

CHAPTER I

INTRODUCTION

This first chapter contains introduction of the study that consists of background of the study, problems of the study, objectives of the study and definition of key terms.

1.1 Background of the Study

Language is communication tool used by people to build a conversation with others. They use language to share anything in their mind such as when they requirething, express the feeling, or wish something in order to inform someone else so that the hearer will give feedback or reaction. Communication happens somewhere when people gather in any places such as in the home, office, playing area, public transportation, etc. Through communication, people can express their idea or opinion towards someone or something. It might be hard to imagine when we have no communication tool to deliver something in our mind. It means that human and language cannot be separated at all. In general, language is fundamental instrument of communication. As the writer mentioned above, language is important to connect one person to others. It produces some ways for people to communicate like dialogue and monologue.

Dialogue is a kind of communication that people mostly use in their daily life involving two or more participants, while monologue is a kind of communication that involve one participant only as the speaker. It is often used in reporting, lecturing, or speech.

In particular, speech is a part of monologue used by a speaker to communicate to the audience. It is directly conveyed to the audience in order to inform, order, command, or even suggest the audience. This way of communication mostly brings an important message to be delivered, so that it is usually spoken by influential people or broad knowledge ones such as a teacher, a theologian, a manager, a president, a prime minister, etc.

In this case the writer would like to discuss one of influential and broad knowledge people called Prime Minister. Prime minister is the highest minister of cabinet in parliamentary system who is appointed by the Queen. In UK, they have their own roles including command a majority in the House of Commons and guide the process of law making with the goal of enacting the legislative agenda of their political party. In an executive capacity the Prime Minister appoints all other cabinet members and ministers, co-ordinates the policies and activities of all government departments, and the staff of the Civil Service.

One of UK prime ministers is David William Donald Cameron. He starts leading United Kingdom when he was 43 years old, after the resignation of Gordon Brown as Prime Minister on 11 May 2010 and also his recommendation to Queen Elizabeth II in order to appoint Cameron as the substitute of him. Cameron became the youngest British Prime Minister after the Earl of Liverpool who led UK 198 years ago. Cameron is also appointed as the world's 10th most powerful person by the *Forbes* magazine. A number of speeches he has given in a forum of some countries. One of his speeches related to the writer's study is the speech delivered in Davos, Swiss in order to encourage the economy of European country to be

developed. It was crucial speech where invited a number of delegations from their own countries to discuss about tax, trade, and transparency in the G8.

According to Yule (1996b, p. 47), “speech act is an action performed by the use of utterance to communicate”. This kind of communication involves people to make an action in order to produce an utterance. Austin (1962), cited in EserciziFilosofici 2006, p.3) described three characteristics of speech acts, those are locutionary, illocutionary, and perlocutionary acts.

Furthermore, John Searle (1983, p.7) continues Austin’s theory, claims the illocutionary act is “the minimal complete unit of human linguistic communication”. He categories speech acts as directive, representative, commissive, expressive, and declarative acts. In order to limit this study the writer will take commissive and directive acts only as terms to be observed.

Commissive act is act performed by speaker to commit to a future course of action. In conversation, we often find common commissive acts such as promises and threats. For example, “Do not worry, I will text you tonight” (promising), “If you don’t buy me a car, I will not go to school” (threatening). Directive act is act performed by speaker that expects the listener to do something as response.

Directive act is common in message board post, especially in the initial posts of each thread when the writer explicitly requests help or advice regarding a specific topic. For example, “would you bring me a cup of tea please!”(requesting).

The significances of the study can be seen from two angles that are, theoretical and practical. From theoretical point of view, the writer wants to apply the theory of Commissive and Directive acts. By doing this research, the writer

wants to know if the theory of Commissive and Directive act is applicable to David Cameron's speech. Practically, the writer expects that the result of the study can give additional reference for Faculty of Culture Studies student in Brawijaya University to understand more about Commissive and Directive acts and future writers to make further studies in this field. Moreover, he hopes that this study will encourage the next writers to do similar research using other object as their data.

1.2 Problems of the Study

In this study, the writer is going to analyze David Cameron's utterances in the point of Commissive and Directive acts by answering these following questions:

1. What are the types of Commissive acts performed by David Cameron in his Davos speech?
2. What are the types of Directive acts performed by David Cameron in his Davos speech?

1.3 Objectives of the Study

Here are the objectives of the study:

1. To analyze the types of Commissive acts performed by David Cameron in his Davos speech.
2. To analyze the types of Directive acts performed by David Cameron in his Davos speech.

1.4 Definitions of Key Terms

The writer has three key terms to be explained. They are:

- a. **Speech Act** :Yule (1996a, p. 47) defines speech acts as“actions performed via utterances”.
- b. **Commissive** :Yule (1996a, p.53-54) states commissives are “kinds of speech acts that the speakers use to commit themselves to some future action”.
- c. **Directive** :Searle (1983, p.61) says that “directives are acts attempt by the speaker to get the addressee to do something, requesting, questioning”.
- d. **Speech** :Oxford University Press (2014) defines Speech as the expression of or the ability to express thoughts and feelings by articulate sounds. It is a part of monologue used by a speaker to communicate to the audience. It is directly conveyed to the audience in order to inform, order, command, or even suggest the audience.
- e. **David Cameron** :Lord Ashcroft (2014) states that David William Donald Cameron is the UK prime minister who was elected in 2010 from Conservative Party. He was appointed after Gordon Brown resigned as prime minister. At the age of 43, Cameron became the youngest prime minister of the United Kingdom since 1812.
- f. **Davos Speech** :Davos Speech is a speech that David Cameron has delivered in the World of Economic Forum (WEF). LinkedIn (2013) states that WEF is an annual meeting of global political and business elites which were held in Davos, Switzerland as the host in 2013. Davos is a municipality in the district of Davos, Switzerland.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter the writer presents the theories about pragmatics, speech acts, classification of illocutionary act and the function of illocutionary act as well as the previous studies.

2.1 Pragmatics

According to Yule (1996a: p. 3), pragmatics is “the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader. It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves”. Furthermore, Mey (1993) states that pragmatics is the study of the conditions of human language uses as these are determined by the context of society. Levinson (1983), adds that pragmatics is the study of the relations between language and context that are basic to an account of language understanding. So pragmatics can be defined as a study talking about the relationship between language and context, in which the contextual meaning of an utterance can be different from the grammatical meaning.

2.2 Speech Act

Austin (1962, cited in EserciziFilosofici 2006, p.3) describes three characteristics of speech acts, those are:

1. Locutionary acts: roughly equivalent to uttering a certain sentence with a certain ‘meaning’ in the traditional sense.
2. Illocutionary acts: the performance of an act in saying something as opposed to the performance of an act of saying

7
something such as informing, ordering, warning, etc., i.e. utterances which have a certain (conventional) force.

3. Perlocutionary acts: what we bring about or achieve by saying something, such as convincing, persuading, deterring or surprising.

John Searle (1983, p.7) continues Austin's theory, he claims the illocutionary act as "the minimal complete unit of human linguistic communication". He categorizes speech acts and examples for each of them (1976, p.12-21) as follows:

a. Directives, which are attempts by the speaker to get the addressee to do something, requesting, questioning, ordering, commanding, and recommending.

E.g: "I command you to stand at attention" (Commanding).

b. Representatives, which commit the speaker to the truth of the expressed proposition, asserting, and concluding.

E.g: "I state that it is raining." (Asserting).

c. Commissives, which commit the speaker to same future course of action; promising, threatening, warning, and offering.

E.g: "I promise to pay you the money" (Promising).

g. Expressive, which express a psychological state thanking, apologizing, welcoming, and congratulating.

E.g: "I congratulate you on winning the race" (Thanking).

h. Declarative, which effect immediate changes in the institutional state of affairs and which tend to rely on elaborate extra-linguistic institutions: excommunicating, declaring word, christening, firing from employment.

E.g: "You're fired" (Firing).

“I now pronounce you man and wife”(Declaring).

Based on Austin’s theory Kreidler (1998, p.183) also classifies speech acts as follows:

a. Assertives, which are attempts by the speaker or writer to tell what they know or believe dealing with the fact, its purpose is to inform the hearer or reader.

The acts are allege, announce, agree, report, remind, predict, and protest.

E.g:“Most plastics are made from soy beans” (announce).

b. Performatives, speech acts that bring about the state of affairs they name. They include bids, blessings, firings, baptisms, arrests, marrying, and declaring a mistrial. Performative acts are valid if spoken by someone whose right to make them is accepted and in circumstances which are accepted as appropriate.

