

CHAPTER I INTRODUCTION

This chapter presents an overview of the research which consists of several sub-chapters including, background of research, statement of problems, research objectives, research significance, and definition of key terms.

1.1 Background of Research

Language is a vital tool for communication, almost inseparable from human life. Created as social beings, humans depend on language to interact and establish social bonds within their communities, while also using it as a means of self-expression. As Pringgawidagda (2002, p.4) stated, language is the primary means of communication in human society, whether between individuals or groups. This implies that everyone uses language to communicate their thoughts, ideas, concepts, or feelings to others. Conforming to Schwarcz (1969, p.45), language is a tool for communicating something to somebody. By that, language has become essential in human's daily activities. Apart from being a means of communication, language is also used to convey information. Nowadays, information can be found in social media both verbally and in writing.

In this digital age, society's reliance on social media has grown beyond personal use. Social media has evolved into a significant tool not only for communication but also for news and journalism. It enables people to share, create and access informations regardless of location and time boundaries. Some social media platforms such as Facebook, Twitter, Instagram, YouTube, etc are places where people can easily obtain information and immediate updates on current events. As stated by (Parveen et al., 2015), social media refers to a wide range of web-based technologies that enable users to both share and access information. Consequently, the influence of social media has empowered our society to become more knowledgeable about global events and news, including coverage of wars.

Through social media, news related to war and conflicts around the world can spread quickly across the globe. People can receive a real-time updates from conflict area, including photos, videos, and firsthand accounts, creating a sense of proximity to the events as they unfold. However, in a digitally interconnected world, the way journalists and audiences experience and engage in war and conflict news has evolved (Sacco & Bossio, 2015), bridging the gap to deliver information to previously inaccessible audiences, drawing them nearer to the reality of conflict. It means that social media have revolutionized how information flow, allowing people to stay informed about the situation on the ground. Therefore, social media has become useful for news-reporting. As stated by Alejandro (2010), social media has become an influential means of communication and news-breaking.

Most recently, the ongoing conflict between Russia and Ukraine has become a widely discussed case throughout the world today. On February 24, 2022, Russia unleashed a huge invasion of Ukraine, an act that was strongly condemned by numerous world leaders, including those from the EU and NATO (McGee & Princewill, 2022). The conflict escalated after Russia recognized two separatist regions in Ukraine, the Donetsk People's Republic and the Luhansk People's Republic. On 22 February 2022, The Russian Federation subsequently authorized the use of armed force in these regions, leading to the invasion two days later. The present study is motivated by the events in Ukraine which have led to an international confrontation.

As the war in Ukraine unfolds, news about the conflict is increasingly visualized, particularly on social media, one of which is on YouTube. YouTube is one of the most popular video-sharing platform that allow users to upload, watch and share videos for free. Following Google, YouTube has become the second-largest search engine and most visited website in the world (Newman et al., 2021). On YouTube, people can easily accessed a wide range of video content on diverse topics, ranging from entertainment, education, sport, fashion, news and so on. As a global platform for journalism, YouTube offers an abundance of various content and news channels (Djerf-Pierre et al., 2019; Sumiala & Tikka, 2013).

Furthermore, YouTube's content tends to have longevity, remaining accessible over extended periods. This aspect allows for an enduring repository of information and perspectives related to unfolding events like the conflict in Ukraine. Therefore, the existing videos on YouTube encourage users to seek out alternate perspective on news that are not available in conventional media (Newman et al., 2021). Besides, users can watch the video for adjustable duration which offers flexibility in how users consume content, allowing them to change the playback speed of videos to suit their preferences. In addition, YouTube offers visual content which is often more engaging and easier to comprehend than text-based information. It made YouTube the most chosen audio-visual media by people to seek information. Moreover, YouTube provides several interactive features which enable users to actively engage with the video, these include like or dislike, subscribe, share and comment. The availability of comment section on this platform allow people to respond directly on the video, people can simply express their thoughts, opinions, questions and even engage with the community.

