

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter covers the review of related literature about the topic which is analyzed. The researcher presents the theories about pragmatics, speech acts, kind of speech acts and classification of locutionary acts and illocutionary acts. The theories will support the understanding about what will be going to be discussed.

2.1 Pragmatics

As human beings, people communicate with each other in sending and receiving of messages to convey their ideas, feelings, or things in mind. According to Wilson (1995, p.5) “the process by which individuals shares information, ideas, and attitudes”. As a means of communication, language is also the media concerning the way people can understand the utterances delivered to them. Language takes an important role in our lives. Moreover, the function of language is used by people to communicate or interact with each other that the process of communication is regarded as the way to give ideas and transfer messages through utterances. However, every utterance which is produced by people always has a meaning what we call pragmatics.

Human communication concerns with making of meaning and the exchange of understanding. According to Yule (1996, p. 3) "Pragmatics is the study of speaker meaning". It can be said that a word or phrase in every utterances coming out of speaker or writer has a meaning. Furthermore, Crystal (1987, p. 120) stated that "Pragmatics studies the factors that govern our choice of language in social interaction and the effect of our choice on others". This means that pragmatics focus on the relationship between the speaker/writer and the utterances which are produced by the speaker to listener/reader. The function is not only saying the utterances but also does thing or perform some action. So everyone has free choice to choose what language or utterance they want to use to communicate with the other to deliver their message.

In short, pragmatics is a study of how language is used, how the speaker or the writer delivered to their listener or the reader correctly, and how the context influences the circumstances. Actually the context influences several aspects of circumstances such as places, time, and with whom they are talking to.

2.2. Speech Acts

The speaker or the writer usually has some expression in their utterance when they deliver the messages. According to Yule (1996, p. 47) "speech act is an action performed in utterance". It means that the speaker or the writer usually

performed his or her action in daily life. Actually, utterance is not always a sentence to make the listener or the reader understand his or her meaning. Utterance is not always formal sentence or grammar. Sadock (2006; p. 53) stated that speech act is not completely described in grammar, but also in formal features of the utterance used in carrying out the act might be quite directly tied in accomplishment. It can mean that utterances are action from the speaker or the writer, and they also did not always use completely grammar to deliver an utterance to the listener or the reader.

In addition, speech acts is the action performed in saying something, when we offer an apology, greeting, request, complaint, invitation, compliment, or refusal.

A speech act is an utterance that serves a function in communication (Austin; 1962).

A speech act might contain just one word, as in "Hello!" to perform a greeting, or several words or sentences. The other example is when someone thanks to someone by saying "I like it". It means that when someone saying "I like it", it is already represented thanking, and that is called speech acts.

Speech acts include real life interactions and not only knowledge of the language but also appropriate use of that language within a given culture for use appropriate and successful speech act, all participant in this case is the speaker and the listener or the writer and the reader. According to Sadock and Zwicky (1985; 160)

It is in some respects a surprising fact that most languages are similar in presenting three basic sentence types with similar functions and often string kingly similar forms. These are the declarative, interrogative, and imperative. As a first approximation, these three types can be described as

follows; the declarative is used for making announcements, stating conclusions, making claims, relating stories, and so on. The interrogative elicits a verbal response from the addressee. It is used principally to gain information. The imperative indicates the speaker's desire to influence future events. It is of service in making request, giving orders, making suggestions, and the like.

So we can identify sentence types of speech act such as Declarative, Interrogative, and Imperative.

2.2.1 Types of Speech Acts

In showing their feelings, people should express it by uttering words and also perform actions via those utterances. That is why the message can be delivered to the hearer. Actions that are performed via utterances are generally speech acts.

Speech acts is one of the basic ingredients of pragmatics arranging by words and corresponding to sentences. When Debby says go anywhere today? She does something and what she does is called 'asking questions'. This type of act is considered as speech acts. Debby, certainly, expects an answer to her question from the listener.