E.g:“I declare this meeting is adjourned” (declare).

c. Verdictives, speech act in which the speaker makes an assesment or judgement about the acts of another, usually the addressee. These include ranking, assessing, appraising, and condoning.

E.g:“The teacher excused Henry for missing his class” (condoning).

d. Expressive, thus retrospective and speaker-involved, such as acknowledge, admit, confess, deny, and apologize. Felicity conditions are the acts was feasible, the speaker was capable of it, the speaker speaks sincerely, and the addressee believes it.

E.g:“I apologize for having disturbed you” (apologize).

e. Directive, those in which the speaker tries to get the addressee to perform some act or refrain from performing an act. They are command, request, and suggest. Directive act is prospective, one cannot tell other people to do something in the past.

- Command

Is effective only if the speaker has some degree of control over the actions of the addressee.

E.g: "I am telling you not to waste your time on that".

- Request

Is an expression of what the speaker wants the addressee to do or refrain from doing. A request does not assume the speaker's control over the person addressed.

E.g: "We beg you to stay out of the way".

- Suggestion

Is utterance we make to other persons to give our opinions as to what they should or should not do. It is also the speaker's opinion about addressee's choice of performance.

E.g: "I advise you to be prompt".

f. Commissive, speech act that commit a speaker to a course of action. The verbs are illustrated by agree, ask, offer, refuse, and swear. They are prospective and concerned with the speaker's commitment to future action.

E.g: "I promise to be on time".

g. Phatic, is the utterances that are conveyed in order to build relationship between the member of equal society. These kind of utterances have less function rather than six types discussed above but it does not mean phatic less important. These utterances include greetings, farewells, and polite formulas. E.g: "excuse me".

2.3 Previous Studies

The writer took two previous studies as the references of making research, the first is Rusmita's study (2012) entitled *Speech Act Analysis of The Main Character's In Raditya Dika's Comic Entitled "Kambing Jantan : The 1st series"*. This research was conducted to identify locutionary, illocutionary, and perlocutionary acts, the types and the function of sentences, and the types of illocutionary acts used by the main character in *Kambing Jantan : 1st Series Comic*. This research used the Pragmatics approach with speech act as the field of study. It was a qualitative research and the type of the research is document analysis. She analyzed the data by using the theory proposed by Austin (1962).

The result of the study shows that there are 58 utterances of Raditya Dika which are in form of interrogative and imperative sentences including 3 utterances which contain representatives. The writer also found 48 utterances which contain directives and 2 utterances which contain commissives.

The second research is that *A Study of Speech Act in The Main Character's Utterances containing conflicts in Slumdog Millionaire Movie* carried out by Ulfa (2010). This research used pragmatics approach with speech act as the field of study. The writer analyzed the data by using the theory proposed by

Austin (1975). It is a qualitative research, because this study focused on utterances such as the words and phrases which are written in movie script. The writer conducts the study of locutionary and illocutionary acts that are classified into descriptive method. She figured out the types of locutionary acts and illocutionary acts in the main characters' utterances which contain verbal conflict in *Slumdog Millionaire* movie. She focused on how locutionary and illocutionary acts can be applied in the utterances which contain conflict between Jamal and Salim in *Slumdog Millionaire*. The finding shows that there are 57 utterances from 10 conversations of Jamal and Salim which contain verbal conflicts including eight interrogative sentences, 36 declarative sentences, and 13 imperative sentences.

From those two previous studies, the writer will make limitation in case of speech act where he will take only commissive and directive acts. It is because the object of this study is different from those two previous studies in which they used movie and comic script, however, writer takes speech script as the object of the study. So that the term commissive and directive acts are mostly appear in the speech. The writer uses the speech act theory proposed by John Searle (1983) since Searle has broad explanation about speech act especially the classification of illocutionary act. The writer also adds the theory proposed by Kreidler (1998) in order to answer the problem and also to support John Searle's theory.

CHAPTER III
RESEARCH METHODS

In this third chapter the writer presents research methods which consist of research design, data source, data collection, and also data analysis.

3.1 Research Design

The writer used qualitative approach in order to find out the answers to the problems stated in the first chapter. “Qualitative approach is seen as a natural phenomenon where the writer works as the instrument of data collection that compiles, analyzes, concerns with the meaning of participants, and describes the language processes” (Creswell, 1998). The writer used document analysis in his research since the data source of the research is David Cameron’s utterances produced in his Davos speech. Aryet *al* (2002, p. 442) stated that document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the materials. The materials can be textbooks, newspapers, speeches, TV program, or any of host of other types of documents;

3.2 Data Source

The data source was the script of David Cameron’s speech in Davos. It was taken from the internet downloaded from this following URL <https://www.gov.uk/government/speeches/prime-minister-david-cameron-s-speech-to-the-world-economic-forum-in-davos>. The writer also downloaded the

video from http://www.youtube.com/watch?v=A_pLvK4I2v4 since the writer needs to watch David Cameron's expression and emotion in order to figure out the meaning he intended to show. The focus is only on David Cameron's utterances dealing with Commissive and Directive speech acts.

3.3 Data Collection

In collecting the data the writer did these following steps:

1. Downloading the video from this following URL http://www.youtube.com/watch?v=A_pLvK4I2v4 and also the script from this URL <https://www.gov.uk/government/speeches/prime-minister-david-camersons-speech-to-the-world-economic-forum-in-davos>.

2. Selecting the utterances which are the case of commissive and directive acts.

3.4 Data Analysis

Moleong (2004) states data analysis as the process in organizing the data and putting them in sequence based on the pattern, category, and the basic characteristic. By considering such a definition, the writer did these following steps to analyze the data.

1. Listing the selected utterances of David Cameron's speech dealing with commissive and directive acts and put them into a table.
2. Identifying the type of selected utterances by applying the theories proposed by Searle and Kreidler. The writer needs to know that the identification of the selected utterances proper with David Cameron's intension by watching his expression and emotion.

3. Analyzing and discussing the data based on the theory of speech acts proposed by Searle and Kreidler.
4. Concluding the result of the data analysis.



CHAPTER IV FINDINGS AND DISCUSSION

This chapter presents findings and discussion of the study. In findings, there are three steps in analyzing the data, the first is listing the types of commissive and directive acts and their realization into a table. The second is putting the selected utterances into a table and mention their type and the last is making further analysis about the utterances below the table. Those three steps cover the utterances of David Cameron in his Davos speech. The finding shows the result of data analysis conducted by the writer according to theoretical framework stated in Chapter II about commissive and directive acts proposed by Searle and Kreidler. The discussion section presents the amounts of commissive and directive acts performed by David Cameron and the amounts of their types.

4.1 Findings

The findings show what the writer has got after analyzing the speech performed by David Cameron in Davos. The table 4.1 views the types of commissive and directive acts that the writer found and the examples of realization.

Table 4.1 The Summary of Commissive and Directive Acts

ILLOCUTIONARY ACTS	ACTS	EXAMPLES OF REALIZATION
Commissive	Promising	<i>So first we're going to push for more openness on trade</i>
	Warning	<i>Put simply: no tax base, no low tax case</i>

ILLOCUTIONARY ACTS	ACTS	EXAMPLES OF REALIZATION
	Offering	<i>A deal between us could add over fifty billion pounds to the EU economy alone. Agreeing all the EU deals on the table could increase our GDP by two per cent and create over two million jobs across the European Union.</i>
	Threatening	<i>Businesses who think they can carry on dodging that fair share, or that they can keep on selling to the UK and setting up ever more complex tax arrangements abroad to squeeze their tax bills right down, well they need to wake up and smell the coffee, because the public who buy from them have had enough.</i>
Directive	Suggesting	<i>We've got to be tough, we've got to be intelligent and we've got to be patient</i>
	Questioning	<i>How do we succeed when other nations are growing, changing, innovating so fast?</i>
	Commanding	<i>So I want the UK to look out, not in</i>
	Requesting	<i>We want to use the G8 to drive a more serious debate on tax evasion and tax avoidance</i>

The data are described by these following two tables. The first table presents the utterances of commissive act and their types and the second table presents the utterances of directive act and their types.