BBC News is one of the news channel that frequently shares news about the ongoing war. The BBC is regarded as a reliable public broadcasting service on a global scale. It offers a wide range of world-class information that is credible, informative, and entertaining to its audiences. As an international media, the news is mainly presented in English, so it has a broader audience reach to inform anything. One of news video entitled "*Huge Explosion Seen in Sky Over Ukraine's Capital Kyiv – BBC News*" which uploaded on February 25, 2022, apparently received worldwide attention. The news video was chosen due to the sensitivity of the issue as it reported live from the conflict area the day after the first invasion. War coverage in the news video includes graphic and distressing visuals depicting violence, destruction, casualties, and human suffering. These images can evoke strong feelings leading to emotional response in its audience. In this case, the amount of information from conflict area affects how netizens perceive the conflict based on their feelings and the situation they're experiencing. Effendy (1993, p.27) explains that communication goes beyond simply transmitting information, it can shape opinions and attitudes and even influence

public opinion. Thus, besides to many viewers, the news video triggers various emotional responses from netizen, resulting in a flurry of interaction in the comment section. As in Varga (2009), the comments serve as a subjective way to respond to the video or other user's comments and as a way to deliver thoughts and opinions inspired by other users' videos or comments.

Amidst the humanitarian conflict in Ukraine, this research explores how people react to the ongoing war by analyzing netizen's comments. How netizens perceive the conflict can be seen from their public opinion in the comment section on related posts. Comment section has enabled netizens to freely express their opinions, experiences and emotions about specific issues, including war. This variety of expressions triggers a diverse range of responses from netizens, influenced by the content, which leads to the formation of different public opinions and attitudes. As highlighted by most scholars (Coan et al., 2021) states, different emotional states can significantly influence how people respond to threats like war, and thus shaping their subsequent thoughts, attitudes, and behaviors. Through their utterance, they express their feelings in the comment section bringing up to various expressions, such as wishes, condoling, and even complaints.

Furthermore, as a form of self-expressions, netizens commonly use informal language in their comments. These comments are often written in a casual and conversational style, including slang, which is more natural and relatable with everyday language. Additionally, the utterance conveyed by netizens in comments often contained emotional expressions which is in line with expressive speech acts. As Varga (2009) claims, the other specific function of YouTube comments is to stimulate linguistic awareness. Thus, netizens comments on this video have left observable data which makes it a worthy topic to be studied. By analyzing these comments, this research can reveal the underlying emotions and viewpoints of netizens concerning the ongoing war. Therefore, based on the reasons mentioned earlier, this research was conducted using netizen comments as the primary object of study.

The comments made by netizens are more than just a simple expressions. When people leave comments to convey a message, they produce several types of utterances which contain certain meanings and purposes. These utterances may have both literal and implied meanings, depending on the context of the speech. Therefore, accurately understanding the speaker's intentions, specifically the meaning and purpose behind the comments, is crucial to avoid misinterpretation. In connection with this, pragmatics approach, particularly through speech act theory, with a focus on expressive speech act, is used to explore the phenomena that occur in the netizen comment above.

Pragmatics is a branch of linguistics that focuses on the meaning intended by the speaker in communication. Yule (1996, p.3) defines pragmatics as the study of meaning as communicated by a speaker (writer) and interpreted by a hearer (reader). Moreover, Leech (1983, p.6) emphasizes that pragmatics is a study of meanings related to the situation of speech and the use of language. Similarly, (Griffiths, 2006, p.6) highlights pragmatics as the study of utterance meaning. Essentially, pragmatics seeks to uncover not just the literal words but also how language functions in real-life situations and how context affect the meaning of communication. The contextual factors can include the events of the speech, place, time, and social conditions (Anggraeni et al., 2018). Thereby understanding the context that surround the speech becomes crucial in interpreting a speaker's utterance since the meaning in an utterance will differ according to the context. So, it can be said that pragmatics studies interpretation are determined by factors beyond words. Simply, pragmatics can be defined as a study of the meaning of an utterance related to the context that follows it.

Speech Act is one of the studies in pragmatics that emphasize the meaning of an action within an utterance in a given context. Specifically, speech acts examine the ways in which utterances are used to perform actions and achieve goals in communication. To achieve their communicative goals, people not only say something but also include actions in their utterances. As stated by Austin (Cutting, 2002, p.16), speech acts are the action performed by saying something. This implies that there is an act to be accomplished in every communication that

people perform. Examples of speech acts including greeting, apologizing, promising, requesting and thanking. Thus, speech act is closely related with communication.

