CHAPTER 1
INTRODUCTION

A. Research Background

People need to communicate with other people to fulfill their daily needs. In communicating with other people, they usually use language. Language is an effective tool to create communication. It also plays an important role to express what people want, need and feel. By using language, their aims in communication will be easy to understand by the other people.

To achieve the aim of communication, there must be speakers and hearers. It will be successful if both the speakers and the hearers are capable to express and deliver their thoughts, feelings and desire each other. In order to express themselves, people do not only produce utterances containing grammatical structures and words, they perform action via those utterances. Actions performed via utterances are generally called speech acts (Yule, 1996:47). People perform utterances when they offer an apology, complaint, greeting, request, refusal, compliment, etc. Normally, the speaker has certain purpose when talking to the hearer and the hearer will try to understand the purpose. In understanding the speaker’s purpose, the hearer is usually assisted by the context of situation or circumstances around them in which the utterances are performed.

One type of speech acts which often occurs in the conversation among two people or more is directives. Searle in Levinson (1983:240) defines directive as speech acts which are attempt by the speaker to get the addressee to do something.
Further, Tsui characterized Directive as acts which prospect non-verbal action from the addressee without giving him/her the option of non-compliance (1994:116). To sum up, directive is a speech acts performed by the speaker to get the hearer to do something without giving him/her an option of non-compliance.

M Tsui (1994:119) classifies Directives into two major classes. They are Mandatives and Advisives. Mandatives is directives by which the speaker attempts to get the addressee to perform, or to refrain from performing, an action for the benefit of the speaker. She also identifies two sub-classes of Mandatives. One is issued because of the speaker’s want and the other has the additional feature of explicitly stating that the speaker himself will bring about the undesirable consequence should the addressee refuse to comply. The former is identified as an Instruction and the latter as a Threat (1994:128). In contrast, Advisives is directives by which the speaker advocated an action to be performed by the addressee for his own benefit. There are also two sub-classes of Advisives. She identifies an act in which the undesirable consequence of not complying is highlighted as a Warning and an act in which the desirable consequence of complying is highlighted as an Advice.

Directive Speech act has aim at making the hearer to do something. In performing an utterance, a speaker must understand the circumstances situation which will influence the hearer’s understanding of the utterance. The speakers have to be aware in what way they should deliver the utterance in order to make the hearer understand the aim of the speaker’s utterance and do compliance of the utterance. The strategy in delivering the directive also influences the compliance
or non-compliance done by the hearer. It relates to the status between the speaker and the hearer, direct or indirect way in delivering the utterance, and the context when the utterance is performed. Verbal or non-verbal strategies can be done to make such kind of directive or to do the compliance of the utterance. The verbal strategy means that the speaker utters direct or indirect speech acts, explicit or implicit, and in high or low intonation, while the non-verbal strategies can be showed by the body movement, facial expression, eyes gaze, or gesture such as nodding the head to agree. Those strategies are used to give the force of the degree of strength of their directives speech acts.

Concerning to the directive speech acts, there are many Directives which are uttered by the characters in the movie “Captain America”. The movie is an American superhero movie based on Marvel Comics character “Captain America”. It was directed by Joe Johnston and written by Christopher Markus and Stephen McFeely. This movie is distributed by Paramount Pictures and released on July 19, 2011. “Captain America” movie also provides a lot of Directives speech acts in form of Mandatives and Advisives. The following is the example of Mandatives and Advisives performed by the characters of the movie:

Dr. Zola : Stop him..!! Fire again..!!

The soldier :..... (shooting the target brutally)

The speaker of the utterance is Dr Zola and a soldier becomes the hearer. The dialogue happens in a train. When Roger and Barnes enter into the train in order to catch Dr. Zola, they are attacked by a soldier with such kind of fire weapons. Knowing that there are intruders that will catch him, Dr. Zola
commands the soldier to stop the intruders, Roger and Barnes, by firing them continually. The soldier then fires them as what Dr. Zola order. The form of the utterance above is such kind of Mandatives speech acts in form of Instruction. However, the benefit of the utterance will be gotten by the speaker. The authority of the speaker forces the hearer to do the command. There is no choice for the hearer to perform challenge because he is in the lower position which must follow what his chief asks.

The example of Advisives will be presented below:

Peggy carter : Get back here, we're taking you all the way there.

Roger : I'm jumping this plane, turn this thing around and get the hell out of here.