In speech act, Austin (in Levinson, 1962) identifies three distinct levels of action beyond the act of utterance itself. He distinguishes the act of saying something, what one does in saying it, and what one does by saying it, and these the *locutionary act*, the *illocutionary act*, and the *perlocutionary act*. Those three types perform when language delivers to the listener or the reader:

- a. Locutionary act is the utterance of a sentence with determinate sense and reference which meant the speaker or the writer saying something that make a sense in a language to the listener or the reader.
- b. Illocutionary act is the statement; the action intended by the speaker or the writer, the point is get to the listener or the reader to do something.
- c. Perlocutinary acts bring about of effect on the listener or the reader by means of uttering the sentences, it is like an action.

From the definition above, Austin (1962) gives an example:

"It's me again".

- a. First, it conveys the proposition that the speaker has returned to a place he/she was in on a previous occasion. In saying this we are regarding *"It's me again"* as a sentence with truth value. In fact, it is very difficult to think of any circumstances under which this sentence could be uttered without being true).
- b. Second, when this sentence is used as an utterance. It is usually has the force of or counts as an apology. Thought of in this way, it does not make any real sense to ask if the sentence is true or not, the utterance represents the intention of the speaker to apologize.
- c. Third, the utterance will have effect or consequences that are nor entirely foreseeable. Perhaps, the speaker hopes it will mollify the addressee, but there will be occasions on which it has some other effect, such as making the addressee angry.

2.2.1.1 Types of Locutionary Acts

Austin (1962: 93) states that the locutionary act refers to the act of saying something that makes sense in the language. The act of actually uttering (the particular sense and reference of an utterance) their study is the domain of fields like phonetics, phonology, syntax and linguistic semantics. Meanwhile, locutionary act is act of the utterance delivered by the speaker or the writer that has sense and reference. Locutionary can be called as the basic one of speech acts type. It is the basic of utterance, or producing a meaningful linguistic expression. Because it is just about what it has been said by the sender. According to Yule (1996, p.48) "locutionary acts is the basic act of utterance or producing a meaningful linguistic expression".

Creating meaningfull utterance in a language is the main goal of this type. locutionary act also called the production of a meaningful linguistic expression, it means that an utterance which is uttered by the speaker or the writer has meaning, and every expression has meaning. Levinson (1983, p. 242) classifies the locutionary into three types based on the function of language that are Declarative, Interrogative, Imperative. There are some types of locutionary acts:

a. Declarative sentence is a kind of a sentence that consists of predicate and with or without more phrase adjuncts Levinson (1983, p. 242). It is the act where the speaker brings about some state of affairs by the mere performance of the speech act (declares, bequeath, appoint, excommunicate). For example: "*Tania was baptized*".

b. Interrogative sentence usually is used for requesting information Levinson (1983, p. 242). It is the act of asking question. (Hurford, Heasley and Smith, 2007, 270).

In interrogative sentence, there are two kinds of questions sentence. They are alternative question and specification question. Alternative question is a question that presents two or more possible answer and presupposes that only one is true.

For example is *“Do you speak English, French or Spain?”* Specification question is the question refers to the specific object.

c. Imperative sentence is usually said to the person who has voluntary subject and active verbs, it is also closer to order and request someone to do something

Levinson (1983, p. 242). For example: *“Shut up!”*.

2.2.1.2 Types of Illocutionary Acts

Illocutionary is the second type of speech act; it is performed while a speaker is saying something. Austin (1962:101) states that the illocutionary act is concerned with the production of “effects upon the feelings, thoughts, or actions of the audience, or of the speaker, or of other persons”. Illocutionary act is act of the utterance to the hearer or the reader, it means that behind the utterance delivered to the hearer or the reader must be understood by the listener or the reader. The utterances which is meaningful and containing certain function is called as illocutionary act. In other way, Yule (1996, p.48) “the illocutionary act is performed via the communicative for of utterance”. It simply says that illocutionary acts of

utterance is “what judged counts as” appropriately with the circumstances. Different illocutionary can be only just from a locutionary, because it is based on the hearer’s assumption to respond the speaker’s utterance.