Austin (1962), a key figure in speech act theory, divided speech acts into three categories including locutionary act, illocutionary act, and perlocutionary act. Locutionary act is the basic act of saying something, while illocutionary act is what we intend by speaking and perlocutionary act is the effects our speech has on others. During its development, Searle, who studied under Austin, further developed a speech act theory centered on the illocutionary acts. Illocutionary act can be defined as an act performed by saying something (Witczak-Plisiecka, 2014). Furthermore, Searle, (1969, p.120-123) classified illocutionary acts into five types: representative, directive, expressive, commissive, and declarative.

The main discussion in this study focuses on expressive speech acts in netizens comments. Expressive speech act is a kind of speech act that expresses the speaker's emotional state – rather than a belief or intention – that arises in response to a given situation (Norrick, 1978, p.279). Similarly, Guiraud et al. (Ronan, 2015, p.30) define expressive speech acts as public expressions of emotional states. This implies that expressive speech acts are not intended to convey information or elicit specific responses from the hearer. Instead, they are used to express the speaker's feelings, emotions, attitudes, or psychological states. Therefore, expressive speech act is the most suitable topic for this research as it discuss the speakers' feelings. This can provide insights into understanding the emotional reactions of netizens towards the ongoing war in Ukraine.

As (Jakobson, 1987, p.66) states, expressive speech is part of the emotive function, which reveals of the speaker's emotional state. This emotional state can be an expression of joy, pleasure, pain, dislikes, likes or sorrow (Yule, 1996, p.53). In everyday conversations, these expressions are closely linked to words commonly use to express feelings and is reflect one's emotional state. Thus, expressive speech acts are frequently used in everyday communication, both verbal or written.

In this case, expressive speech act become a linguistic phenomenon that expresses the speaker's feelings in various contexts, including online interactions. Nowadays, communication isn't just limited to face-to-face interactions but also can be done indirectly through social media platforms, where people pour out their thoughts into words to participate in expressing their feelings or opinions. Thus, expressive speech acts are frequently encountered and widely used in these platforms, such as in the YouTube comments section, making this a rich area for studying expressive speech acts. The diversity of comments allow researcher to analyze a wide range of emotional expressions and their contextual relevance to the ongoing war.

Moreover, expressive speech acts often emerge as spontaneous expressions. Many people struggle to articulate their emotions online, often commenting impulsively. This leads to the widespread expression of emotions, which can influence how others view and respond to impactful events like conflicts such as the ongoing war in Ukraine. It shapes netizen's perceptions based on their emotional responses to the situations. Therefore, studying expressive speech acts becomes crucial in this context. It helps us understand how these acts become a linguistic phenomenon by examining their different types and purposes.

Speech that occurs in everyday communication must have specific meaning and purpose to be conveyed from the speaker to the hearer. Thus, one's intention in the utterance cannot be understood literally, further interpretation is required to understand the speakers' feeling. A clear and precise understanding helps minimize misunderstandings that may arise in online interactions, making communication smoother and more effective. Understanding these expressions enriches knowledge of linguistic behaviors and offers insights into public sentiment and opinion on global issues. Accordingly, the writer is interested to analyze netizens' comments based on the perspective of expressive speech act.

This research aims to identify the types of expressive speech acts and the purposes for which they are used in netizens' comments on the video "*Huge Explosion Seen in Sky Over Ukraine's Capital Kyiv – BBC News*". To achieve the aims, the writer used theory of expressive speech acts by by Searle (1969) and

Searle & Vanderveken (1985), also Norrick (1978) as supporting theory. According to Searle, expressive speech acts are classified into greeting, thanking, apologizing, praising, wishing, and attitudes (Rahayu, 2021; Searle, 1969). Meanwhile, Searle & Vanderveken (1985) classified expressive speech acts into apologize, thank, condole, congratulate, complain, lament, protest, deplore, boast, compliment, praise, welcome, and greet. Then, Norrick (1978) classified expressive speech acts into welcoming, thanking, apologizing, congratulating, condoling, deploring, lamenting, boasting, and forgiving.

The writer employs three theories because, as compared to Searle's theory, Norrick's theory encompasses a broader range of types of expressive speech acts, allowing the utterances in netizen comments to be thoroughly and deeply investigated. Thus, both theories are used to assist the writer in distinguishing the types of expressive speech acts and their purposes as claimed in the theory proposed by Searle and Norrick. For this reason, the writer will connect the relationship between the speech uttered and its contextual meaning based on the interpretation of both theories. Therefore, the researcher will only focus on the netizens comments which contain expressive utterances.