Peggy carter : You can't give me orders.

Roger : The hell I can't. I'm a Captain.

The speaker in the dialogue is Peggy Carter and the addressee is Roger. Knowing that his brother misses in the war, Roger aims at rescuing him from the enemy's base camp. In order to get to the enemy's baseline faster, he is helped by Peggy Carter and Stark. In the front of the baseline, the plane in which Roger and Peggy prepare for the action is shot by the enemy, so Roger wants to enter the baseline immediately. Peggy worries about Roger and orders him to get back to the plane. Finally, Peggy lets Roger jump from the plane with some suggestions after Roger finishes his mission. The utterance of the speaker above belongs to Advisives. It attempts to advocate the hearer to perform an action in which the benefit of the action will be gotten by the hearer. In responding the utterance, the
speaker performs challenge to the order. The hearer does not comply the advocated action given by the hearer because of certain condition. The hearer believes that the order is not obligate to comply and he is in hurry in rescuing his brother. The utterance is also categorized as warning in Advisives speech acts because the hearer has an option to comply the order or not.

I catch the variety of types of directives as an interesting point to observe. Considering that, I am interested in discussing about the types of directives speech acts in the movie “Captain America” and why those types are employed by the main characters of the movie.

**B. Problem Statements**

1. What types of directive speech Acts are employed by the Characters in the movie entitled “Captain America”?
2. Why do the characters employ certain types of directive expression?

**C. Research Objective**

1. To describe the types of directive speech acts employed by the characters in the movie entitled “Captain America”.

2. To describe the reasons why those characters employed certain directive speech acts.
D. Problem Limitation

The research is limited on the analysis of the directives speech acts which emphasizes on directive speech acts according to M Tsui’s theory. According to M Tsui’s theory, Directives are classified into two classes with two sub-classes in each class from the perspective of the benefit point of view. If speaker performs directive for the benefit for his/her self, so it is classified as mandatives. In other hand, if the speaker utters directives for the benefit for the addressee, so it is classified as Advisives. Each type of Directives has two sub-classes, Instruction and Threats for Mandatives and Advice and Warning belongs to Advisives.

This research also uses Yule’s theory in classifying the directives. The directives are “commanding”, “ordering”, “requesting”, “suggesting” (Yule, 1996:54).

E. Research Benefit

The research is expected to be beneficial to:

1. English Department Students

   The research will enrich the understanding of English Department Students toward the varieties of Directive Speech Acts; Mandatives and Advisives.

2. Other researches

   This research is expected to be used as reference for the further research especially on Speech Acts research.
3. The Public

This research will be useful for public to understand Directives Speech Acts more deeply based on M Tsuis’s theory based on the context to gain the effective process of communication.

F. Research Methodology

The type of this research is a qualitative research which employs descriptive method. The objective is to describe the phenomenon from the data analysis in which the conclusion of the research will be drawn. I conduct the research to describe the facts concerning the research object, namely Directive Speech Acts. Therefore, I collect the data, analyze and interpret them and draw the conclusion about the types of Directive speech acts and the reasons why the characters in the film “Captain America” employ certain type of directives.

The data of the research are selected by employing purposive sampling. I select the data sources which are related to the relevant theme. The data are taken from the script of the film containing the various types of Directive Speech Acts. More details about research methodology will be presented in the Chapter III.

G. Thesis Organization

This thesis consists of five chapters. They are Chapter I: Introduction, Chapter II: Literature review, Chapter III: Research methodology, Chapter IV: Findings and Discussion, and Chapter V: Conclusion.
The first Chapter is Introduction. It consists of Background, Problem Statements, Research Objectives, Research Limitation, Research Benefits, Research Methodology, and Thesis Organization.

The second Chapter is Literature Review. It consists of Pragmatics, Speech Acts, The Classification of Speech Acts, Direct and Indirect Speech Acts, Directives, and The Movie “Captain America”.

The third Chapter is Research Methodology. It consists of the Type of Research, Data and Source of Data, Sample and Sampling Technique, Technique of Collecting Data, Data Coding, and Technique of Analyzing Data.

The fourth Chapter is Data Analysis. It consists of the Analysis of Types of Directive Speech Acts in the Film “Captain America” and the Reason why the characters Employ Certain Directives and Discussion.

The last chapter is conclusion. It consists of the conclusion of the research and the recommendation for the other researcher.