

DEFAMILIARIZATION IN THE NOVEL CHARLIE AND THE CHOCOLATE FACTORY

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Abstract

Language used in literary works is commonly different from language used in daily or ordinary language. Therefore, Russian Formalists introduced defamiliarization, in which it is known to be a technique to create or to see differences of literary languages and ordinary languages. In this study, researcher defined the technique of defamiliarization in the novel *Charlie and the Chocolate Factory* by Roald Dahl, with the intention to find the effects of defamiliarization in the novel. In conducting the study, researcher used qualitative method, because the researcher collected the data from sentences which showed strange or unfamiliar ideas, objects, and situations in the story of the novel. The result of this study showed that defamiliarization is used in the novel and it gave the effects of defamiliarization to the novel, especially at the level of perception, language, narrative structure, genre, as well as the literariness and aesthetic quality of the language in the novel.

Keywords: *Defamiliarization, Charlie and the Chocolate Factory, Novel*

INTRODUCTION

The works of literature are often used and enjoyed by people today because of its aesthetic ways of writing. Literary works always have its own kind of language that show an aesthetic writing which can gain readers' attention, and it also carries out meaning, so the readers can enjoy it. Therefore, it is a usual thing to see strange and unfamiliar words being mentioned in a literary work with the intention of making the literary work become more aesthetic. However, when the strange words are included in a literary work, it is sometimes confusing for the readers on understanding the meaning behind the content of a literary work itself.

Emzir and Rohman (2016), divides the differences of literary language and everyday language into several characteristics. Literary language use connotation, it cannot be interpreted directly and literally, homonym, often have ambiguity, expressive and can be interpreted in many perspective. Meanwhile everyday language use denotation, can be interpreted directly, structured logically with proposition, and logic (Emzir & Rohman, 2016, p. 7). These differences of literary language and everyday language are also included as parts of literary theory named Russian Formalism, in which it is a theory of literature which focuses on the concept that a literary work should be enjoyed only by its form and should not be tied to another aspects. It puts the focus on the text as literature that different from the common theories of literature, that can connect a literary work with the aspects of psychology, social class, religion, politic, cultural study and others.

Through this Russian Formalism, Viktor Shklovsky who was involved as one of the major figures in this movement coined the term *ostranenie* which is mostly known as the technique of "defamiliarization" or "making strange", this issue arose because the attention of differences between literary language (poetic language) and everyday language (ordinary language). This term is used to refer the tendency, effect or process in which familiar objects are perceived as

unfamiliar or strange, which consequently, challenging and restoring automatized perceptions of the world (Rice, 1996, p. 18, as cited in Rukmi, 2008).

Defamiliarization according to Shklovsky (1917) in the essay “Art as Technique” is defined as a technique which aims to make the readers perceive everyday objects and words from a strange perspective. Defamiliarization is the artful aspect of a work that makes the reader alert and alive; it causes the reader to intensify the attention paid to the text, to look again at an image in an effort to take in the unexpected (Dobie, 2011, p. 35). In short, defamiliarization is a technique of creating a literary work uses unfamiliar words to make it looks strange, but still has the aesthetic and should carries out meaning for the readers.

Consequently, defamiliarization has its own effects to the literary works, the effects of defamiliarization achieved in literary works or texts are established to occur most possibly on such aspects as perception of everyday reality, language, narrative structure, or genre (Cook, 1995, p. 138, as cited in Rukmi, 2008). Cook (1995) states that defamiliarization may possibly occur at the level of perception, language, narrative structure, or literary genre (Cook, 1995, p. 181, as cited in Rukmi, 2008). It means, because the use of defamiliarization that occur in a literary work, it can affect the readers’ perception of seeing something new, the language of literary works, its narrative structure and genre.