Illocutionary act can be understood by knowing what the speaker/writer purposes within the utterance. Besides the literal or denotative meaning, the speaker may contain the implied meaning. Illocutionary act is closely related to the form what utterance says. It may have as promising, arguing, declaring. Actually, this course there is function of creating a simple utterance intends to have an effect. This effect is called perlocutionary act which become the third or the last of type of speech act.

Speech acts may be conveniently classified by their illocutionary type, such as asserting, requesting, promising, and apologizing, for which we have familiar verbs. There are several terms differently used between Austin and Searle in proposing the term of illocutionary act. Austin who firstly proposed the illocutionary theory used the term of performative acts while Searle call it as illocutionary act. Even though both of them used different terms but substantially they proposed the similar or even the same idea about illocutionary acts. Austin (1975) classifies illocutionary act into five types, there are expositives, exercitices, commisives, behabitives and verdictives.

a. Expositives

Expositives is the first type of illocutionary act which is commonly produced to state information. Expositives also can be indicated with the use of proposition of utterance such as claiming, answering, classifying, arguing, assuming or expositing something.

This is sample: *“I went to the theatre last night”*

b. Exercities

Exercities is such kind of utterance that means exercising or influencing something (appointing, ordering, warning, and advising).

Here is the sample: *“Can you open the door?”*

c. Commisives

Commisives is such kind of utterance that means committing someone to do something, such as promising.

The sentence sample will be as follows: *“I am going to your home tonight”*

d. Behabitives

Behabitives is produced to exhibit attitudes and idea. It also cab ve defined as reaction to other’s behavior. It refers to a matter of apologizing, congratulating, blessing, challenging, greeting, thanking, and accepting. The sample in this type of

illocutionary act is as follow: *“Thank you for coming today”*

e. Verdictives

Verdictives is kind of utterance means giving a verdict or decision (grading, estimating, deciding, arguing, admitting, clearing, disqualifying, certifying and ruling). It is applicable to describe states of mind. The speaker pretends to convince his action through utterances. Here is the sample: *“I verdict that you are guilty in this case”*

J.R Searle’s (1968) the reviews Austin’s classifications of illocutionary act.

Searle in the next development made a popular classifies into five types of illocutionary act based on the general function of utterance. There are representatives (assertive), directives, commissives, expressives, and declarations.

a. Representatives (Assertive)

Representatives are those kinds of illocutionary acts that describe some state of affairs. Speaker conveys his beliefs that some proposition is true or judge for the truth value. (This category includes: asserting, concluding, stating, suggesting, boasting, complaining, claiming, insisting, and criticizing)

For example: *“You can come back tomorrow, he is sick”*.

b. Directives

Directives are an act when the speaker attempts to get the listener to do something. The speaker expresses what speaker wants to say, the speaker wants

the listener to do some action. (This category includes: requesting, questioning, ordering, commanding, advising, recommending, asking, demanding, daring, defying, and challenging)

For example: *"Where did you go? I am tired waiting for you"*

c. Commisives

Commissives act is which commits the speaker himself to acting and it necessarily involves intention. The speaker uses to commit to some future action, this is what speaker intends. (This category includes: promising, threatening, offering, vowing, intending, assuring, to do or to refrain from doing something).

For example: *"I promise to pick you up"*

d. Expressives

Expressive act is an act which the speaker express feeling and attitude. The speaker expresses psychological states and can be statement of pain, pleasure, love, happy. This category includes: thanking, apologizing, welcoming, congratulating, pardoning, blaming, praising, condoling, deploring.

