

CHAPTER I

INTRODUCTION

1.1 Background of the Study

When someone says something in any condition whether they are having a live conversation, on the phone with someone or having a speech, they are uttering something. An utterance does not only have one meaning which is explicit, but it also have an implicit meaning. The implied meaning which conducted into an action from an utterance when the speaker speaking which J.L Austin classified into three related acts: locutionary, illocutionary and perlocutionary (1962), have been developed and named by Searle to Speech Act Theory (1969). According to Yule (1996) stated that locutionary act is the act of saying something in words or sentences or an utterances according to the meaning contained in the dictionary and in accordance with the syntactic rules (p. 48). Illocutionary act is the act which contains other intentions; relating to who tells who, when, and where the speech act was carried out (Yule, 1996, p. 48). And Perlocutionary act is the act of when the speech is intended to influence the speech partners (Yule, 1996, p. 48-49)

Based on Austin's Theory, Searle (1969) stated that speech acts are the most basic parts of communication, and he classified the Illocutionary act into five parts; *assertive*, *commissive*, *directive*, *declarative* and *expressive* illocutionary types.

Being a public figure means they can influence people multiple times easier than for the common people because they already known by public, they already have a supporter by means groups of fans especially for an international public figure (Schauer, 1984) such as a Hollywood or Bollywood stars, they have fans all over the world. When they are doing a speech or stating something or some issues that can be affecting something else it needs to be delivered and hit the target appropriately. A meaning of public speaker's speech can be delivered legitimately to the audiences if the targets understand the meaning of each utterances spoke by the speaker. The meaning of one's utterances can be seen by the five illocutionary points (Yule, 1996), every utterances has a different meaning which leads us to a new layer of meaning.(Yule, 1996, p. 47)

Therefore, the five illocutionary acts can be used to observe a speech delivered by a speaker. In this study, the writer selects to observe the speeches of *HeForShe* Movement Campaign delivered by three of the UN Women Goodwill Ambassador and one UN Women activist. The first speech delivered by Emma Watson, a British actress and UN Women Goodwill Ambassador, co-hosts a special event for UN Women's HeForShe campaign and delivered the speech for the HeForShe Campaign 2014 at United Nations Headquarters, New York. The second speech is by Anne Hathaway, an American actress and singer and also a UN Women Global Goodwill Ambassador delivered the speech for International Women's Day 2017 at the UN official commemoration of International Women's Day on 8 March in New York. On the other perspective comes from two males speaker from HeForShe Movement Campaign, Winston Duke and Farhan Akhtar.

Winston Duke, an actor also an activist which is famous for his play at Marvel Black Panther movie takes part in the campaign and delivered his speech in HeForShe Impact Summit 2018 event. Another speech delivered by Farhan Akhtar, an actor, singer, and filmmaker but most importantly the first male Goodwill Ambassador for UN Women who strongly opposes violence against women and rape cases. He expresses his concern through the event of UN Women event in 2014.

Four of the speakers were chosen by the writer because they were having a different yet same experience on gender inequality issue; various kinds of discrimination were witnessed by them. Even they were the victims of the issue. Emma and Anne, being a successful Hollywood actress did not save them from the issue. Both of them often got discriminated as a woman and did not have the same opportunity in the film industry, they both are appointed to be the UN Women Ambassador because of their dedication towards gender inequality issue and promise to continue their battle against gender inequality. Coming from the same industry, Winston Duke often got sexualized by the fans and facing his mother and sister got double discrimination because they are black, and a woman. Those events and the other unmentioned inequality treatments were the ones built him into a man today, as the feminist activist and he never stop calling all men to be a part of the gender equality movement. Becoming the first male UN Women Ambassador had fire Farhan Akhtar up into more passionate to urges people to end rape and violence against women. Farhan witnessing an awful incident of his woman colleague being raped and murdered by her own security, made him

realized that this issue should end as soon as possible. Coming from the same industry and seen to have a reputable career, Emma, Anne, Winston and Farhan shaded by *HeForShe* movement to encourage people to join the movement about gender equality.

Furthermore, The *HeForShe* movement campaign was chosen because the campaign is about a solidarity movement under the auspices of UN Women for gender equality and also about women issues which calls upon men and boys to help end the persisting inequalities faced by women and girls globally. The four of the speaker are under the same roof and officially elected to be the both an ambassador and an activist. The *HeForShe* movement also meets the enthusiasm of the public and gets a warm welcome because this movement has a good impact for all levels of society. In order to get the message of the speech, illocutionary act have to analyzed based on the five illocutionary points.

Researchers have done numbers of analysis discussing about speech act on literary work. Speech act has occurred in every kind of communication possible, so does the research concerning speech act, specifically illocutionary act. There are some previous related studies regarding speech act in some other media besides motivational speech.