Therefore, Roald Dahl is one of the authors who use defamiliarization in his literary works. Many of his works which mostly are children-fantasy would sound or look strange and unfamiliar for the readers, one of his notable works is the novel named *Charlie and the Chocolate Factory*. The famous novel which was published for the first time in 1964 talked about the main character Charlie Bucket with the other four children who had the adventurous invitation inside the biggest chocolate factory in the town, owned by Mr. Willy Wonka. The novel was described oddly, where many characters in the novel have strange looks and actions, it also has several strange terms and phrases in the story.

The researcher was interested in finding the effects of defamiliarization in the novel *Charlie and the Chocolate Factory* by Roald Dahl and to see how it establishes the literariness and aesthetic quality of the novel as a literary text based on its effects of defamiliarization. The researcher chose the novel rather than the movie because literary work is originally in a form of written text. Based on Oxford Dictionary, literature is defined as the written works, especially consider of superior or lasting artistic merit. Besides, by using the written work which is a novel, the reader could also read the whole things in the storyline through it, because either the characters, scenes or dialogues are described clearly in the text, otherwise the movie which only show specific scenes without describing it. *Charlie and the Chocolate Factory* by Roald Dahl is one of good examples of literary works that use defamiliarization because it is a children literature which has the adventure-fantasy genre.

In addition to it, this research was conducted with the intention to find and explain the effects of defamiliarization in the novel *Charlie and the Chocolate Factory* by Roald Dahl, and to see how it established the literariness and aesthetic quality of the novel based on its defamiliarization effect. This research was also conducted and aimed to introduce the technique of defamiliarization to the readers, especially English Literature students who are interest in doing the related research in the future. This study was also expected to be beneficial for the readers in gaining understanding about defamiliarization which was originally found by Viktor Shklovsky in a theory of Russian Formalism, as well as the levels of defamiliarization by Guy Cook.

METHOD

In analyzing defamiliarization in the novel *Charlie and the Chocolate Factory* by Roald Dahl, the researcher used qualitative method. Creswell (2002) noted that “qualitative research is the approach to data collection, analysis and report writing” (Creswell, 2002, as cited in Williams, 2007, p. 65).

Therefore, qualitative method was used in this study, because it tended to use data collection and data analysis about the effects of defamiliarization in the novel *Charlie and the Chocolate Factory*.

The object of this study was a novel *Charlie and the Chocolate Factory*, written by Roald Dahl. The novel that was used as the object for this study is the 1995 edition, it was published by Puffin Books and illustrated by Quentin Blake. In the novel *Charlie and the Chocolate Factory*, the researcher took sentences which used strange and unfamiliar way of writings to show the effects of defamiliarization achieved in it.

The technique for collecting the data has done by firstly was got the whole story of *Charlie and the Chocolate Factory* includes the formal properties or its literary device and conventions such as characters, the objects, the settings, and the plots of the story by reading the novel. Secondly was found strange and unfamiliar sentences in the novel that contain the effects of defamiliarization based on the level of defamiliarization by Guy Cook.

After the data about the strange and unfamiliar sentences in the novel *Charlie and the Chocolate Factory* has been collected, the technique for analyzing the data that has done by firstly was defined the effects of defamiliarization in the novel by categorizing the data to the levels of defamiliarization by Guy Cook. In this step, the researcher used the strange sentences which point defamiliarization tendency on such level of perception, language, narrative structure and genre. Secondly was found out how the effects of defamiliarization at the level of perception, language, narrative structure and genre in the novel establish the literariness and aesthetic quality by observing the strange sentences and explaining the literature’s distinctiveness like poetic language which are mostly used in the novel, then explaining the condition that may evoke the aesthetic value. Lastly, researcher described the conclusion based on the analysis of the problem that the researcher found from doing the previous steps.

DISCUSSION

The result of this study showed that there were several effects of defamiliarization found in the novel regarding to its level of perception, language, narrative structure and literary genre. It was also found that the effects of defamiliarization established the literariness and aesthetic quality of the novel. The effects of defamiliarization in *Charlie and the Chocolate Factory* was revealed by the formalist approach of Russian Formalism, which focused on the form of literary work.

