse analysis frameworks. The findings show that the linguistic expressions found in the film demonstrate evaluative, affirmative, and persuasive forms that strengthen the delivery of moral messages. Language functions as a strategic tool for constructing moral discourse, encouraging audiences to embrace diversity, value equality, and appreciate individual identity.*

**Keywords:** moral values, linguistic expressions, discourse, film analysis, The Greatest Showman

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## INTRODUCTION

Moral values play a significant role in shaping human behavior, social interaction, and cultural development. Films, particularly those with strong narrative and musical elements, often function as media that communicate moral messages through carefully constructed linguistic expressions. *The Greatest Showman*, a 2017 musical film directed by Michael Gracey, presents various moral themes such as acceptance, courage, equality, respect, and perseverance. These themes are embedded not only through visual elements but also through dialogues and song lyrics that reinforce the film's moral narrative.

Language serves as a powerful medium for expressing values and influencing audience perception. According to Austin (1975), linguistic expressions do not merely convey information but also perform actions such as persuading, motivating, or encouraging. In the context of *The Greatest Showman*, the characters' utterances often carry pragmatic functions that construct and strengthen moral messages. For example, affirmative statements in "This Is Me" and metaphorical expressions in "A Million Dreams" exemplify how linguistic choices reflect moral stances.

The growing interest in moral linguistics has encouraged scholars to examine how language embodies ethical concepts and promotes values within media texts. Lickona (1991) emphasizes that moral messages conveyed through language play a crucial role in character formation. Thus, investigating the linguistic expressions used in this film provides insights into how moral values are embedded and communicated within popular culture.

This study aims to:

- (1) identify linguistic expressions containing moral values in the film;
- (2) categorize the types of moral values expressed;
- (3) analyze how language reinforces moral messages within the narrative.

The findings of this study are expected to contribute to the understanding of how linguistic expressions construct moral discourse in film and how language can be used as an instrument for moral education in media.

## METHOD

This study employs a **qualitative descriptive research design**, appropriate for analyzing linguistic data within a natural context. The research focuses on utterances from characters and lyrics from selected songs in *The Greatest Showman* that contain moral elements.

- **Data Source**

The data are taken from the film's dialogues and song lyrics, particularly scenes with explicit or implicit moral content.

- **Data Collection Technique**

The researcher used the following steps:

1. Watching the film and transcribing relevant dialogues.
2. Selecting utterances and lyrics containing moral messages.
3. Classifying linguistic expressions based on moral themes.

- **Data Analysis Technique**

The data were analyzed using:

- **Pragmatic analysis** to identify speech acts, expressive utterances, and intentions.

- **Discourse analysis** to examine evaluative and persuasive structures.
- **Content analysis** to categorize types of moral values represented.

The analysis focused on identifying how language is used to communicate moral values and how linguistic features function in building the film's ideological message.

## RESULTS AND DISCUSSION

The analysis of linguistic expressions in *The Greatest Showman* reveals several moral values communicated through both dialogues and song lyrics. One of the most prominent moral values is **inclusivity and equality**, reflected in utterances that encourage individuality. For example, the line “*No one ever made a difference by being like everyone else*” conveys a strong message against conformity and discrimination. Through this evaluative and imperative linguistic structure, the film promotes the importance of embracing uniqueness and respecting differences among individuals.

Another significant moral value present in the film is **self-acceptance and empowerment**, especially expressed through the lyrics of the song “*This Is Me*.” The lyric “*I am brave, I am bruised, I am who I'm meant to be*” demonstrates how declarative affirmations are used to build confidence and emotional strength. The choice of emotionally charged adjectives such as “brave” and “bruised” highlights the struggle faced by marginalized individuals and reinforces the message that self-worth should not be diminished by societal judgment.

The film also conveys the moral value of **perseverance and resilience** through motivational language. In the song “*A Million Dreams*,” the lyric “*They can say it all sounds crazy. We can live in a world that we design*” illustrates the use of repetition and contrastive modality to build optimism. The repeated phrase “they can say” represents external criticism, while “we can” introduces empowerment and determination. The metaphor “a world that we design” emphasizes the belief that individuals have the ability to shape their own future despite challenges.

Furthermore, **patience and compassion** emerge as key moral values through the characters' linguistic expressions. The utterance “*They don't understand, but they will*” demonstrates hope and empathy. The concessive structure indicates an acknowledgment of misunderstanding while simultaneously expressing optimism for future acceptance. This linguistic pattern encourages viewers to approach others with understanding and patience, reinforcing the idea that social change requires time and empathy.

Overall, the results of the analysis show that linguistic expressions in the film play a crucial role in shaping the film's moral discourse. Through evaluative vocabulary, affirmations, metaphors, and persuasive structures, the film communicates values that promote diversity, self-worth, determination, and compassion. These findings highlight the effectiveness of language as a tool for delivering moral messages within cinematic narratives.

## CONCLUSION

### 1. Summary

The findings indicate that linguistic expressions in *The Greatest Showman* reflect significant moral values such as inclusivity, self-acceptance, resilience, and compassion. These values are communicated through linguistic features including affirmations, metaphors, imperatives, and evaluative vocabulary.

## 2. Implications

Language in film serves not only as storytelling but also as a moral instrument that guides audience interpretation. The film proves that linguistic expressions can effectively communicate values and influence moral awareness.

## 3. Suggestions

Further studies may explore multimodal analysis combining visuals, music, and linguistic elements, or compare moral linguistic patterns across different musical films.

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