

## CHAPTER I

### INTRODUCTION

This chapter consists of some points to discussion of the research background, the statement of problem, the research objective, the research significance and the definition of terms.

#### 1.1 Research Background

Language is an important aspect of social life. Its existence is very important in the social order because it becomes a tool used to communicate, convey ideas, self expression, social adaptation as well as social control. Language is a fundamental tool for communication. Allowing individuals to express their thoughts, convey information, and interact with others (Searle, 1969). It plays a crucial role in various aspects of human life, including social interactions, cultural expression, and personal development. Within the field of linguistics, the study of language extends beyond its structural aspects and encompasses its practical use in real-life contexts. As a tool to communicate, language has a very important roles as communication means a process, to share an idea, information and message to others in a certain time and place (Jumanto, 2017).

In order for a message from the speaker to reach the listener well and not as ambiguous as the purpose of communication, contextual meaning is needed in a conversation. This is necessary so that communication is not in vain. Normally, it occurs in a society, where its members communicate to exchange messages. It is called interpersonal communication, a communication that most often occurs between humans, in the same place and time. The most basic form of interpersonal communication is dyadic communication, a communication between two people. Skills are needed between two people so that communication can run smoothly and the purpose of the communication itself is created. Interpersonal communication also happened in a big group like a speaker in front of their audience. However, the audience has limited responses, clapping hand, nodding head, whistle, make a "boo" sound, or just stay silent. A speaker usually has a

persuasive purposes, so good word choice skills are needed in order for the listener to do what the speaker says. The communication function is in line with pragmatic definition according to Nunan (1993), pragmatics is study concerned with the used of a language in certain contexts to achieve a certain goal.

As explained by Mahmood and Hasan (2018), pragmatics is a branch of linguistics that focuses on how language is used in social interactions and the way meaning is conveyed through context. Pragmatics looks at the ways in which speakers use language to communicate meaning beyond the literal interpretation of words and sentences (Capone, Carapezza, & Piparo, 2019). It is concerned with the study of meaning in context, as opposed to meaning in isolation. According to Loc (2020), with an understanding of pragmatics, people can communicate more effectively and comprehend the messages conveyed by others. One significant area of study within pragmatics is the analysis of speech acts. In accordance with Ratri and Bram (2022) "The concept of speech acts involves the multifaceted nature of communication".

Speech acts are the fundamental units of communication, and they refer to the communicative acts that speakers perform when they use language. Speech acts are classified into different types, depending on their intended purpose or illocutionary force. Some of the common speech acts include requests, promises, apologies, assertions, and directives (Witek, 2021). Speech acts refer to the actions performed by speakers through their utterances, such as making requests, giving orders, making promises, or offering apologies. Speech acts go beyond the literal meaning of words, as they involve the intention of the speaker and the effect of their words on the listener (Hanna & Richards, 2019).

Speech acts refer to the intentional actions performed through language, where the words spoken have the power to influence and bring about specific effects (Austin, 1962). The concept of speech acts was extensively explored by Austin (1962), who introduced the idea of performative utterances and their role in shaping communication. Building upon Austin's work, John Searle further developed the theory of speech acts, providing a comprehensive framework for

understanding the illocutionary force and intended meaning behind linguistic expressions (Searle, 1979).

Speech act is "An Essay in the Philosophy of Language" (1969), proposed that utterances can be understood not only in terms of their propositional content but also in terms of the illocutionary force or intention behind them. According to Searle (1979), illocutionary acts are the intended speech acts that go beyond the literal meaning of words. Speech Act, is a theory which assumes that the meaning of linguistic expressions can be explained by following the rules that apply when carrying out speech acts, such as admonishing, asserting, commanding, calling, claiming, promising, questioning, requesting, warning.

The analysis of illocutionary acts in communication is a critical area of study in pragmatics. The illocutionary acts, a central concept in Searle's speech acts theory, refers to the intended speech act performed by the speaker. It encompasses various types of illocutionary acts, including assertive, directive, commissive, expressive, and declarative. Each type represents a distinct communicative function and serves different purposes in conveying meaning and accomplishing communicative goals. According to Sukmawati (2022), illocutionary acts encompass a wide range of communicative functions, from questions to apologies, and the success of these acts depends on the hearer's understanding of the intended meaning. Identifying illocutionary acts can be challenging due to various factors, such as the context of the conversation and the speakers' considerations. In addition, context plays a crucial role in understanding the meaning of utterances, and it can be represented through various elements, including Setting and Scene, Participants, Ends, Act sequence, Key, Instruments, Norms, and Genre, as proposed in the speaking model by Wardhaugh (2010).