To conduct this research, the writer referred to several previous studies with relevant topic. In connection with the topic of the research, previous studies can be used as a reference in accounting for the authenticity of this research so that plagiarism can be avoided. The following are some previous studies that discuss similar topics.

First, the study by Reyka Angelicka (2017) entitled *The Use Of Illocutionary Acts In Dan Fogelman's Tangled Movie*. This study used qualitative method to analyzed the character's utterances in Tangled Movie with the aim to find out the type and the context of illocutionary acts used by the characters. The result showed there are 39 utterances contain illocutionary acts with five different types. Those are 20 of directives, 8 of representative, 6 of commissive, 4 of expressive, and 1 declarative. The study highlighted that the context of time, place, and feelings influence these acts, with the relationship between the speaker and hearer being the most significant factor.

The difference can be seen from the topic. The topic in the previous research is more general because it discusses illocutionary act, while this study is more specific because only focusing on expressive speech act. However, there are some similarities, such as the use of qualitative research methods and a pragmatic approach to research in both projects.

Second, the study by Rohmatul Nissa (2021) entitled *An Expressive Speech Acts Analysis on Anger Expression Found in Comment to Puan Maharani's Instagram Account*. This study used qualitative method to analyzed anger expressions in Instagram comments with aims to determine the types and the dominant types of expressive speech acts of anger. These two objectives are examined using Guiraud's theory to answer research problems. The result showed 63 comments contain expressive speech act of anger, with 27 comments of sorrow, 29 comments of blaming, and 7 comments of regretting. Then, the most dominant type found is blaming since they disagree with that account posts.

Based on the previous studies above, a significant difference between this study and previous research can be seen from the topic to be discussed. Although both studies discuss expressive speech acts, previous research was limited to only expressive speech act of anger. Thus, the theory employed in both studies is different. The previous research used Guiraud's theory while the writer's research used Searle's and Norrick's theory. While the similarity lies on the object and research method, which is both examining netizen comments and employing qualitative methods. However, the previous studies used netizens' comments from Instagram, while the writer's research used netizens' comments from YouTube.

Third, the study by Wardah Nabila (2021) entitled *Expressive Speech Acts used by Barack Obama in the interview on NBC News*. This study used qualitative method to analyzed two Barrack Obama's interview (2017, 2020) about racism with aims to describe the types and the function, as well as the form of expressive speech act performed in Obama's utterances. The result showed there are three types of expressive speech act found in Obama's interview 2017 including, praising, wishing, and lamenting. Then, there are six types of expressive speech act found in Obama's interview 2020 including, greeting, thanking, praising,

wishing, congratulating, and lamenting. The study also found 53 data of direct speech act and 3 data of indirect speech act in Obama's interview. This denotes that Obama mostly used direct speech act form to convey his expression in the interview.

Although it discussed the same topic, the object studied is different. The previous study used Obama's interviews as the object, while the writer used netizen comments. Furthermore, both research have different focus analysis of themselves. The previous research focused on discussing the types and the form of expressive speech act. As for this research, it focuses on the relationship between the utterance and the context that follows it to find out the types of expressive speech acts and to identify the purposes of each expressive speech acts. Therefore, the writer conducted a study entitled **Expressive Speech Act in Netizens Comments on Ukraine War News Video "Huge Explosion Seen in Sky Over Ukraine's Capital Kyiv – BBC News"**.

1.2 Statement of Problem

As the news video visualized the conflict area, it triggers emotional reactions in people. The news was then differently responded by netizens bringing up to various expressions in the comment section. The utterances made by netizens in the comments mostly have indicated expressive speech acts. Their intention as outlined through their utterance in the comments has a specific meaning and purpose that needs further interpretations to understand how the speaker's feelings and their intended meaning.

Based on the background of problem, can be formulated into the research questions as follows:

1. What types of expressive speech act are found in the comments on the video entitled "Huge Explosion Seen in Sky Over Ukraine's Capital Kyiv - BBC News"?
2. How are the expressive speech act used in the comments on the video "Huge Explosion Seen in Sky Over Ukraine's Capital Kyiv - BBC News"?