At the level of perception, *Charlie and the Chocolate Factory* uses several common perceptions as the story was told by the third-person perspective. In the very beginning of the story, narrator introduced the characters with a usual and common perception. However, defamiliarization at the level of perception is basically focusing in the renewal sense as what has become familiar or conventional is felt to be uncommon and strange.

When defamiliarizing a perception of readers in the novel, narrator tends to use more strange sentences that creates a situation or description which can not be imagined in real world and it becomes an impossible thing. Therefore, researcher found that there are several defamiliarization at the level of perception in *Charlie and the Chocolate Factory* which can be seen from nine passages of the novel.

The first defamiliarization at the level of perception was found when narrator describes sweet products of Mr. Wonka, as mentioned for the first time by Grandpa Joe in the novel, chocolate ice cream was presented as a completely nonsense thing which is impossible to exist in the real world, because an ordinary chocolate ice cream was pictured to stay cold for hours and hours without being in the refrigerator, even when it leaved under the morning sun on a hot day. Moreover, up till 2019, researcher was failed to find this kind of chocolate ice cream in real world. When reading this sentence, the readers will need to use imagination when trying to imagine how would the chocolate look like, how would it taste like, and how exactly a chocolate would not melt when it is put under the sun. Thus, the familiar ideas of ordinary ice cream in real world has been defamiliarized in the story and changed readers perception on seeing a familiar ice cream to become unfamiliar because the ordinary ice cream was described in unordinary description which it can stay cold even after someone has putted it under the morning sun on a hot day.

The second defamiliarization at the level of perception also seen from another passage where Grandpa Joe talked about sweet products of Mr Wonka, such as marshmallows that taste of violets, and rich caramels that change colour every ten seconds as you suck them, and little feathery sweet that melt away deliciously the moment you put them between your lips, the chewing-gum that never loses its taste, and sugar balloons that you can blow up to enormous sizes before you pop them with a pin and gobble them up, as well as lovely blue birds' eggs with black spots on them, it gradually gets smaller and smaller until suddenly there is nothing left except a tiny little pink sugary baby bird sitting on the tip of your tongue. Not only that, the sweet products of Mr Wonka also kept on continuing to be mentioned in several pages that it showed defamiliarization at the level of perception because it changes readers' perception on seeing familiar things to become unfamiliar and strange to be exist in real world, those objects can only exist in the world of the story.

Based on its style of writing, the novel Charlie and the Chocolate Factory is a fiction that contains unrealistic objects and settings that make the readers get a new sensation when reading it, since the author mixed the familiar objects into several strange situation. How narrator of the story mentioned its creatures with strange and seems random titles, it shows that he has change readers perception and lead them to have different interpretations of it. Thus, the interpretation can be defined differently based of each readers' perceptions.

Meanwhile at the level of language, researcher found that Charlie and the Chocolate Factory used several figure of speech such as metaphors, similes, hyperboles, symbols, alliteration and rhymes. There were twenty similes that the researcher found as narrator often associated two different things which have similarities in the novel. Simile works the same as metaphor but it has explicit comparison uses the explicit signs, such as 'like' or 'as'. Similes found in Charlie and the Chocolate Factory functioned to make the description become vivid and to increase readers' familiar perception to become unfamiliar. Simile shows two vivid comparison to describe two different things that has similarities, through the use of simile, it defamiliarized readers' perception in seeing literary work as something new and fresh because of those vivid comparison.

Hyperbole then came as the second with seventeen of it, because some sentences in the novel often to have exaggeration description. The third most used of figures of speech in the novel was alliteration with fourteen of it. Hyperbole is known to be one of figures of speech which mostly used in literary work. The use of hyperbole is also similar to the previous figures of speech, metaphor and simile, however instead of focusing on the use of the imagery, hyperbole focuses on how it uses the exaggeration words to describe a word like object, feeling, situation, setting, and so on. It is often to find hyperbole in literary language as it mostly gives readers a fresh perception of seeing something.