Table 4.2 The Findings on Commissive Acts

NO	TYPES OF COMMISSIVE ACT	UTTERANCES
I.A	Promising	<i>I'll put my cards on the table</i>
B		<i>The French are right to act in Mali and I backed that action, not just with words, but with logistical support too</i>
C		<i>Now this means using everything at our disposal: our diplomatic networks, our aid budgets, our political relations, our military and security cooperation and yes, supporting – in those countries and elsewhere – the building blocks of democracy, like the rule of law and a free media</i>

NO	TYPES OF COMMISSIVE ACT	UTTERANCES
D		<i>The G8 can help discuss how we can best divide up some of this work between us and how we can each individually partner-up with the countries worst affected to overcome this threat, like I say, this is going to be right up there on our agenda for the G8</i>
E		<i>This is going to be right up there on our agenda for the G8</i>
F		<i>We are making sure that the United Kingdom is more outward looking than ever before.</i>
G		<i>By 2015 we will have opened up twenty new diplomatic posts around the world, employed three hundred extra staff in the fastest growing regions of the world</i>
H		<i>Everything I do is about making sure we're not just competing in that global race, but we're succeeding in it</i>
I		<i>So first we're going to push for more openness on trade</i>
J		<i>In the European Union we're about to embark on our biggest-ever programme of free trade agreement negotiations</i>
K		<i>This is about me and all the other G8 leaders being able to look our people in the eye and say that when they work hard and pay their fair share of taxes we will make sure that others do so as well.</i>
L		<i>Of course aid has played, and will continue to play</i>
M		<i>There should be, there will be, and I will back a major push on tackling global hunger, under-nutrition and stunting this year</i>
N		<i>And now as the co-chair of the UN High Level Panel, and with the presidency of the G8, there is a chance to put turbo boosters under this agenda, and I'm determined to seize that chance</i>
O		<i>So we're going to push for more transparency on who owns companies; on who's buying up land and for what purpose; on how governments spend their money; on how gas, oil and mining companies operate; and on who is hiding stolen assets and how we recover and return them</i>
P		<i>I'm about the most pro-business leader you can find. I yield to no-one in my enthusiasm for capitalism</i>
Q		<i>We are going to work with our partners in the G8 to achieve it for the good of the people right across the world</i>
2.A	Warning	<i>Europe is being out competed, out invested, out innovated</i>
B		<i>When trade isn't free, we all suffer. When some businesses aren't seen to pay their taxes that is corrosive to the public trust. When shadowy companies don't play by the rules, that drives more box ticking, more regulation, more interference and that makes life harder for other businesses to turn a profit</i>

NO	TYPES OF COMMISSIVE ACT	UTTERANCES
C		<i>Put simply: no tax base, no low tax case</i>
D		<i>Like everything else in this G8, the ambitions are big and I make no apology for that</i>
E		<i>When one company doesn't pay the taxes they owe then other companies end up paying more</i>
3.A	Offering	<i>A deal between us could add over fifty billion pounds to the EU economy alone. Agreeing all the EU deals on the table could increase our GDP by two per cent and create over two million jobs across the European Union.</i>
4.A	Threatening	<i>Businesses who think they can carry on dodging that fair share, or that they can keep on selling to the UK and setting up ever more complex tax arrangements abroad to squeeze their tax bills right down, well they need to wake up and smell the coffee, because the public who buy from them have had enough.</i>

The writer also provides further analysis about commissive acts performed by David Cameron by describing the function of each utterance.

1. *I'll put my cards on the table*

Type of commissive act: Promising.

The speaker states to the audiences in order to promise them of putting his cards on the table in front of him to start giving speech by reading some notes he made. It is indicated by the using of phrase "I'll".

2. *The French are right to act in Mali and I backed that action, not just with words, but with logistical support too.*

Type of commissive act: Promising.

In order to promise the audiences that he had backed French as the place to act in Mali. Cameron will show his real act by supporting logistic to Mali, not the words only. It is indicated by the using of phrase "not just with words, but with logistical support too"

3. *Now this means using everything at our disposal: our diplomatic networks, our aid budgets, our political relations, our military and security cooperation and yes, supporting – in those countries and elsewhere – the building blocks of democracy, like the rule of law and a free media.*

Type of commissive act: Promising.

The speaker promises the audiences that the government would use everything at their disposal, their diplomatic networks, their aid budgets, their political relations, their military and security cooperation and supporting – in those countries and elsewhere – the building blocks of democracy. It is indicated by the using of phrase “*using everything at our disposal*”.

Implicitly, the speaker will do what he said in the future.

4. *The G8 can help discuss how we can best divide up some of this work between us and how we can each individually partner-up with the countries worst affected to overcome this threat, like I say.*

Type of commissive act: Promising.

The speaker states to the audiences that he will guarantee the work between the participated countries is helped by G8 in dividing up that work and how they can each individually partner up with the countries worst affected to solve that threat. It is emphasized by the using of phrase “*like I say*”.

5. *This is going to be right up there on our agenda for the G8.*

Type of commissive act: Promising.

The speaker promises the audiences that his program to divide up some works and partner up with the countries worst affected will be right up there on their agenda. It is indicated by the using of phrase “*is going to be*”.

6. *We are making sure that the United Kingdom is more outward looking than ever before.*

Type of commissive act: Promising.

The speaker promises the audiences that he will make United Kingdom is more outward looking than ever before. It is indicated by the using of phrase “*we are making sure*”.

7. *By 2015 we will have opened up twenty new diplomatic posts around the world, employed three hundred extra staff in the fastest growing regions of the world.*

Type of commissive act: Promising.

The speaker promises the audiences that his government will had opened up twenty new diplomatic posts around the world, employed three hundred extra staff in the fastest growing regions of the world. He wants to make a better cooperation between other countries to faster economy growing. It is indicated by the using of phrase “*will*”.

8. *Everything I do is about making sure we’re not just competing in that global race, but we’re succeeding in it.*

Type of commissive act: Promising.

The speaker promises the audiences that everything he did was about making sure they were not just competing in that global race, but they were

succeeding in it. The government seriously tries to win that global race. It is indicated by the using of phrase “*everything I do is about*”.

9. *So first we’re going to push for more openness on trade.*

Type of commissive: Promising.

The speaker states to the audiences to push for more openness on trade in order to avoid the bad impacts when the trade is not free. It is indicated by the phrase “*we’re going to*”.

10. *In the European Union we’re about to embark on our biggest-ever programme of free trade agreement negotiations.*

Type of commissive act: Promising.

The speaker promises the audiences that his government were about to embark on their biggest-ever programme of free trade agreement negotiations. It is indicated by the phrase “*we’re about to*”.

11. *This is about me and all the other G8 leaders being able to look our people in the eye and say that when they work hard and pay their fair share of taxes we will make sure that others do so as well.*

Type of commissive act: Promising.

The speaker promises people that when they work hard and pay their fair share of taxes the government will make sure that others do so as well. It is indicated by the using of lexical word “*will*”.

12. *Of course aid has played, and will continue to play.*

Type of commissive act: Promising.

The speaker promises people that aid has played, and would continue to play.

It is indicated by the using of lexical word “will”.

13. *There should be, there will be, and I will back a major push on tackling global hunger, under-nutrition and stunting this year.*

Type of commissive act: Promising.

The speaker promises people that he will back a major push on tackling global hunger, under-nutrition and stunting this year. It is indicated by the using of lexical word “will”.

14. *And now as the co-chair of the UN High Level Panel, and with the presidency of the G8, there is a chance to put turbo boosters under this agenda, and I'm determined to seize that chance.*

Type of commissive act: Promising.

The speaker promises the audiences that as the co-chair of the UN High Level Panel, and with the presidency of the G8, there is a chance to put turbo boosters under this agenda, and Cameron was determined to seize that chance. It is indicated by the using of phrase “I'm determined to seize”.

15. *So we're going to push for more transparency on who owns companies; on who's buying up land and for what purpose; on how governments spend their money; on how gas, oil and mining companies operate; and on who is hiding stolen assets and how we recover and return them.*

Type of commissive act: Promising.

The speaker promises the audiences that his government was going to push for more transparency on who owns companies; on who's buying up land and

for what purpose; on how governments spend their money; on how gas, oil and mining companies operate; and on who is hiding stolen assets and how the government recover and return them. It is indicated by the using of phrase “*we’re going to*”.

16. *I’m about the most pro-business leader you can find. I yield to no-one in my enthusiasm for capitalism.*

Type of commissive act: Promising.

