



## **CHAPTER I**

### **INTRODUCTION**

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#### **1.1 Background of the Study**

Communication is important for all people. It is the part of men's life. It has been known already that language is used by human beings to communicate with one another. Language is one of the characteristics of human being which distinguishes human being from other creature i.e. plants and animals. All human being will communicate with one another because they are social creatures. They always need help from others. Because of that reason people cannot live separately. In other words, all human beings are interdependent persons because they always need other's aid for their life. In order to receive the aids from others, people should convey his thoughts, feelings, or ideas. People speak and behave in certain ways when they send their messages in order to get someone to do something as the response to the messages given. Communication occurs when there is a response from the listeners or audience. However, communication does not always happen smoothly. It sometimes fails and causes unfulfilled aims. Thus, communication plays an important role for all people.

There are some definitions of communication. Effendi (1981:67) defines communication as a process of giving and taking messages between men. Finocchiaro (1974:3) views communication as a way of sending the human thought, ideas, and experience of the world they live in. Communication can happen in both forms, oral and written. Another scientist, Riley (1985:1-2) said

that communication can also be seen as a dialectic between social and personal knowledge between what the language 'knows' and what individual speakers know.

Oral communication means people convey their ideas, feelings, or thoughts as their message directly or by saying it through language or speaking. While, written communication means people send their message by writing them down on a paper. One of the examples of written communication is announcement. This study will only deal with the announcement as a means of communication. Announcements can be found anywhere such as at the office, in newspapers or at schools. The use of announcement at school is as a tool to communicate between the school principal or the teacher with the students because it is impossible for them to have oral communication every time, as we know that there are a lot of students in one school. ✓

Based on the above explanation, then the study of speech act as a part of communication is important. One way to understand the pattern of the communication, both oral or written communication, is by analyzing speech acts. In speech acts, language is seen as a form of acting. John Austin (1962) concludes that all expressions of language must be viewed as acts. Speech acts themselves can be categorized into three parts locution, illocution and perlocution. Locution is the physical act of producing an utterance. Illocution is the act which is committed by producing an utterance. By uttering a promise, a promise is made; by uttering a threat, a threat is made; by uttering a warning, a warning is made. While perlocution is the production of an effect through locution and illocution

(Rankema, 1993:22). Levinson in Brown and Yule said that several sentences may appeal a single action. However, one sentence may show several simultaneous acts. Through speech act theory, one cannot determine the meaning of an utterance.

Announcement as a means for communicating can be seen everywhere. All of the announcements imply certain messages that are going to be conveyed to the readers. However, not all of the people always pay attention to the announcements. They sometimes do not pay attention to it. They do not know how important it is even they just glance it. As we know, when there is no response from the readers, it means the communication has failed. This condition always happens in our daily life, even in the university. Some students are aware of the importance of announcements by reading and paying attention to them. While, other students do not pay attention to the announcements although sometimes they read but they do not do anything. In relation to the speech act elements: the perlocutionary act is done by the students who get and do the message given in the announcement. On the other hand, the perlocutionary act is not done when the students do not do anything as the announcement said or ordered. Based on that reason, the writer draws the announcements of the English department at Widya Mandala University as the center of the discussion. And based on the reason, the writer would like to find the speech act elements in the announcements and the readers, particularly the students of the English department at Widya Mandala University. The writer would like to find whether the students do the perlocutionary act or not. She would like to perform the

usefulness of using speech act theory in analyzing the announcements at Widya Mandala University.

## 1.2 Statement of the Problem

As we know that this paper dealt with speech act theory, therefore, the questions she would like to put forward are divided into two fields: announcement and the student. There are two questions concerning with the speech act theory that the writer would like to perform:

1. What kinds of illocutionary acts are implied in the announcements?
2. What kinds of perlocutionary acts are done by the students?

## 1.3 Objectives of the Study

In line with the statements of the problem above, the objectives of the study are:

1. To find out the kinds of illocutionary acts that are implied in the announcements.
2. To find out the kinds of perlocutionary acts done by the students.

## 1.4 Significance of Study

This study concerns with speech act theory that analyzed the announcements of Widya Mandala Catholic University at English department. The writer expects the result of this study will be very useful for the university; the lecturers and the students. This study is expected to be able to give more insight into the communication and to the learning of discourse analysis,

pragmatics as well as sociolinguistics. It is also expected that it can show the usefulness of using speech act theory in analyzing the communication and to show the effectiveness of announcements for communication. Below is the significance of the study:

1. Hopefully the result of this study is to contribute more insight into the communication between the students and the lecturers of English Department at Widya Mandala Catholic University in Surabaya.
2. The writer wants to show the usefulness of using speech acts theory (locution, illocution, and perlocution) in analyzing the communication.
3. This study can be a good contribution to the learning of discourse analysis, pragmatics as well as sociolinguistics.
4. This study tries to show the effectiveness of the announcements as a means for communication between students and the lecturers of Widya Mandala University.

### 1.5 Scope and Limitation of the Study

In this discussion, the writer will focus only on the announcements and the attitude of the readers or students. The announcement and the readers are analyzed in terms of speech acts. They are locutionary act, illocutionary act and perlocutionary act. There are two sources of data in this study: the announcements and the students. Both of the sources are limited to the announcements and the students of the English department at Widya Mandala University who read the announcements because it is the easiest access for the writer to do the observation

and collect the data. However, not all of the students in Widya Mandala University will be taken as the sample but the writer will use for about fifty students from four different semesters.

### 1.6 Definition of Key Terms

The title of this thesis is “An Analysis of the Speech Acts of the Announcements of the English Department at Widya Mandala University”. In relation to the title, there are some major key terms that are going to be defined:

1. Announcements, according to Oxford Advanced Learner’s Dictionary (1995), are statements in spoken or written form that make something known. While, according to Webster’s Third New International Dictionary (1986), announcements are a piece of formal stationery or a formal card design for social or business purposes.

The definition taken for this study is statement in spoken or written form that makes something known.

2. Speech act, according to Searle (1969:37), is the acts characteristically performed by uttering expressions in accordance with sets of constitutive rules. While, according to Pratt (1980:234-235), speech act is the utterances that are treated as performing an act by a speaker in context with respect to an addressee. Another linguist, Austin (1962) says that it is the acts of speaking which sees language as a form of acting.



From the three definitions of speech act, the definition taken for this study is the one from Austin which says that speech act is the acts of speaking which see language as a form of acting.

### 1.7 Organization of the Study

This thesis consists of five chapters. The first chapter is introduction. The introduction deals with background of the study, statement of the problem, objectives of the study, significance of the study, scope and limitation of the study, the definition of key terms and organization of the study. Chapter two is review of the related literature that consists of two parts: review of the underlying theory and review of the related studies. Review of the underlying theory talks about communication, discourse study, speech act, and written discourse. The third chapter is methodology. This part discusses about research design, the subjects, the research instrument, the procedure for collecting the data, and techniques of data analysis. The fourth chapter is data analysis and interpretation of findings that consists of data, data analysis, research findings and their interpretation. The data analysis talks about data analysis of the announcements and data analysis of the questionnaires. Finally, chapter five concerns with the conclusion and suggestions.