Illocutionary act types are divided into five classifications, such as representative, directives, commissives, expressives, and declaratives. The analysis of illocutionary acts is essential to understanding how speakers use language in different social contexts and how context affects the interpretation of speech acts. The illocutionary acts, a central concept in Searle's speech acts theory, refers to the intended speech act performed by the speaker. It encompasses

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In the context of Taylor Swift's commencement address speech, an analysis of the illocutionary acts employed by her can provide valuable insights into her communicative strategies, persuasive techniques, and the intended impact on the audience. Taylor Swift, a renowned American singer-songwriter, is not only recognized for her chart-topping songs but also for her influential speeches. In recent years, Swift has delivered several speeches at different channels, captivating audiences with powerful messages. These speeches have gained significant attention from the public and have sparked discussions on the persuasive techniques and illocutionary acts employed by Swift to inspire and motivate her listeners. The illocutionary act refers to the communicative intention behind an utterance, focusing on the speaker's intended effect on the audience. Understanding the illocutionary acts and its function in Swift's commencement address speeches is crucial for comprehending her persuasive strategies and the impact she has on her listeners. Illocutionary act can impact how listeners infer meaning from context and make relevance judgments to interpret utterances (Sperber & Wilson, 1986).

The study of illocutionary acts in public speeches holds significant relevance to various fields, including linguistics, communication studies, and rhetoric.

Understanding the illocutionary acts used by public figures in their speeches helps shed light on the persuasive strategies and communicative effectiveness employed to influence and engage the audience. The research builds upon existing theories and research findings related to illocutionary acts and speech analysis. Illocutionary acts, as proposed by philosopher Searle (1969) refers to the intended speech acts that go beyond the literal meaning of words.

According to Searle (1969), Illocutionary Acts have 5 types, including assertive, directive, expressive, commissive and declarative. Illocutionary acts also have the function that presented by Leech (1993). Leech says that the functions of illocutionary acts rely on how utterances relate to social goals of establishing and maintaining community. Leech (1993) divides the function of illocutionary acts into five functions, there are: convivial, collaborative, competitive and conflictive. These theories provide a foundation for analyzing the illocutionary acts employed by Taylor Swift in her commencement address speech and the function of illocutionary acts.

The previous research about illocutionary acts that the researcher first read from Nyoman, Suastini, N. W., & Karya, I. W. S. (2021), entitled *The Illocutionary Acts in Melati and Isabel Wijsen's Ted Talk*. The aim of this research is to identify types of illocutionary speech acts and the function of illocutionary acts used by Melati and Wijsen in Ted Talk. The result shows that The most utterances delivered by Melati and Isabel Wijsen in their Ted Talk are assertive 50 utterances. Commissive, directive and expressive are accompanied by the occurrence of eight utterances (12,50 percent), four utterances (6,25 percent), and 2 utterances (3,13 percent). In Melati and Isabel Wijsen's speech, the declarative is not found. Moreover, only 3 function of an illocutionary act were included in the study. It's competitive, convivial, and collaborative. Collaborative was the function of illocutionary actions found most in this group.

The second is Astuti, R.W. (2018) who analyzed *“THE USE OF ILLOCUTIONARY ACTS IN JESSIE NELSON'S I AM SAM”*. This research aims to analyze the types of illocutionary acts and the function of it. As a result, the researcher found only four types of illocutionary acts: representative, directive,

expressive, commissive. Second, there are four functions of illocutionary act that are found in the movie: convivial, collaborative, competitive, conflictive.

The third is from Ramayanti & Marlina (2018), entitled “*The Analysis of Types Illocutionary Acts in “TANGLED” Movie*”. This research aims to know the types of illocutionary acts in Tangled movie. From the analysis, the researcher found there is 43,37% directives acts that is most used in Tangled movie.

Although this research has the same topic with previous research. The research has difference from previous research, especially in the object. This research contributes to the existing literature by specifically focusing on the illocutionary acts in Taylor Swift's commencement address speech. Although previous studies have analyzed illocutionary acts in a variety of contexts, the examination of specific public speeches by famous figures such as Taylor Swift adds depth and richness to the existing body of knowledge. By examining Swift's use of illocutionary acts in the context of commencement speeches, this research aims to uncover unique strategies and patterns that can contribute to a better understanding of effective public speaking techniques.

## **1.2 Research Question**

1. What types of illocutionary acts are used by Taylor Swift in her commencement address speech?
2. What are the functions of illocutionary acts used in Taylor Swift's commencement address speech?

## **1.3 Research Objective**

1. To find out the different types of illocutionary acts present in Taylor Swift's commencement address speech
2. To find out the each functions of illocutionary acts used in Taylor Swift's commencement speech

## **1.4 Research Significance**

This research aims to identify the types of illocutionary acts and the functions of illocutionary acts used by Taylor Swift in her commencement address speech. Through this research, it is expected that people will be able to find out more about the use of illocutionary acts that can be used as a speaking technique

especially in speech and also provide potential research benefits from a theoretical and practical point of view.