The speaker promises the audiences that Cameron was about most pro-business leader people can find and he yield to no-one in my enthusiasm for capitalism. It is indicated by the using of phrase “*I’m about. . . I yield to*”

17. *We are going to work with our partners in the G8 to achieve it for the good of the people right across the world.*

Type of commissive act: Promising.

The speaker promises the audiences that the government would going to work with their partners in the G8 to achieve open societies, open economies and open government for the good of the people right across the world. It is indicated by the using of phrase “*we’re going to*”.

18. *Europe is being out competed, out invested, out innovated.*

Type of commissive act: Warning.

The speaker warns the audiences that Europe is not in safety situation, explicitly, he invites the governments to be more competing, more investing, and more innovating. It is indicated by such a bad consequences.

19. *When trade isn't free, we all suffer. When some businesses aren't seen to pay their taxes that is corrosive to the public trust. When shadowy companies don't play by the rules, that drives more box ticking, more regulation, more interference and that makes life harder for other businesses to turn a profit.*

Type of commissive act: Warning.

The speaker warns the audiences of the trade when it is not free, the businesses that do not pay taxes, and the shadowy companies that do not play the rule. Those problems have dangerous impact such as the people will suffer, corrosive to the public trust, and the difficulty of other business to turn the profit. It is indicated by the statement that shows bad consequences.

20. *Put simply: no tax base, no low tax case.*

Type of commissive act: Warning.

The speaker warns the businesses that have no tax base, it means that they will have no low tax base as well. It is emphasized by the phrase “no tax base, no low tax case”.

21. *Like everything else in this G8, the ambitions are big and I make no apology for that.*

Type of commissive act: Warning.

The speaker warns his own government to pay attention to details about transparency. It is indicated by the using of phrase “no apology for that”.

22. *When one company doesn't pay the taxes they owe then other companies end up paying more.*

Type of commissive act: Warning.

The speaker warns the government not to let one company not to pay the tax because other companies would end up paying more. It is indicated by phrase *“then other companies end up paying more”* as a bad consequence.

23. *A deal between us could add over fifty billion pounds to the EU economy alone. Agreeing all the EU deals on the table could increase our GDP by two per cent and create over two million jobs across the European Union.*

Type of commissive act: Offering.

The speaker offers the EU and UA to make a deal and an agreement so that it could add over fifty billion pounds to the EU economy alone and increase their GDP by two per cent and create over two million jobs across the European Union. It is indicated by the option to make a deal that the speaker gave to the audiences.

24. *Businesses who think they can carry on dodging that fair share, or that they can keep on selling to the UK and setting up ever more complex tax arrangements abroad to squeeze their tax bills right down, well they need to wake up and smell the coffee, because the public who buy from them have had enough.*

Type of commissive act: Threatening.

The speaker threatens the business to not carry on dodging fair share or keep on selling to the UK and setting up ever more complex tax arrangements abroad to squeeze their tax bills right down. It is indicated by the sentence *“well they need to wake up”* since the public who buy from them have had enough.

4.3 The Findings on Directive Acts

NO	TYPES OF DIRECTIVE ACT	UTTERANCES
1.A	Suggesting	<i>We've got to be tough, we've got to be intelligent and we've got to be patient</i>
B		<i>But we need to combine a tough security response with an intelligent political response. We need to address that poisonous narrative that the terrorists feed on. We need to close down the ungoverned space in which they thrive and, yes, we need to deal with the grievances that they use to garner support</i>
C		<i>We should try and shape them in the UK's national interest</i>
D		<i>And it's not just right for the United Kingdom, it is necessary for Europe</i>
E		<i>It is time we made the European Union an engine for growth, not a source of cost for business and complaint from our citizens</i>
F		<i>We are having to make cuts in the UK, but this is something we are not cutting, we're expanding</i>
G		<i>We need more free trade. We need fairer tax systems. We need more transparency on how governments and, yes, companies operate</i>
H		<i>We should work to encourage that further.</i>
I		<i>If there are difficult questions about whether existing standards are tough enough to tackle avoidance we need to ask them. If there are options for more multilateral deals on automatic information exchange to catch tax evaders we need to explore them.</i>
J		<i>If you want to keep tax rates low you've got to keep taxes coming in</i>
K		<i>You need to have that base in order to deliver the low taxes that businesses and competitive economies need.</i>
2.A	Questioning	<i>How do we succeed when other nations are growing, changing, innovating so fast?</i>
B		<i>But what about tax avoidance?</i>
C		<i>Doesn't this sound like an anti-business, bash the rich, tax success agenda?</i>
3.A	Commanding	<i>You've got to deal with your debts, you've got to cut business taxes, you've got to tackle the bloat in welfare, and crucially you've got to make sure your schools and your universities are truly world class</i>
B		<i>I say no</i>
C		<i>So I want the UK to look out, not in</i>
D		<i>I want this year's G8 to bring a new focus on these issues: trade, tax, transparency. Those are the issues we are going to be driving for this year</i>
NO	TYPES OF	UTTERANCES

DIRECTIVE ACT		
E		<i>there are some things that governments want people to do that reduce tax bills, such as investing in a pension, a start up business or giving money to a charity</i>
F		<i>But we must not let them off the hook; it can be done</i>
G		<i>Individuals and businesses must pay their fair share</i>
H		<i>I want this G8 to lead a big push for transparency across the developing world</i>
4.A	<i>Requesting</i>	<i>Let us negotiate a new settlement for Europe that works for the UK and let's get fresh consent for it</i>
B		<i>Now this should be at the forefront of the mind of every leader, every diplomat during those long negotiations on trade</i>
C		<i>We must also continue to support the multilateral system</i>
D		<i>This means working through the WTO to agree a deal to sweep away trade bureaucracy at the ministerial conference in Bali this December</i>
E		<i>It is ambitious, but we must seize these opportunities to give a massive boost to free trade across the world</i>
F		<i>We want to use the G8 to drive a more serious debate on tax evasion and tax avoidance</i>
G		<i>It is time to call for more responsibility and for governments to act accordingly</i>
H		<i>So we need to act together, including at the G8</i>
I		<i>And we want to work with developing countries on this too</i>
J		<i>But at the same time as talking about aid we also need to move the debate on so we're not just dealing with the symptoms of poverty but we're tackling the causes</i>

The writer also provides further analysis about directive acts performed by David Cameron by describing the function of each utterance.

1. *We've got to be tough, we've got to be intelligent and we've got to be patient.*

Type of directive act: Suggesting.

The speaker suggests the audiences to be tough, to be intelligent, and to be patient in facing menace from terrorists Al-Qaeda. It is indicated by the using of phrase "*we've got to be*".

2. *But we need to combine a tough security response with an intelligent political response. We need to address that poisonous narrative that the terrorists feed on. We need to close down the ungoverned space in which they thrive and, yes, we need to deal with the grievances that they use to garner support.*

Type of directive act: Suggesting.

The speaker suggests the audiences to combine a tough security response with an intelligent political response, to address poisonous narrative that the terrorists feed on, to close down the ungoverned space in which they thrive and to deal with the grievances that they use to garner support. It is indicated by the using of phrase “*we need to*”.

3. *We should try and shape them in the UK’s national interest.*

Type of directive act: Suggesting.

The speaker suggests the audiences to try and shape those events in the UK’s national interest. It is indicated by the using of phrase “*we should*”.

4. *And it’s not just right for the United Kingdom, it is necessary for Europe.*

Type of directive act: Suggesting.

The speaker suggests people to a new settlement for Europe because it was necessary for them. It is indicated by the using of phrase “*it is necessary*”.

5. *It is time we made the European Union an engine for growth, not a source of cost for business and complaint from our citizens.*

Type of directive act: Suggesting.

The speaker suggests the audiences to start making the European Union an engine for growth. It is indicated by the using of phrase “*it’s time we made*”.

6. *We are having to make cuts in the UK, but this is something we are not cutting, we're expanding.*

Type of directive act: Suggesting.

The speaker advises his own government that they were had to make cuts in the UK. It is indicated by the using of phrase "we are having to".

7. *We need more free trade. We need fairer tax systems. We need more transparency on how governments and, yes, companies operate.*

Type of directive: Suggesting.

The speaker suggests more free trade, fairer tax systems, more transparency on how governments and companies operate. It is indicated by the using of phrase "we need more".

8. *We should work to encourage that further.*

Type of directive act: Suggesting.

The speaker suggests the audiences working to encourage the trade between developing countries and within Africa that was growing. It is indicated by the using of phrase "we should work".

