

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Made in Dagenham is a 2010 British movie based on a true story, which is the 1968 strike at the Ford Dagenham car plant. It portrays a decisive moment in that decade of upheaval when the fight for equal rights and pay was led unexpectedly by Rita O'Grady as the ordinary working-class woman with one foot in the kitchen and one foot on the factory floor. This movie is directed by Nigel and distributed by Paramount Pictures. The movie was written by William Ivory, also produced by Elizabeth Carlsen and Stephen Woolley.

A movie is a portrait of social life with certain scenes and topics of conversation that serve an effective medium for delivering messages. Communication messages that moviemakers want to convey can be realized in speech acts through conversations spoken by players. Through a movie, communication interactions can occur. Joseph M. Boggs and Dennis W. Petrie said in their book *The Art of Watching Film* (2000: 2), a film is a unique art production and has a strong influence toward its viewer because it combines painting, technology, music, literature, and drama, and becomes interesting to be watched. A movie is played with scenes, place settings, and certain topics of conversation. With the presence of scenes, place settings, and certain topics of conversation that are part of the speech context, it can play an important role in helping to understand the meaning of an utterance. Moreover, when conducting a

conversation, the speaker must make a goal that is understood by the hearer. Besides, the speaker must ensure to avoid misinterpretations in their communication to make the hearer do something based on the purpose of the speaker. One approach that is significant to the functional classification of speech is based on speech act.

Speech acts are the action that is conducted through an utterance (Yule, 1996: 47). In movies, many types of speech acts are performed by speakers. This means that when the speakers express something through what they say, they perform something through their utterances. It can also be done in a conversation conducted by the speakers and hearers in a movie. This happens because the main point of the speech act is the utterance or conversation. Each utterance or conversation, of course, depends on the context and situation of the speakers and hearers. Besides, the meaning of a sentence has a relationship with a speech act that has the literal expression of a sentence.

The action performed by producing an utterance will consist of three related acts, which are locutionary, illocutionary, and perlocutionary act (Austin, 1962:100). Five basic types of illocutionary speech act that can be performed based on Searle (1999), assertives/representatives, directives, commissives, expressives, and declarations/declaratives. These types of speech act can be analyzed to identify through utterances in a movie, but the researcher only focuses on directive speech act.

The directive is a kind of speech act that the speakers use to make others do something (Searle, 1999, p. 28). This means that directive is a type of

classification of speech act related to making someone do something by delivering an utterance. There are several reasons why this study uses the directive speech act. First, the directive is a function of language. The second reason is a directive is a speech act that is often used in everyday conversation. The third reason is directive shows a strong relationship between the speakers and hearers. The next reason is that a directive speech act is used to get the hearers' attention in communication. Through the directive speech act, the speakers' utterances make the hearers do something. In conversations, a directive is often used by the speakers but they say in different ways. The speakers must pay attention to the situation and context to make the hearers do what they want. The situation in the conversation can be seen in several aspects, such as who the hearers are, what the speakers want to say, and the time of the conversation.

The directive speech act is divided into several types based on its function, at least there are five types of directive speech acts (Searle, 1999). They are commanding, requesting, suggesting, inviting, criticizing, and prohibiting. Regarding directive speech act, it can be used in various types of genre movies, such as comedy, romance, action, epics, and even horror movies. Directive speech act can be applied in different forms, different functions, and also different situations.

There are three ways to express directive speech acts based on their forms. Holmes (1992) states the speakers may say in imperative, interrogative, or declarative form. A request is generally referred to as a 'request' and a command such as what is commonly referred to as an 'order', they do have important

characteristics that both of which require non-verbal actions from the speakers. The difference between them is that the imperative or command does not give the speakers the choice to obey or disobey, while a request does.

As explained before, there are many ways to express a directive speech act, as imperative, interrogative, or declarative. Although it can be said in general that interrogative and declarative are more polite than imperative, and also depends on the context. An imperative is often used between people who know each other well or in an address to subordinates. Interrogative and declarative tend to be used between those who are familiar with each other, or where there are several reasons to feel the requested task is not routine. Considering this phenomenon, the speakers must be able to generate the right imperative form because it can be delivered in various ways and usages. Some people express the imperative when saying it to different people, to friends, supervisor to the subordinates, to the people who are familiar, or to the strangers.