Based on a theoretical point of view, the study of illocutionary acts in Taylor Swift's commencement address speech contributes to linguistic analysis by exploring the nuances and subtleties of speech acts in a specific discourse. This research can offer new insights into the pragmatic aspects of language use, the role of illocutionary acts in conveying meaning, and the impact of speech acts on audience interpretation and by analyzing the illocutionary acts in Taylor Swift's speech contributes to the development and refinement of this theory by applying it to a real-world context and expanding our understanding of how illocutionary acts function in persuasive communication.

Based on a practical point of view the examining the types of illocutionary acts employed by Taylor Swift, this research can provide valuable insights and guidance for speechwriters and public speakers. Understanding the specific speech acts that resonate with audiences can inform the development of effective speeches that engage listeners and because Taylor Swift is a renowned public figure with a significant influence on her audience by analyzing the illocutionary acts used in her speech can provide practical knowledge about the persuasive strategies employed by influential speakers. This research can contribute to the development of effective communication and persuasion techniques for various contexts, including public speaking, marketing, and leadership.

### **1.5 Definition of Terms**

The definition of key terms is needed in order to avoid misunderstanding of this research. Some definitions are proposed.

#### **1. Pragmatics**

According to Yule (1996) in (Jumanto, 2017) Pragmatics is the study of meaning communicated by speakers (or writers) and interpreted by listener (or readers), which includes: speaker meanings, contextual meanings, hidden meanings, and expressions about relative distances between speakers or hearers.

## 2. Speech act

According to George Yule (1996), Speech act is generally defined as actions performed via utterances. Speech act has a close relationship with humans and how the utterances spoken are able to have a relationship with how the context, the tone that is spoken and also with whom the speaker speaks. According to Austin in (Rahardi et al., 2018), a speech act integrates three kinds of acts: The Locutionary act, The Illocutionary act, and The Perlocutionary act.

## 3. Illocutionary act

Illocutionary act can be said as “the act of doing something”. In contrast to locutionary act, an utterance or perhaps another utterance of a similar nature can also function “to do something”

4. Assertive speech acts: Assertive acts involve making statements or expressing beliefs about the world. They aim to convey truth or falsehood (Searle, 1969). For example, saying "*The sky is blue*" is an assertive act as it expresses a statement about the color of the sky. The speaker intends to provide information or state a fact.
5. Directive speech acts: Directive acts are used to influence or direct the behavior of others. They involve making requests, commands, or suggestions (Searle, 1969). For instance, saying "*Please pass the salt*" is a directive act as it seeks to prompt someone to perform a specific action. The speaker intends to elicit a response or action from the listener.
6. Commissive speech acts: Commissive acts involve making commitments or promises to carry out future actions. They commit the speaker to a particular course of action (Searle, 1969). For example, saying "*I will help you with your project*" is a commissive act as it signifies the speaker's intention to fulfill a commitment. The speaker expresses a willingness or obligation to act in a certain way.
7. Expressive speech acts: Expressive acts are used to express feelings, emotions, or attitudes (Searle, 1969). They also can convey the



speaker's subjective states. For instance, saying "I am happy for your success" is an expressive act as it expresses the speaker's emotion of happiness. The speaker intends to convey their emotional state or attitude.

8. Declarative speech acts: Declarative acts are used to bring about a change in the world or establish a new state of affairs through the utterance itself. They perform actions by making statements that create a new reality (Searle, 1969). For example, saying "I now pronounce you husband and wife" in a wedding ceremony is a declarative act as it establishes the marital status of the couple. The speaker intends to create a new reality or bring about a specific outcome.

9. Functions of Illocutionary Acts

The function of illocutionary is a pragmatic concept that teaches how to use language in communication (Prahastiwi, Haryadi, & Baehaqie, 2018). This relates to the effect that is felt or perceived by the listener or speaking opponent. The function of illocutionary acts namely, competitive, convivial, collaborative, and conflictive (Leech, 1983).

10. Competitive

Competitive function in action Illocutionary speech is speech that is not tends to social goals, for example begging something so it just benefits to the speaker (Prahastiwi et al., 2018).

11. Convivial

Convivial function in Illocutionary speech acts are organized speech manners. The illocutionary goal is in line with the goal social. At this function, manners are more positive form and aims to find opportunities for friendly situation (Prahastiwi et al., 2018).

12. Collaborative

Leech describes the collaborative function as involving illocutionary acts where the intention is not related to social goals, such as announcing, declaring, asserting, instructing, and reporting (Leech, 1983). This is not involves social goals.

### 13. Conflictive.

Leech argued that the competitive function includes acts where the illocutionary goal conflicts with social goals, such as demanding, begging, ordering, and asking (Leech, 1983).