For example: *"That is very kind of you for helping me finishing this final project, thank you very much"*

e. Declarations

Declarations act is an act that changes the state of affairs in the world. There will be a change in a condition, the speaker who declares something must have a power to do it. The speaker changes the external status or condition of an object situation by making the utterance. In declarations, what is being said is more global and everybody knows it. This category includes: excommunicating, declaring war, christening, firing on employment, resigning, dismissing, naming, sentencing, bidding, appointing. The example of illocutionary act of utterance sometimes can be found in wedding ceremony: *“I hereby declare you husband and wife”*

The comparison of two different illocutionary acts classification of Austin and Searle can be seen in the following table:

Table 2.2.1.2 Comparison of illocutionary acts classification

Austin	Searle
Expositives	Representatives (Assertives)
Excercises	Directive
Commisives	Commisives
Behabitives	Expressives
Verdictive	Declaration

From those two illocutionary act theories, the researcher chooses the theory purposed by Searle since it is more detail and actual in classifying the real performance of speech act. In other word, Searle’s taxonomy is superior to Austin: it is more oriented toward the real word (Huang, 2007: 98)

2.3 Context

Knowing the context is important to interpret utterance. In term of utterances, we have to know what the context of the utterance deliver. We say that the text provides for the “what is said” part of utterances, then it is context that combines with “what is said” to create an utterance. Therefore to catch the intended meaning in a text, the reader cannot only focused on what is said but they must also concern the codes used as gestured, postural and situational in written language, they have to understand the meaning in the written language to get the information. Context can influence the meaning of the speaker’s utterance. The features outside the language are such as the situation, the people who involved, what they know and what they are doing. Will differentiate the meaning of what people say.

Context is an important element in the interpretation of an utterance since people employ declarative sentence, interrogative sentence, and imperative sentence not only for asking question, giving information or making statement but also have another purpose. Context could be construed as the knowledge about the world, it covers the knowledge of which the speaker/writer and the listener/reader are, when the communication takes place, where the communication happens, and what topic is being discussed. The same sentence might have different meaning if it is uttered by different speaker in different place and different occasion. For example “*where are you from?*” it can have different meaning. First, when it is a sentence, it suggests the speaker/writer to get some information about his/her place. Second, when it functions

as utterance it might indicate many things, depending on the context. When the question is raised by a friend waiting for you, it might signal bored. It could be the indication of anger when it is uttered by someone coming to some place very late.

2.4 Previous Studies

Related to this study, there are some previous studies conducted to analyze the phenomena of pragmatics. The first is "An analysis of Locutionary and Illocutionary Acts Applied in *Clekit* of the *Jawa Pos* Daily Newspaper" by Maria Ulfah (2007). This study found the Locution and Illocution in *Clekit* of the *Jawa Pos*, and the main data was caricatures. The researcher found locutionary acts and illocutionary acts, there was 15 types of locutionary; interrogative (4), imperative (1) and declarative (10). The second, the researcher found 15 types of illocutionary; representative (4), directive (10), commissive (1), the researcher did not find expressive and declarative on illocutionary acts. The second researcher used Searle's illocutionary acts theory for analyzing the data.

The second is "Illocutionary act in Hasyim Muzadi's Speech Entitled *Belajar Gaya Hidup Bangsa China*" by Mirza Fajrin (2011). This study found (56) utterances containing Illocutionary acts Hasyim Muzadi's Speech Entitled *Belajar Gaya Hidup Bangsa China*, there was (52) utterances containing expositives, (15)

commissives, (25) behabitives, (20) exercitives, and (2) verdictives. The second researcher used Austin's illocutionary acts theory (1975) for analyzing the data.

The theories used in the study are similar to those used in previous study, the first researcher was dealing with locutionary based on Austin's theory and illocutionary acts based on Searle's theory, and the object was caricatures. In this case, the researcher used locutionary based on Levinson's theory and illocutionary acts based on Searle's theory, and the main data is the text of advertisement. The second researcher was dealing with Illocutionary act, but the theory of second researcher used Austin's theory as the basic of the research. Here, the researcher used Levinson's theory in analyzing the locutionary act, and used Searle's theory for analyzing illocutionary act. Those were different with the data and the theory. The writer was used *A Mild* advertisement for the main data.

In this study, the researcher would like to discuss locutionary acts and illocutionary acts used in *A Mild's* TV Advertisement. Besides, those studies mentioned above were used as the source comparison of this study. This study was absolutely different from those previous studies since the subject of this study was not the same as their subject.