9. *If there are difficult questions about whether existing standards are tough enough to tackle avoidance we need to ask them. If there are options for more multilateral deals on automatic information exchange to catch tax evaders we need to explore them.*

Type of directive act: Suggesting.

The speaker suggests the audiences whether there are difficult questions about whether existing standards are tough enough to tackle avoidance they

need to ask G8 and if there are options for more multilateral deals on automatic information exchange to catch tax evaders they need to explore them. It is indicated by the using of phrase “*if . . . we need to*”.

10. *If you want to keep tax rates low you’ve got to keep taxes coming in.*

Type of directive act: Suggesting.

The speaker suggests individuals and businesses to keep taxes coming in if they want to keep tax rates low. It is indicated by the using of phrase “*if you . . . you’ve got to*”.

11. *You need to have that base in order to deliver the low taxes that businesses and competitive economies need.*

Type of directive act: Suggesting.

The speaker suggests the businesses to have that base in order to deliver the low taxes that businesses and competitive economies need. It is indicated by the using of phrase “*we need to*”.

12. *How do we succeed when other nations are growing, changing, innovating so fast?*

Type of directive act: Questioning.

The speaker asks the audiences how they succeed when other nations are growing, changing, innovating so fast. It is indicated by the using of question word “*how*” and question mark.

13. *But what about tax avoidance?*

Type of directive act: Questioning.

The speaker asks the audiences about tax avoidance. It is indicated by the using of question word “what” and question mark.

14. *Doesn't this sound like an anti-business, bash the rich, tax success agenda?*

Type of directive act: Questioning.

The speaker asks the audiences whether that sound likes an anti-business, bash the rich, tax success agenda or not. It is indicated by the using of question word “doesn't” at the beginning of the sentence and question mark.

15. *You've got to deal with your debts, you've got to cut business taxes, you've got to tackle the bloat in welfare, and crucially you've got to make sure your schools and your universities are truly world class.*

Type of directive act: Commanding.

The speaker commands the audiences to deal with their debts, to cut business taxes, to tackle the bloat in welfare, and crucially to make sure their schools and their universities are truly world class. It is indicated by the using of phrase “you've got to” and David Cameron's intonation.

16. *I say no*

Type of directive act: Commanding.

The speaker forbids the audiences to let those events unfold naturally like what some people did. It is obviously forbidding and forbidding is part of commanding.

17. *So I want the UK to look out, not in.*

Type of directive act: Commanding.

The speaker commands his own government to keep watching the rule application. It is indicated by the using of phrase *“I want the UK to”*.

18. *I want this year's G8 to bring a new focus on these issues: trade, tax, transparency. Those are the issues we are going to be driving for this year.*

Type of directive act: Commanding.

19. *There are some things that governments want people to do that reduce tax bills, such as investing in a pension, a start up business or giving money to a charity.*

Type of directive act: Commanding.

The speaker commands people to do that reduce tax bills, such as investing in a pension, a start up business or giving money to charity. It is indicated by the using of phrase *“governments want people to do”*.

20. *But we must not let them off the hook; it can be done.*

Type of directive act: Commanding.

The speaker commands the audiences to not letting the poorer nations off the hook. It is indicated by the using of phrase *“we must”*.

21. *Individuals and businesses must pay their fair share.*

Type of directive act: Commanding.

The speaker commands individuals and businesses to pay their fair share. It is indicated by the using of phrase *“must”*.

22. *I want this G8 to lead a big push for transparency across the developing world.*

Type of directive act: Commanding.

The speaker commands G8 to lead a big push for transparency across the developing world. It is indicated by the using of phrase *"I want this G8 to"*.

23. *Let us negotiate a new settlement for Europe that works for the UK and let's get fresh consent for it.*

Type of directive act: Requesting.

The speaker requests the audiences and himself to negotiate a new settlement for Europe that works for the UK and get fresh consent for it. It is indicated by the using of phrase *"let us"*

The speaker commands G8 to bring a new focus on these issues: trade, tax, transparency. It is indicated by the using of phrase *"I want this year's G8 to"*

24. *Now this should be at the forefront of the mind of every leader, every diplomat during those long negotiations on trade.*

Type of directive act: Requesting.

The speaker requests every leader and diplomat to memorize the late 2008 steepest fall in global trade ever during those long negotiations on trade so that they have to make big consideration and carefulness. It is indicated by the using of phrase *"this should be"*.

25. *We must also continue to support the multilateral system.*

Type of directive act: Requesting.

The speaker requests audience to continue supporting the multilateral system. It is indicated by the using of phrase *"we must"*.

26. *This means working through the WTO to agree a deal to sweep away trade bureaucracy at the ministerial conference in Bali this December.*

Type of directive act: Requesting.

The speaker requests the audiences working through the WTO to agree a deal to sweep away trade bureaucracy at the ministerial conference in Bali this December. It is indicated by the using of phrase “*working through the WTO to agree*”.

27. *It is ambitious, but we must seize these opportunities to give a massive boost to free trade across the world.*

Type of directive: Requesting.

The speaker requests the audiences to seize those opportunities to give a massive boost to free trade across the world. It is indicated by the using of phrase “*we must*”.

28. *We want to use the G8 to drive a more serious debate on tax evasion and tax avoidance.*

Type of directive act: Requesting.

The speaker invites G8 to drive a more serious debate on tax evasion and tax avoidance. It is indicated by the using of phrase “*we want*”.

29. *It is time to call for more responsibility and for governments to act accordingly.*

Type of directive act: Requesting.

The speaker requests the audiences to start calling for more responsibility and for government to act accordingly. It is indicated by the using of phrase “*it is time to*”.

30. *So we need to act together, including at the G8.*

Type of directive act: Requesting.

The speaker requests the audiences to act together, including at G8 to clamp down in one country and the travelling caravan of lawyers, accountants and financial gurus. It is indicated by the using of phrase “we need to”

31. *And we want to work with developing countries on this too.*

Type of directive act: Requesting.

The speaker requests government working with developing countries on such a case. It is indicated by the using of phrase “we want to”.

32. *But at the same time as talking about aid we also need to move the debate on so we’re not just dealing with the symptoms of poverty but we’re tackling the causes.*

Type of directive act: Requesting.

The speaker requests the audiences to move the debate on so they were not just dealing with the symptoms of poverty but they were tackling the causes.

It is indicated by the using of phrase “we’re not just . . . but we’re”.

4.2 Discussion

Based on the theories proposed by Searle and Kreidler, the writer found that there are 24 utterances applied commissive acts performed by David Cameron in his Davos speech they are promising, warning, offering, and threatening. The promising acts are performed by the speaker in 17 utterances which are shown by the utterances in the table 4.1.1 number (1.A), (1.B), (1.C), (1.D), (1.E), (1.F), (1.G), (1.H), (1.I), (1.J), (1.K), (1.L), (1.M), (1.N), (1.O), (1.P), and (1.Q). The warning acts are performed by the speaker in five utterances which