Researcher found that there are fourteen alliteration in the novel, in which it became the third most used in the novel. Words like

Mother! Mother! Mother! (Dahl, p. 67),
Click, click, click... (p. 101),
To gorge and guzzle, feed and feast (p. 104),
Go round and round... go slice, slice, slice (p. 105),
boiling and bubbling...kept going phut-phut-phut-phut-phut. (p. 114),
sloshing and splashing (p. 118),
snap-snap-snap! Faster and faster, chop-chop-chop! (p. 129),
and ...tap-tap-tapping. (p. 142)

are alliteration, considering to how the words have repetition of the first syllables of them. Thus, alliteration in *Charlie and the Chocolate Factory* also considers as onomatopoeia, since the words stand for sounds, like 'click, click, click', 'slice, slice, slice', 'put-phut-phut-phut-phut', 'chop-chop-chop', and 'tap-tap-tapping'. Metaphor as the fourth most used in the novel with ten of it, which somehow, it was a bit difficult to find it because it was not as straight as the use of simile with the comparison words 'as' and 'like'.

Metaphor is one of figures of speech that may be a good example of defamiliarization, it is divided into two types of metaphors, active metaphors which modifies the old way of seeing something by placing the description not from familiar point of view, and dead metaphors which has been overused that it has lost the power to cause surprise or effectively compare. Generally, active metaphors are mostly found in literary works, however in the novel *Charlie and the Chocolate Factory*, researcher found the novel is often to use dead metaphors.

The use of metaphor in literary work like prose fiction or novel is not so obvious, unlike in poetry. Based on Rukmi, Andrew Goatly in *The Language of Metaphors*, a novel would employ approximately for 28% only (Goatly, A, 1999, p. 14-15, as cited in Rukmi, 2013, 2008, p. 39). However, the use of metaphor in *Charlie and the Chocolate Factory* is ever lesser than that average of the general use of metaphor in a literary work.

Meanwhile, there were actually many rhymes that researcher found in the novel, however researcher counted it to be only six of it because the rhymes were gathered in four song lyrics and one chorus, which those of rhymes had important roles in establishing the literariness and aesthetic quality of the novel, because it used a truly poetic language. Rhyme is another repetition of speech sound in a sequence of nearby words, however unlike alliteration who comes to the first syllables, rhyme comes to the end of words or sentences. Therefore, researcher found that the novel *Charlie and the Chocolate Factory* contains many rhymes, especially from the songs that Oompa-Loompas presented to the readers, with the intention to deliver the moral lessons of the story.

Researcher also found that there were three symbols in the novel, which three of them also had important roles to make the story became interesting and connecting to each parts. Symbol is one of the figures of speech which a person, object, or situation represent something in addition to its literal meaning. In the novel *Charlie and the Chocolate Factory*, symbols take important roles in changing readers perception to a new and fresh perspective on seeing something in the story, because it defamiliarized readers' perception on seeing one simple person, object or situation as an important and meaningful part of the story.

Each of these figures of speech, metaphors, similes, hyperbole, symbols, alliteration and rhymes which researcher found, those are happen to have important roles in defamiliarizing the

novel *Charlie and the Chocolate Factory*. Metaphors and similes help readers to increase their perception on seeing the story in a more refreshed point of view as these two figures of speech presented comparison using imagery. As well as hyperbole which help readers to gain a new perception, because it gives an overstatement description which affect readers to change their usual perception to be unusual and defamiliarized. Moreover, alliteration and rhyme help readers on increasing their enjoyment for the story of *Charlie and the Chocolate Factory*, it defamiliarized readers' perception to be a new and fresh perception too, because it makes the readers feel a pleasure as they read the alliteration and rhyme.

At the level of narrative structure, it was found that the novel used *sjuzhet* or plot of the story, in which it showed the use of flashback and foreshadow. It was found that the novel has eight times of flashback when some of characters tell about their past stories and experiences. Relatively, the flashback in the *Charlie and the Chocolate Factory* can be found from the passage which show the change of time, sentences with past tenses and the use of adverb of time help the researcher on identifying flashback. Therefore, it was also found that the novel has six times of foreshadow that was inserted in the *fabula* or chronological story, with the intention to give the clue or hint to the readers about the upcoming story.