1.3 Research Objective

Based on the research questions above, the objectives of this research are intended to:

1. To find out and identify the types of expressive speech act found in the comments on the video entitled "Huge Explosion Seen in Sky Over Ukraine's Capital Kyiv - BBC News".
2. To analyze and describe the purposes of expressive speech acts found in the comments on the video entitled "Huge Explosion Seen in Sky Over Ukraine's Capital Kyiv - BBC News".

1.4 Research Significance

The research conducted will be beneficial for everyone both theoretically and practically. Thus, the significances of this research are as follows:

1. Theoretically, the research can be useful to enriches the reader's knowledge and understanding in the field of pragmatics, particularly concerning expressive speech act by recognizing the classification and its purposes as well as its implementation on social media.
2. Practically, the benefit of this research is that it benefits lecturers, students, other researchers, and public readers. The explanation is as follows:

- a. English Lecturer

This research is expected to aid practitioners' and academics' learning processes in teaching pragmatics as an valuable resource in pragmatics courses, primarily in discussing speech acts and expressive speech acts.

- b. English Student

This research can be useful for students who majored in linguistics as a reference for pragmatics courses and for future research on relevant topics, particularly expressive speech acts. Furthermore, the findings of this study can contribute to supporting knowledge about expressive speech act with understanding how a

certain speech act used in communication by considering the context of situation related to the topic so they can be more confident in learning pragmatics.

c. Other Researchers

This research can contribute to the development of pragmatic research related to expressive speech act. Also, it is hoped this research can be a trigger to motivates other researchers in making similar research, particularly on expressive speech acts with a more interesting, in-depth and critical studies.

d. Public Readers

This research provides an alternative perspective on expressive speech, particularly in how expressive speech acts are used in daily conversations and social media comments. It aims to improve communication and reduce misunderstandings by examining how feelings are expressed in online comments. Furthermore, the public reader also gains awareness of the public's reaction to the ongoing Russia-Ukraine war, in this case, comments on the video.

1.5 Definition of Key Terms

In order to avoid misconception in this research, the writer clarified and explained some key terms related to this research. The definitions are put forward as follows:

a. Pragmatics

Pragmatics is a branch of linguistics that studies how context influences the interpretation of language in communication. It focuses on how language is used in specific situations, considering factors like speaker intention, implied meaning, and the effects of context on communication.

b. Speech Act

Speech acts refer to the actions performed by speaking, where saying something isn't just about conveying information but also about

performing a social act. Someone perform speech act when they making a request, asking a question, giving a command, apologizing, promising, or congratulating. In essence, speech acts involve not just words but the intention and action behind those words.

c. Expressive Speech Act

Expressive speech acts involve the use of language to express the speaker's emotions, feelings, attitudes, or psychological states rather than conveying information or seeking specific responses. They serve as a way for speakers to communicate their emotional state or reactions such as expressing joy, sadness, likes, dislikes, pleasure, or pain, within a given context or situation.

d. Netizen

The word "netizen" is created by combining "internet" and "citizen." A netizen is a term used to describe an active participant or inhabitant of the internet or online community. It refers to an individual who engages in various online activities, discussions, social media interactions, and contributes to digital content and communities.

e. Comments

Comments refer to written or spoken responses expressing opinions, questions, feedback, or thoughts about a specific topic, post, article, video, or any piece of content. In the context of the internet, such as on YouTube, comments usually appear below the content to share their perspectives or engage in discussions related to the content.

f. Ukraine War

The "Ukraine war" refers to the ongoing conflict that started in 2014 between Ukraine and separatists supported by Russia in the eastern areas of Ukraine, specifically Donetsk and Luhansk. This conflict began after Russia took control of Crimea. It involves military battles, political tensions, humanitarian issues, and ongoing attempts to find a peaceful solution through diplomacy.

g. News Video

A news video is a visual presentation or broadcast that delivers current events, information, or reports on recent events. It typically includes audiovisual content, such as footage, interviews, narration, or graphics, aimed at providing viewers with up-to-date and relevant news stories in a video format. These videos are often produced by news agencies or media outlets to inform audiences about local, national, or global events in a concise and engaging manner.

h. The BBC

The BBC News Channel on YouTube is an extension of the BBC's news services, offering video content on various news topics. It provides updated news coverage like global events, politics, business, culture, sports, including coverage on significant issues such as the war in Ukraine. Through this platform, viewers can access BBC's video content, watch live news broadcasts, and engage with news stories presented in a video format on YouTube.