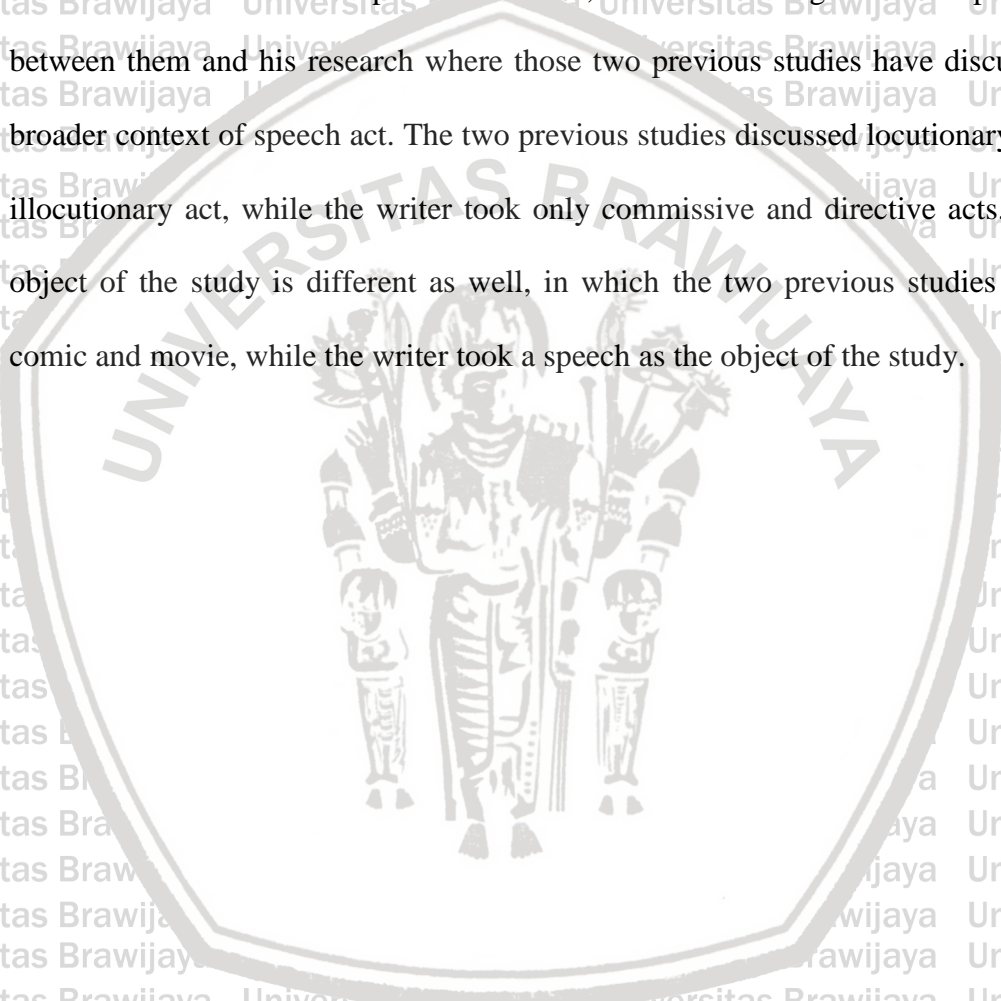
are shown by the utterances in the stated table number (2.A), (2.B), (2.C), (2.D), and (2.E). The offering act is performed by the speaker in one utterance shown in the stated table number (3.A). The threatening act is performed by the speaker in one utterance shown in the stated table number (4.A). Commissive acts were typified when David Cameron committed to do something in the future.

Furthermore, the writer found that there are 32 utterances which applied directive act performed by David Cameron in his Davos speech they are Suggesting, questioning, commanding, and requesting. The suggesting acts are performed by speaker in 11 utterances which are shown by the utterances in the table 4.1.2 number (1.A), (1.B), (1.C), (1.D), (1.E), (1.F), (1.G), (1.H), (1.I), (1.J), and (1.K). The questioning acts are performed by the speaker in three utterances which are shown by the utterances in the stated table number (2.A), (2.B), and (2.C). The commanding acts are performed by the speaker in eight utterances which are shown by the stated table number (3.A), (3.B), (3.C), (3.D), (3.E), (3.F), (3.G), and (3.H). The suggesting acts are performed by the speaker in 10 utterances which are shown by the utterances in the table number (4.A), (4.B), (4.C), (4.D), (4.E), (4.F), (4.G), (4.H), (4.I), and (4.J). Directive acts were typified when David Cameron wants to get someone else to do something.

Moreover, based on the finding it is known that David Cameron applied promising which is a kind of commissive acts in 17 utterances. Such a kind of commissive acts is mostly used by David Cameron in his Davos speech in order to promise the audiences about what he will do in the future. It is also to ensure that David Cameron will be able to fulfill what he said. Besides, he also applied

suggesting in 11 utterances which is a kind of directive acts. Such a kind of directive acts is mostly used by David Cameron in his Davos speech in order to advise the audiences because there are so many problems that G8 faced at that time so that the speaker tried to give solutions for them.

Related to the two previous studies, the writer has got the comparison between them and his research where those two previous studies have discussed broader context of speech act. The two previous studies discussed locutionary and illocutionary act, while the writer took only commissive and directive acts. The object of the study is different as well, in which the two previous studies used comic and movie, while the writer took a speech as the object of the study.



CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents conclusion and suggestion of the study. The conclusion of this study covers the finding summary. The suggestion covers the advices for the next writers who will do the similar study by considering what the writer found.

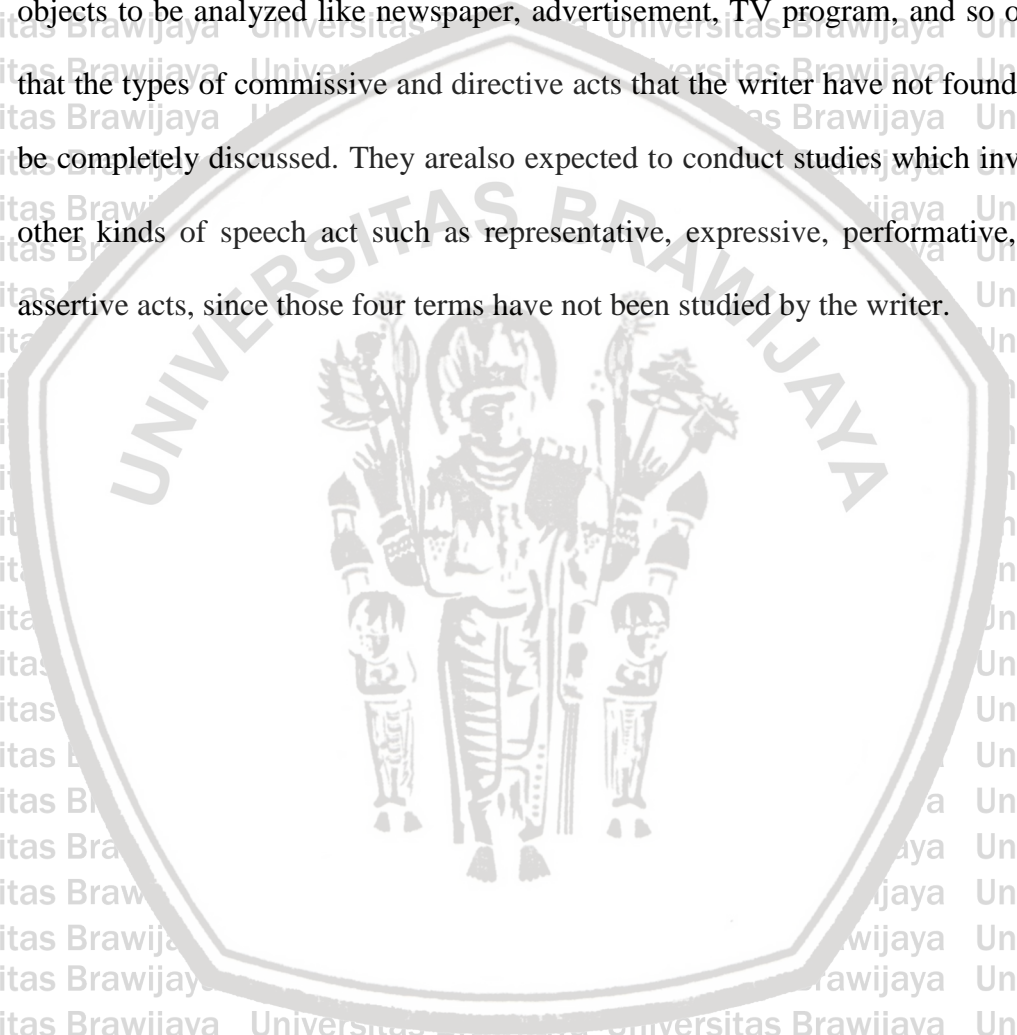
5.1 Conclusion

The writer makes conclusion after the analysis is done. He found that the elements of speech act that are commissive and directive speech acts are applied by David Cameron in his Davos speech. The finding has been analyzed according to the theory proposed by Searle and Kreidler. The Commissive acts are applied in 25 utterances containing promising (17 utterances), warning (5 utterances), offering (1 utterance), and threatening (1 utterance). The directive acts are applied in 32 utterances containing suggesting (11 utterances), questioning (3 utterances), commanding (8 utterances), and requesting (10 utterances).

In short, David Cameron has performed commissive and directive speech acts in which the type of commissive act that he mostly performed was promising which appears in 17 utterances from the utterances total of commissive act 24. In the other hand, the type of directive acts that David Cameron mostly performed was suggesting which appears in 11 utterances out of 32 amounts.

5.2 Suggestion

By considering the result of the study, the writer is aimed to give suggestion to the future researchers. The next researcher who will conduct the similar study in case of commissive and directive acts suggested to find other objects to be analyzed like newspaper, advertisement, TV program, and so on so that the types of commissive and directive acts that the writer have not found will be completely discussed. They are also expected to conduct studies which involve other kinds of speech act such as representative, expressive, performative, and assertive acts, since those four terms have not been studied by the writer.