Lastly, at the level of genre, it was found that the story *Charlie and the Chocolate Factory* is classified to be a prose that carries genre of fantasy, because the story of *Charlie and the Chocolate Factory* itself contains many fantasy ideas. The fantasy genre in this novel can be seen from its narrative convention, such as the characters, settings, plot and symbolism in the novel.

The characters of the novel are seemed to be usual and common as people in real world, however what makes the story to have a fantasy genre is because the characters of the naughty children, except *Veruca Salt*, because when the children had to pay for their fault, it creates unthinkable scenes. *Augustus Gloop* who was fat has got skinnier because he was squeezed in the pipe, *Violet Beauregarde* who has blown up into a big balloon and turned into purple because she chewed a chewing-gum meal, and *Mike Teavee* who was an ordinary boy has shrunk into a midget because he got transformed into a television.

Aside from the characters, the settings of the novel also create a perception for the readers to think that the novel has a fantasy genre. The story which took place at *Wonka's chocolate factory* was described as an absolutely wonderful place that filled with fantasy objects, the place is seemed to have everything inside, any kinds of nonsense products and nothing is come to be impossible for sweets product to be made there, as long as it is in *Wonka's factory* and as long as it made by *Mr Wonka* himself. Not only that, but also the *Loompaland* which it comes to be a slight flashback of the plot that *Mr Wonka* told to had an imaginary setting full of imaginary monsters. These settings obviously show the readers that it is a fantasy genre, included how narrator mentioned the place with strange terms, '*Loompaland*' for the '*Oompa-Loompas*'.

Furthermore, aside the '*Loompaland*' and '*Oompa-Loompas*', the story also uses strange terms like *whangdoodles*, *hornswoggles*, *snozzwangers*. As well as, *Wonka's Whipple-Scrumptious Fudgemallow Delight*, *Wonka's Nutty Cruch Surprise*, and the other difficult names for his product that causes readers to see it as impossible stuffs and include as a part of fantasy story. In addition to it, the symbolism of the story also increase the reason for readers to see the novel as a fantasy novel, considering to how symbolism is important in a novel since it is used to have a whole description to be symbolized or presented in just a single symbol. The three symbolization that researcher found in the novel have roles of leading the story to become interesting and causes enjoyment for the readers, which somehow those are the functions of fantasy novel, since the basic function of fantasy genre is know to cause enjoyment and to entertain the readers. The novel of *Charlie and the Chocolate Factory* is known to be a fantasy

genre as the readers notice that the ideas of the characters, settings, objects, symbols, and the other narrative convention are full of fantasy. Thus, the fantasy ideas are only exist in a fantasy novel like Charlie and the Chocolate Factory. After all these levels of defamiliarization in the novel Charlie and the Chocolate Factory have been found, it was also found that these levels, especially the level of language also gave the effects to the literariness and aesthetic quality of the novel. Several uses of figures of speech in the novel help in establishing the literariness of this novel, because it caused the novel to use figurative language which often stick to the literariness itself. At the other side, when the literariness of the novel have established, the aesthetic quality of the novel then automatically got increased.

Researcher found that the literariness quality of Charlie and the Chocolate Factory can be seen from its text which often changes readers perception into new and fresh point of views. As the novel uses poetic language, it also added the use of figures of speech like metaphors, similes, hyperbole, symbols, alliterations and rhymes in this novel, in the intention to create the text to be seen as a 'real' literary work, because figures of speech are used to make a literary work has different language as the ordinary.

Moreover, the way this story uses unusual terms also helps in increasing the literariness on the novel, because again, the basic function of defamiliarization is to change readers' perception as they see something for the first time. According to Bertens (2001) in the concept of defamiliarization, he believed that the old things were seen with a new point of view so readers will take more times to understand each words and objects, then reflect back on the image that appears. (Bertens, 2001, p. 35, as cited in Emzir and Rohman, 2014, p. 14).