Altikriti(2011) analyzed the speech acts found in three different short stories titled 'Acme' by Colin Galsworthy, 'Post Haste' by Colin Howard, and 'The Happy Prince' by Oscar Wild. The study is focused on to see how the same speech act with different utterances from different short stories, different writers,

and different themes lead to different illocutionary act. She discussed on her analysis of speech act based on Austin's. Searle(1969&1979) developed the basic elements of Austin's speech act to become *Speech Act Theory*. Searle talked about the thoughts of an 'indirect speech act' to be more particular an indirect 'illocutionary act'. She pointed out that to reach a successful communication, both speakers and hearers have to understand the context and meanings because different utterances form can drive people's communicative intentions as by the three different short stories that she had analyzed does. This study used descriptive analytical method.

Nastri, Peña, and Hancock (2006) analyzed the speech act found in instant messaging called AOL. This study investigated the extent to which these communicative goals are reflected in the language structure of away messages, by examining the speech acts performed through the production of 483 away messages crafted by 44 participants using the same theory as previous journal research have done. The method used in this study is sample population and content analysis.

Akinwotu (2013) analyzed the speech act found in the acceptance speeches of the two presidential candidates in Nigeria. The study focused on to see the speeches that they delivered have an ultimate purpose which is the persuasive utterances based on the speech act or illocutionary act found in the speeches. He talked about political discourse has been a major domain of language use that has attracted the interests of researchers for a long while. They

discussed about how important a presidential speeches to be communicative to the audiences. They showed some examples of political speeches or persuasive speeches to show the communicative purpose of its speeches. The study is based on insight from J.L. Austin (1962) speech act theory. Five categories of speech acts identified by Searle's (1969&1979) are significant in the speeches. This study used descriptive analytical method.

Istiningdias, Sujatna, Indrayani (2014) did a research about illocutionary acts found in declarative moods. The study analyzed based on Searle's illocutionary act using a functional grammar approach. The study investigated the kind of illocutionary act could be identified in declarative moods and the most illocutionary act can be used in declarative moods. They stated that illocutionary act divided into two; direct illocutionary act and indirect illocutionary act. Direct illocutionary act contains making a statement or giving information on the other hand, giving order, giving advice, and giving warning, and also expressing emotion can be identified as indirect illocutionary act in declarative mood. The method applied in this research is descriptive qualitative method and employs Functional Grammar Approach (FGA).

Nartey (2013) researched illocutionary act analysis used in status update on *Facebook*. He analyzed the illocutionary act found in the *Facebook* status updated by Ghanaian University students. The study found that the illocutionary act points used in the students' status update are directives, assertive, expressive, commissive, and quotations. The study also found that the directive illocutionary

point is not used by the students in their status because Searle (1969) stated that illocutionary point of declarative is when someone utters something and that could bring a change to the world, thus the students did not post utterances that could change the world or in their lives. The study is essentially a qualitative content analysis.

Dylgjeri (2017) analyzed the speech act found in political speeches. The study focuses on to see how politician's speech persuaded people based on speech act theory because politician's speech is mainly concerned with persuading or making the hearer believe in what the speaker saying. The study investigates the role of language in communication and interpretations of intentions by analyzing Edi Rama's victorious political speech after the general elections held in Albania in June 2013 as the corpus of the study. This study is using content analysis method.

Based on those previous related articles, the writer is encouraged to analyze the illocutionary acts found in the Emma Watson's *HeForShe* Movement Campaign 2014 speech, Anna Hathaway's in International Women's Day 2017 at the UN official commemoration of International Women's Day speech, Winston Duke's *HeForShe* Impact Summit 2018 speech, and Farhan Akhtar's UN Women Event 2014 speech. However, the researchers above have not been applied Austin and Searle's speech act theory in a discourse such as in public figure's speech in the context of *HeForShe* Movement Campaign and compare them. Hence, the

writer intends to choose *HeForShe* Movement Speeches by Emma Watson, Anne Hathaway, Winston Duke, and Farhan Akhtar as the corpus of the study.

1.2 Research Question

In order to conduct the study, there are six research questions as follows:

1. What types of illocutionary act used in Emma Watson, Anna Hathaway, Winston Duke and Farhan Akhtar's speech?
2. What are the illocutionary forces or the speakers' intention?
3. How does each speaker differ in their illocutionary acts?

1.3 Objective of the Study

Considering the research questions above, the main purposes of this study are:

1. To identify the types of illocutionary act used in Emma Watson, Anne Hathaway, Winston Duke and Farhan Akhtar's speech.
2. To analyze the illocutionary forces or the speakers' intention reflected by the illocutionary act found in the speech.
3. To analyze the comparison between the four speakers' speech.

1.4 Scope of the Study

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

1. This study focuses on each speech on every utterances used in Emma Watson, Anne Hathaway, Winston Duke, and Farhan Akhtar's speech.

2. This study focuses on illocutionary act including five kinds of illocutionary act based on Searle's theory to analyze the illocutionary act used in each speeches and the intended meaning of those speeches.

1.5 Significance of the Study

This study, thus, is intended to give additional example related to Illocutionary Acts for further researchers. The study will help the writer to uncover the intended meaning of the speaker based on the illocutionary act used by the speaker on their speech. Furthermore, the study will help the reader to give an information that illocutionary act does not occur only in dialogues but also in speeches.