REFERENCES

Ary D., Jacobs L.C. and Razavieh, A. (2002). *Introduction to Research in Education*. (6th Ed). USA: Wadworth/Thomson Learning.

Austin, J.L. (1962). *How to Do Things with words (1st Ed)*. Michigan :Claredon Press.

Creswell, John W. (1998). *Qualitative inquiry and research design choosing among five tradition*. California: SAGE publications.

GOV.UK. (2013). Retrieved on April 18, 2013, from <https://www.gov.uk/government/speeches/prime-minister-david-camerons-speech-to-the-world-economic-forum-in-davos>.

Kreidler, Charles. W. (1998). *Introducing English Semantics*. London :Routledge 11 New Fetter Lane.

Levinson, Stephen. C. (1983). *Pragmatics*. Cambridge: Cambridge University Press.

Mey, Jacob. L. (1993). *Pragmatics*. Oxford: Blackwell Publishing Ltd.

Moleong, Lexy, J. (2004). *Metode Penelitian Kualitatif*. Bandung: PT RemajaRosdakarya.

Oxford University. (2003). *Oxford Advances learner's Dictionary*. Oxford: Oxford University Press.

Rusmita, NurRahmaYuli. (2012). *Speech Act Analysis of The Main Character's In RadityaDika's Comic Entitled "KambingJantan :The 1st series"*. Unpublished Thesis. Malang. Brawijaya University.

Searle, John R. (1976). *A Classification of Illocutionary Acts*.

Cambridge: Cambridge University Press.

Searle, John R. (1983). *Intentionality: An Essay in the Philosophy of Mind*.

Cambridge: Cambridge University Press.

Ulfa, VindaMaretha. (2010). *A Study of Speech Act in The Main Character's*

Utterances containing conflicts in Slumdog Millionaire Movie. Unpublished

Thesis. Malang. Brawijaya University.

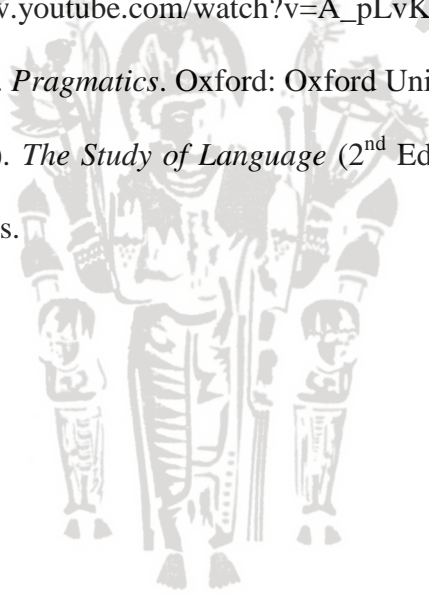
YOUTUBE. (2013). Retrieved on April 18, 2013,

from http://www.youtube.com/watch?v=A_pLvK4I2v4

Yule, George. (1996a). *Pragmatics*. Oxford: Oxford University Press

Yule, George. (1996b). *The Study of Language* (2nd Ed). Cambridge: Cambridge

University Press.



Appendix 1: David Cameron's Davos Speech Transcript

NOTES :

[Red Box] : COMMISSIVE ACTS

P : PROMISING

W : WARNING

O : OFFERING

T : THREATENING

[Blue Box] : DIRECTIVE ACTS

S : SUGGESTING

Q : QUESTIONING

C : COMMANDING

R : REQUESTING

David Cameron sets out the main priorities for the UK's Presidency of the G8: trade, tax and transparency.

David Cameron, prime minister, United Kingdom
January 24, 2013

It's the UK's privilege to host the G8 this year and I want to set out today our main priorities. Now right up there on our agenda is of course tackling the threat of extremism and terrorist violence that we've seen erupt in Mali and in that despicable attack in Algeria.

I'll put my cards on the table (P), I believe we are in the midst of a long struggle against murderous terrorists and a poisonous ideology that supports them. Just as we've successfully put pressure on al-Qaeda in Afghanistan and Pakistan, so al-Qaeda franchises have been growing for years in Yemen, in Somalia and across parts of North Africa, places that have suffered hideously through hostage taking, terrorism and crime.

Now to defeat this menace **we've got to be tough, we've got to be intelligent and we've got to be patient (S)**, and this is the argument I'll be making at the G8. Let me be again absolutely clear, there is a place for a tough security approach including at times military action where necessary. **The French are right to act in**

Mali and I backed that action, not just with words, but with logistical support too(P). But we need to combine a tough security response with an intelligent political response. We need to address that poisonous narrative that the terrorists feed on. We need to close down the ungoverned space in which they thrive and, yes, we need to deal with the grievances that they use to garner support (S).

Now this means using everything at our disposal: our diplomatic networks, our aid budgets, our political relations, our military and security cooperation and yes, supporting - in those countries and elsewhere - the building blocks of democracy, like the rule of law and a free media(P). The Arab Spring remains part of the solution, not part of the problem.

Now I want to open up a new debate too in how we share the burden of meeting this threat. The G8 can help discuss how we can best divide up some of this work between us and how we can each individually partner-up with the countries worst affected to overcome this threat (P) and, like I say, this is going to be right up there on our agenda for the G8(P).

But today I want to focus on our economic priorities, because for all the countries in the G8 and all the countries across the European Union there is a big, looming insistent question, and that is how do we compete and succeed in the global economic race that we are engaged in today.

How do we succeed when other nations are growing, changing, innovating so fast?(Q) Now a lot of the answers are clear. You've got to deal with your debts, you've got to cut business taxes, you've got to tackle the bloat in welfare, and crucially you've got to make sure your schools and your universities are truly world class.(C)

Now back in the UK we've been doing all of these things. Less than three years in and this government has cut the deficit by a quarter; our corporation tax rate is the lowest in the G7. In welfare reform we've been radical, in education almost revolutionary - busting open the state monopoly of education and allowing new Free Schools to start up, and crucially to compete in this global race. We are making sure that the United Kingdom is more outward looking than ever before(P).

Now yesterday I gave a speech setting out the UK's place in Europe.

This is not about turning our backs on Europe - quite the opposite. This is about how we make the case for a more competitive, a more open, a more flexible Europe and how we secure the UK's place within it. This is how I see it. Just over half of the EU countries are in the single currency, in the Euro. When you have a single currency you move inexorably towards a banking union, towards forms of fiscal union and that has huge implications for countries like the UK who are not in the Euro and frankly [never will be] are never likely to join. The club we belong to is changing. We can't ignore this: change is under way and the debate about what this means, it is live, it is happening right now.

And as I said yesterday consent in the United Kingdom for the steps that have already been taken is wafer thin.

Now some just say well let these events unfold naturally. I say no(C). We should try and shape them in the UK's national interest (S). Let us negotiate a new settlement for Europe that works for the UK and let's get fresh consent for it(R). And it's not just right for the United Kingdom, it is necessary for Europe(S). Europe is being out competed, out invested, out innovated (W) and it is time we made the European Union an engine for growth, not a source of cost for business and complaint from our citizens (S).

So I want the UK to look out, not in(C), and that is why for the first time in a decade UK foreign policy is on the advance. By 2015 we will have opened up twenty new diplomatic posts around the world, employed three hundred extra staff in the fastest growing regions of the world(P). We are having to make cuts in the UK, but this is something we are not cutting, we're expanding (S). We're now one of only three European countries to be represented in every single country in ASEAN and we have the largest diplomatic network in India of any developed nation. We are a global nation with global interests and a global reach, and if you think all of this is somehow an unashamed advert for the UK and UK business you're absolutely right. Everything I do is about making sure we're not just competing in that global race, but we're succeeding in it(P).

But my argument today, the argument I want to make in front of you and the idea that the G8 will be driving forward this year, is that competing in the global race is not just about what we do at home, it is about the wider economy we'll operate in, the rules that shape it, the fairness and the openness that characterise it. We need more free trade. We need fairer tax systems. We need more transparency on how governments and, yes, companies operate (S).