Therefore, the researcher chooses a movie titled *Made in Dagenham* directed by Nigel Cole to be analyzed. A movie can be used as an effective message delivery media and feasible to be studied further in the study of directive speech act. The reason why the researcher chooses the *Made in Dagenham* movie as the study subject because this movie is exuberant, touching, fashionable, invigorating and simply absolutely delightful to watch. This movie is also a cheeky and uplifting "inspired by a true story" tale that overcomes its predictability with sparkling performances, a dash of wit, a lot of heart, and good-humoured comedy. Moreover, the movie shows the moral value which is this

movie goes against the bittersweetness that the striking women achieve inspirational self-respect and they win their strike as well. Also even given that this movie is set in 1968 in the period before Britain's industrial slide, where equal pay for women can hardly be blamed. These women are shown teaming up and fighting effectively for a principle which is now a bedrock for all workplaces. The achievement is certainly achieved because of Rita O'Grady as the main character. Rita O'Grady is representing the directive speech acts by her utterances as a woman who does not want to be treated differently from men and insists on getting equal rights for women.

Previously, this study is not the first study on this topic. The writer found some studies dealing with pragmatics especially speech acts. The first study is conducted by Olamide and Segun (2014). The study aims at identifying speech act features and analyzing the identified features in the Editorial Comments of *TELL* Magazine in Nigeria. The type of this research is descriptive qualitative in which to analyze the data in the form of the text. This study used the theory proposed by Searle. The results of the study show that representatives and expressive have the highest percentage with 40.6% each. The reason for this is not far-fetched, the major function of a news magazine is to inform the readers. 12.5 % of the acts in our analysis are declarative. The editors employ declarative acts to strengthen decision and present verdict that has been made on certain issues and subjects. The commissive act is only 6.3%. There was no significant employment of directive act in the construction of meaning in the introduction of the editorial comments. This is based on the fact that journalists are only beaming light on the

society and not leaders that usually lay claim to power by directing the people. The best they can do is to appeal to readers but not directing them. Furthermore, this shows the directive act of Searle (1977) is not a popular speech act in the editorial comments of TELL Magazine.

The second study is conducted by Satavetin (2018). This study aimed to examine speech act strategies used in a price negotiation. The data were collected by observing and voice recording from 20 conversations between sellers and buyers in markets in Bangkok, Thailand. The researcher used descriptive method to analyze the data. Searle's theory of speech acts was used as a tool to identify five illocutionary acts. Speech acts found in this study were representative, directive, commissive, expressive and declaration. The buyer and the seller used representative or assertive speech act the most because the seller applied it to inform the price, cost of a product, product properties or benefits, or insist not to give discount whereas the buyer used it to complain about the price, and criticize products. Some directive speech acts were found when the buyer asked about the product price or description, and when the seller introduced the products. Commissive and expressive speech acts were found in the price negotiation situation whereas the informative speech act was not presented. The most frequent-used speech act was representative. Besides, the perlocutionary act was also found in this study. At the end of the conversation, the buyers decided to purchase the product with a negotiated price. The sellers agreed to sell at a bargain price.

The third study is conducted by Fadhil (2018). This study aims at analyzing the five types of speech acts (assertives, commissives, directives, declaratives and expressives) pragmatically in some selected English high school graduation speeches and finding out which types of speech acts that are mostly used in those speeches and what are the forms used in such speeches. The researcher used descriptive method to analyze the data. Searle's theory of speech acts was used as a tool to identify five illocutionary acts. This study shows that the principals use different types of speech acts to achieve different academic and educational purposes like, directing, declaring, correcting attitudes of the students, participating others' thoughts and ideas, etc. The most used type of speech acts in school graduation speeches is directive. Assertives and declarations are always expressed through declarative sentences. Directives are sometimes realized by declarative but mostly by imperative sentences.