The way it makes up the name of the chocolate products, for example Wonka's Whipple-Scrumptious-Fudgemallow-Delight, at first, the words were only usual words when the name got split into each words, therefore, when the words were blended to be one, it becomes a new term that causes readers to see it as the first time again, and it shows literariness. Immediately, researcher found that literariness in the novel are established by the use of poetic language in the text, which at the other side, the literariness affects the aesthetic quality of the novel.

Aesthetic is known to be concerned with beauty, thus, when a literary work uses poetic language, it beautifies the text of it. In Charlie and the Chocolate Factory, readers see new things that never exist in real world, however, when they start to feel themselves to be one with a story and sees a new perspective of their owns, that is the process of aesthetic. Researcher found that there are connections of defamiliarization, literariness and aesthetic. Defamiliarization establishes the literariness of the novel, through its levels, especially defamiliarization at the level of language because it concerns with the use of poetic language in the novel. Subsequently, when the literariness of the novel have established by the use of poetic language, it gives another effect to the aesthetic quality of the novel, because it causes the novel be more beauty and carries magnificence.

In addition to it, researcher also found that defamiliarization at the level of language were mostly used in this novel. The use of poetic languages and figurative languages like metaphors, similes, hyperboles, symbols, alliteration and rhymes in this novel helped in changing readers perception on seeing something familiar to become unfamiliar in the story of the novel, in which it was the basic concept of defamiliarization. Therefore, defamiliarization at the level of language in the novel also helped the readers and researcher on classifying the genre of the story which is a fantasy novel, because it could be seen that the language used in the novel mostly represented fictional and fantasy ideas in the story which were mostly impossible in real world.

CONCLUSION

In defining the effects of defamiliarization in the novel *Charlie and the Chocolate Factory*, researcher use the theory of Guy Gook (1995) in which it divides defamiliarization into four levels, at perception, language, narrative structure and genre. When defamiliarization is used in the novel, it gives an effect for the readers to see something familiar in the novel to be unfamiliar because it was described in such a way and filled with strange description and explanation. It was found that each of the levels of defamiliarization in the novel *Charlie and the Chocolate Factory* gave the impacts to one another.

Defamiliarization at the level of perception takes place to the primary concept of defamiliarization itself which is to create a new perception from the readers in seeing the context of the novel. Somehow, it is connected to defamiliarization at the level of language, since the use of figurative languages in the novel will help the story to be more fascinating for the readers as they see new ideas described with those poetical language.

Furthermore, defamiliarization at the level of narrative structure gives an effect to the novel since it uses the *sjuzhet* or plot that makes the story to become interesting. The use of flashback in the novel causes readers to feel enjoyment as they read the sequence of events switched into a flashback and jumped back to the present time in the story, as well as the foreshadow, because when readers feel like getting a hint in the novel, it causes them to be more concern in guessing what will happen next in the story. Meanwhile, defamiliarization at the level of genre is another connection of at the level of language, since not only figurative language can affect readers perception, but also it can be used to identify the genre of the story, in which researcher categorize *Charlie and the Chocolate Factory* as a prose fiction or novel with fantasy genre because of the language in the novel.

Researcher found that the use of figurative language in the novel is a core of giving the effects of defamiliarization, because when figurative language is applied in the novel, it gives the effect at the level of language, which it becomes more 'poetic', after the language in the novel changes, it automatically changes readers' perception on seeing things in the story as new ones. Moreover, from the language in the novel itself, the genre of the story can be identified too. At the other side, defamiliarization at the level of narrative structure, just like the use of figurative language, it also gives similar effect to refresh readers' perception.

Lastly, the use of figurative language also establishes the literariness of the novel, since how it becomes more 'poetic' is the main point of literariness. It then connects to the aesthetic quality of the novel, because when the literariness in the novel has established, the aesthetic quality itself will be established too, after all, literariness is what makes the novel to be more aesthetic.

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