Let me tell you why. It's the oldest observation of the modern age that we are all interconnected. Communication is faster than ever, finance is more mobile than ever and yet the paradox of this open world is that in many ways it's still so closed and so secretive. It's a world where trade is still choked off by barriers and bureaucracy. It's a world where some companies navigate their way around legitimate tax systems and even low tax rates with an army of clever accountants. It's a world where, regrettably, corrupt government officials in some countries and some corporations run rings around the letter and the spirit of the law to rip off hard working people and to plunder their natural resources.

There is a long and tragic history of some African countries being stripped of their minerals behind a veil of secrecy. We can see the results: the government cronies get rich, some beyond their wildest dreams of avarice, while the people in those countries stay poor.

So it is clear how devastating this can be for some developing countries. But frankly all this matters, and should matter, to developed countries too. When trade isn't free, we all suffer. When some businesses aren't seen to pay their taxes, that is corrosive to the public trust. When shadowy companies don't play by the rules,

that drives more box ticking, more regulation, more interference and that makes life harder for other businesses to turn a profit(W). That is why I want this year's G8 to bring a new focus on these issues: trade, tax, transparency. Those are the issues we are going to be driving for this year (C).

Trade

So first we're going to push for more openness on trade (P). In late 2008 we saw the steepest fall in global trade ever and the deepest since the Great Depression, and more than four years on trade has still not fully recovered. Now this should be at the forefront of the mind of every leader, every diplomat during those long negotiations on trade(R); and there's an enormous amount on the table today. You've got the US leading efforts on the Trans Pacific Partnership. In the European Union we're about to embark on our biggest-ever programme of free trade agreement negotiations (P). We've got parameters for a deal with Singapore, negotiations with Canada nearly complete, and we're about to launch negotiations with Japan, and of course there's the beginning of negotiations on an EU-US trade deal. Now the EU and the US together, we actually make up about a third of all global trade. A deal between us could add over fifty billion pounds to the EU economy alone. Agreeing all the EU deals on the table could increase our GDP by two per cent and create over two million jobs across the European Union (O).

Trade between developing countries and within Africa is growing and we should work to encourage that further(S) - and we must also continue to support the multilateral system(R). This means working through the WTO to agree a deal to sweep away trade bureaucracy at the ministerial conference in Bali this December (R). That alone could be worth around seventy billion dollars to the global economy and help trade to flow freely across the world. It is ambitious, but we must seize these opportunities to give a massive boost to free trade across the world (R).

Tax

Now the next T is tax. We want to use the G8 to drive a more serious debate on tax evasion and tax avoidance(R). This is an issue whose time has come. After years of abuse people across the planet are rightly calling for more action, and most importantly there is gathering political will to actually do something about it.

Again let me put my cards squarely on the table. Of course there is a difference between tax evasion and tax avoidance. Evasion is illegal. It can and should be subject to the full force of the criminal law. But what about tax avoidance?(Q) Now of course there's nothing wrong with sensible tax planning and there are some things that governments want people to do that reduce tax bills, such as investing in a pension, a start up business or giving money to a charity(C). But there are some forms of avoidance that have become so aggressive that I think it is

right to say these raise ethical issues, and it is time to call for more responsibility and for governments to act accordingly(R).

In the UK we've already committed hundreds of millions into this effort, but acting alone has its limits. Clamp down in one country and the travelling caravan of lawyers, accountants and financial gurus will just move on elsewhere. So we need to act together, including at the G8(R). If there are difficult questions about whether existing standards are tough enough to tackle avoidance we need to ask them. If there are options for more multilateral deals on automatic information exchange to catch tax evaders we need to explore them(S).

And we want to work with developing countries on this too (R). The fact is, the poorer the nation, the more they need the tax revenues - but often the weaker the capacity they have to collect them. But we must not let them off the hook; it can be done (C). The UK has worked with the Ethiopian authorities to help with tax collection, and in the last decade the amount of tax collected has increased by seven times. All of this in developed and developing countries alike comes down to a simple issue of fairness.

I believe in low taxes, that is why my government is cutting the top rate of income tax, we've cut corporation tax

Individuals and businesses must pay their fair share(C). And businesses who think they can carry on dodging that fair share, or that they can keep on selling to the UK and setting up ever more complex tax arrangements abroad to squeeze their tax bills right down, well they need to wake up and smell the coffee, because the public who buy from them have had enough.(T)

And let's be clear: speaking out on these things is not anti capitalism, it is not anti business. If you want to keep tax rates low you've got to keep taxes coming in (S)- put simply: no tax base, no low tax case.(W) You need to have that base in order to deliver the low taxes that businesses and competitive economies need(S).

This is the argument that's been made brilliantly by the economist Paul Collier and I'm delighted that he's been advising my government ahead of this G8. This is about me and all the other G8 leaders being able to look our people in the eye and say that when they work hard and pay their fair share of taxes we will make sure that others do so as well (P).

Transparency

Now the third big push on our agenda is transparency: shining a light on company ownership, land ownership and where money flows from and to.

This is critical to developing countries. Of course aid has played, and will continue to play(P), an important role in development, and I'm proud that the UK is keeping its aid promises. I'm also proud that we are leading the fight on global hunger, funding nutrition programmes for twenty million children and pregnant women over the next few years.

There should be, there will be, and I will back a major push on tackling global hunger, under-nutrition and stunting this year(P). And I applaud the NGOs, the charities, the organisations that are motivating public opinion, business opinion, world opinion on this absolutely vital issue.

But at the same time as talking about aid we also need to move the debate on so we're not just dealing with the symptoms of poverty but we're tackling the causes(R). Now I've argued for years that there is a golden thread of conditions that enable open economies and open societies to thrive. The rule of law, the absence of conflict and corruption, the presence of property rights and strong institutions: these things are vital for countries to move from poverty to wealth.

And now as the co-chair of the UN High Level Panel, and with the presidency of the G8, there is a chance to put turbo boosters under this agenda, and I'm determined to seize that chance.(P)

I want this G8 to lead a big push for transparency across the developing world(C), and to illustrate why let me give you one example. A few years back a transparency initiative exposed a huge hole in Nigeria's finances, an eight hundred million dollar discrepancy between what companies were paying and what the government was receiving for oil - a massive, massive gap. The discovery of this is leading to new regulation of Nigeria's oil sector so the richness of the earth can actually help to enrich the people of that country.

And the potential is staggering. Last year Nigeria oil exports were worth almost a hundred billion dollars. That is more than the total net aid to the whole of sub Saharan Africa. So put simply: unleashing the natural resources in these countries dwarfs anything aid can achieve, and transparency is absolutely critical to that end. So we're going to push for more transparency on who owns companies; on who's buying up land and for what purpose; on how governments spend their money; on how gas, oil and mining companies operate; and on who is hiding stolen assets and how we recover and return them(P). Like everything else in this G8, the ambitions are big and I make no apology for that.(W)

Thirty years ago more than half of our planet lived on the equivalent of one dollar twenty five a day or less; today it's not one half, it is one fifth. This is an amazing story of human progress and it shows what is possible. We can be the generation that eradicates absolute poverty in our world, but we'll only achieve that if we break the vicious cycle and treat the causes of poverty and not just its symptoms.

So let me end today by saying this: I know that some people might be thinking he's talking about cracking down on tax avoidance, talking about making companies be more transparent - doesn't this sound like an anti-business, bash the rich, tax success agenda?(Q). Absolutely not. This is a resolutely pro-business agenda. I'm about the most pro-business leader you can find. I yield to no-one in my enthusiasm for capitalism.(P)

It is an economic system that generated more wealth, unleashed more human potential and reduced more grinding poverty than any other in history. I don't

believe that one person's wealth fairly gained through free exchange in an open market is somehow the cause of another person's poverty. I will have no truck with those who want to demonise the successful, to level down rather than to build up, or to those who seek continually to turn the word profit in to a dirty word.

But I also passionately believe that if you want open economies, low taxes and free enterprise then you need to lay down the rules of the game and you need to be prepared to enforce them. Poor business practice doesn't operate in a vacuum: it hurts the good. **When one company doesn't pay the taxes they owe then other companies end up paying more (W).** When some cowboys play the system all businesses suffer from the fallout to their reputation - that is why it's not just those in the NGOs who've been lobbying my government on these issues, it's those in the high rises in the City of London: bankers, lawyers, senior figures in finance. They've told us to pursue this agenda hard and that is exactly what we're going to do.

This is a vision of proper companies, proper taxes, proper rules. A vision of open societies, open economies and open government and **we are going to work with our partners in the G8 to achieve it for the good of the people right across the world(P).** Thank you very much indeed for listening.