The fourth study is conducted by Loko (2018). This study aims at carrying out a pragmatic analysis of a selected extract from Donald Trump's acceptance speech delivered at the Republican National Convention on July 21st, 2016. The researcher used descriptive method to analyze the data. The study mainly focuses on the identification and the analysis of linguistic features of speech acts based on Austin 1962 and Searle 1969 theory used in the political language of the acceptance speech to uncover the way Donald Trump has encoded his intentions and his party's expectations therein. The identification of illocutionary acts indicates the presence of representative acts, directive acts, expressive acts, commissive acts, and declarative acts. The interpretation of the findings reveals

the dominance of representative illocutionary acts which shows that Trump has mainly expressed his personal beliefs, on the one hand, and displayed his truth engagement to lead his party to the White House, on the other. Directive illocutionary acts are used to suggest some solutions, while commissive acts are used to point out challenges of security and peace to be taken up once elected. As for expressive acts, they reflect Trump's psychological state, while addressing the audience at the convention. And for declarative acts, Trump makes declarations about some facts regarding the state of the nation in terms of killings to let his audience assume that he can handle the situation of insecurity in the whole country. Also, the analysis has revealed that Trump has, directly, used as a language to assert, convince, promise, and persuade, his hearers within appropriate social contexts.

The last study is conducted by Ramayanti and Marlina (2018). This study aims to describe the types of speech acts are produced by the speakers in the animated of a western movie entitled *Tangled*. The types of research in this study are qualitative and quantitative research. Qualitative research is applied to analyze the data in the form of the text. Quantitative research is used to count the member of speech acts used by the speakers in that movie to conclude which type of speech acts is dominantly used. Data of this study in the form of utterances that involved illocutionary acts used by each speaker in that movie which is taken from YouTube then classify them of illocutionary acts based on Searle's of theory. Based on data analysis, found that there are four of illocutionary acts found in that movie; directives, representatives, expressives, and commissives.

This study shows that the dominant speech acts used is directives. It indicates that the speakers of the movie “Tangled” use directives because some of them want the other speakers to do something.

The previous researches are similar to the study that the writer conducts in the speech act aspect. In the first study, the researcher used the speech act theory in analyzing editorial comments, while in the second study, the researcher used the speech act theory in analyzing a price negotiation between sellers and buyers in markets. In contrast to the two previous studies, the researchers used the speech act theory in analyzing speeches in the third and fourth studies. Furthermore, the last study used the theory of speech act in analyzing a movie. Therefore, this study continues to analyze the speech act in a movie using the theory of directive speech act. This study focuses on analyzing the types of directive speech act based on Searle’s theory and the forms of directive speech act based on Holmes’s theory through directive utterances used by Rita O’Grady as the main character in the *Made in Dagenham* movie. The researcher gives the title of this study as “Directive Speech Acts in *Made in Dagenham* Movie”.

1.2 Research Question

The main research question of this study is “How directive speech acts are used by Rita O’Grady in the *Made in Dagenham* Movie?” This main question is divided into several questions as follows:

1. What types of directive speech acts are used by Rita O’Grady in the *Made in Dagenham* movie?
2. What forms of directive speech acts are used by Rita O’Grady in the *Made in Dagenham* movie?
3. What are the most dominant type and form of directive speech acts used by Rita O’Grady in the *Made in Dagenham* movie?

1.3 Purpose of the Study

The purposes of this study related to the problems above are:

1. To investigate the types of directive speech acts used by Rita O’Grady in the *Made in Dagenham* movie based on Searle’s theory.
2. To investigate the forms of directive speech acts used by Rita O’Grady in the *Made in Dagenham* movie based on Holmes’s theory.
3. To identify the dominant type and form of directive speech act in the *Made in Dagenham* movie.

1.4 Scope of the Study

Based on the problems of study, the limitations of this study are:

1. This study focuses on each utterance produced by Rita O'Grady in the *Made in Dagenham* movie.
2. This study focuses on analyzing directive speech acts including the types of directive speech act based on Searle's theory and forms of directive speech act based on Holmes's theory to analyze directive utterances produced by Rita O'Grady in the *Made in Dagenham* movie.

1.5 Significance of the Study

The researcher hopes that this study will give some significance as follow:

1. Theoretical significance
The result of this study is expected to contribute to all the people who want to study English literature. Therefore, the result of this study provides more explanation about speech act.
2. Practical significance
 - a) For the researcher, this study can improve the ability of the researcher to comprehend this study and understand the movie also the story of the movie itself.
 - b) For readers, the result of this study can be used as a reference to study speech act and as additional knowledge in sociolinguistics, pragmatics, and others.

- c) For other researchers, the result of this study can be used as one of the references and information for future researchers related to the field.