A PRAGMATIC ANALYSIS OF ILLOCUTIONARY ACTS OF THE MAIN CHARACTER IN JASON REITMAN'S *THANK YOU FOR SMOKING*

Linggar Yulfira (Sofaniyulfira@gmail.com)

English Literature Study Program, Faculty of Languages and Arts, Yogyakarta State University

Abstract

This research is a pragmatic analysis of illocutionary acts of the main character in Jason Reitman's *Thank You for Smoking*. The objectives of this research are to identify the types of illocutionary acts and the function of illocutionary acts of the main character in Jason Reitman's *Thank You for Smoking*.

This research is a descriptive qualitative study applying content analysis method. The object of this research is a movie entitled *Thank You for Smoking* directed by Jason Reitman. The data collected are the utterances of the main character used by the main character in Jason Reitman's *Thank You for Smoking* movie. The key instrument of this research is the researcher herself. The data analysis was conducted through six steps: categorized into the data sheet, classified the data into the data sheet ,interpreted the phenomenon in order to make the answer of the problem., tested the trustworthiness of the data during the process of analysis., made the conclusion of the research according to the result of the research.

To check trustworthiness, the researcher consulted to the supervisors and crosschecked with the other researchers. There are two results of the research. The first result reveals that there are four types of illocutionary acts; directive, expressive, commissive, and representative. The second result is the functions of illocutionary act which are convincing, insulting, annoying, getting the hearer to do something and getting the hearer realize something.

Keywords: pragmatics, speech acts, illocutionary acts

INTRODUCTION

Language has important roles in daily life because people need to communicate with others. It is impossible if people live in a society without interacting with others. People use language to keep in touch with others. When people have conversation with others, they use language to deliver their message. Language becomes a bridge that helps them to communicate. Without language, it is difficult for them to communicate with others and deliver their message. Language is a key to keep their communication exists.

Communication is important in daily life. It has function to make people have interaction with other. Communication happens when there are two people become speaker and addresseee. When the addressee gets the message from the speaker, it means that the communication is successful.

Commonly, there are two types of communication in daily life. The first type is non-verbal communication. It happens when the speaker and the addresseee communicate through a mediator.

Thus, the speaker and the addresseee communicate indirectly. They communicate using a certain media such as a handphone or a letter. The second type is verbal communication. It happens when the speaker and the addresseee communicate without using a media. The speaker and the addresseee have a direct or face to face

communication. Verbal communication can happen anywhere. It is easily found in the daily life and in the movie.

Movie is one of the mass media that reflects the daily life at this time. People watch movie to entertain themselves. Movie also has story which have to be delivered to the viewers. It means that movie does not only entertain the viewers but also gives message to them. It builds the communication between the movie maker and people who watch the movie. The movie can also reflect daily life because it usually shows how people's daily activities go on.

One of the movies that reflect people's daily life is *Thank You for Smoking*. *Thank You for Smoking* is a comedy-drama film written and directed by Jason Reitman and starring Aaron Eckhart in 2006. It based on the 1994 satirical novel with the same title written by Christopher Buckley. It shows the efforts of Big Tobacco's chief spokesman, Nick Naylor, who lobbies on behalf of cigarettes using heavy spin tactics while also trying to remain a role model for his 12-year-old son. Maria Bello, Adam Brody, Sam Elliott, Katie Holmes, Rob Lowe, William H. Macy, J. K. Simmons, and Robert Duvall appear in supporting roles.

The film was released in a limited run on March 17, 2006, and had a wide release on April 14. The film has a total view of more than $39 million worldwide in 2007. Then the film was released on DVD in the US on October 3, 2006, and in the UK on January 8,

2007. This movie not only reflects the real life but also contains many utterances that reflect daily life. The main character produces the utterances that people usually produce in real life.

These utterances belong to speech acts because it has context. It will be appropriate if the researcher uses this movie as the subject and speech acts as the study. Yule (1996:47) states that, "Action performed via utterances are generally called speech act". It means that speech acts is performing action by using the utterances. The speaker only produces utterances to make an action. It can be concluded that speech acts is making an action without doing an action.

There are three types of speech acts they are locutionary acts, perlocutionary acts and illocutionary acts. Locutionary acts is the literal meaning of the utterances while in perlocutionary acts, the utterances has effect to the addresseee to fulfill what the speaker wants. The last is illocutionary acts. Illocutionary acts is the utterance that has purpose. The speaker produces the utterance because she or he has a message that she or he wants to deliver to the addresseee. In this research, the researcher chooses illocutionary acts to be analyzed. The reason is that the researcher wants to know the purpose of the main character in producing those utterances because it is impossible for a speaker to produce the utterances without any purposes. Since the main character is also a lobby, he has to attract people with his speech so it is

possible to know how he attract the audience through illocutionary acts theory.

THE RESEARCH METHODS

In this research, the researcher used descriptive qualitative method. Descriptive qualitative method is a qualitative method used to describe what phenomenon that happens in the object or topic and the quantitative method is used to identify the amount of the phenomenon that happens. The researcher will try to describe the phenomenon related to speech acts using descriptive qualitative method because this research will explain the analysis in paragraphs. This research used table to count the phenomenon that happens the most.

As the research method was using the descriptive qualitative method, the primary instrument of the research was the researcher herself. The other instrument for supporting the researcher was a data sheet of the data chosen from the transcript of the movie entitled *Thank You for Smoking* from the internet. The researcher's role is the key in the qualitative research because the researcher was the one participated in collecting data and giving the result of this research.

The form of the data of this research is the utterances which produced by the main character in movie entitled *Thank You for Smoking*. The context of the data of this research is the dialogues that happen in the movie. The dialogue contains the utterances of the main character. Main source of the data used in this research is the movie entitled *Thank You for Smoking* and the transcript of the movie itself.

The researcher watched this movie in order to find the phenomenon related to speech acts and the transcript helped the researcher analyze the phenomenon related to speech acts. The secondary data of this research is the thesis of the upper semester. This research used the thesis of the upper semester as the guide in writing this thesis.

As a research, this study applied a number of instruments. The primary instrument for collecting data is the researcher herself because the researcher did many types of activity to collect the data such as:Planned the research in order to be in good organization, collected the data as the object of the research, analyzed the data in order to get accurate result, exposed the result of the research, made a conclusion of the research.

The researcher did attentive observation and took a note when the researcher was analyzing the data of the research. The researcher collected the data before analysis the data. There are some procedures of collecting the data of the research; the researcher watched the movie which has relation with the object of the research, the researcher collected all the theories which has relation with the object of the research, the researcher selected data that he or she need and has relation with the object of the research.

After the researcher collected the data of the research, the researcher must analyzed the data as the object of the research. The researcher analyzed the data in order to solve the problem and find the result. The researcher deals with the data in order to get the accurate result of analysis. The process of data analysis begin when the researcher collecting the data. After the researcher analyzed the data, then the researcher analysis the data with these steps; the data are categorized into the data sheet, the researcher classified the data into the data sheet depends on the classification of the objectives of the study from the characters dialogues in the transcript movie, the researcher interpreted the phenomenon in order to find the answer of the problem, the researcher tested the trustworthiness of the data during the process of analysis, the researcher made the conclusion of the research according to the result of the research.

It is also necessary to test the data analysis with triangulation because it confirmed the trustworthiness of the data and data analysis. Trustworthiness is important in order to test credibility, transferability, dependability, and confirmability of the research because it is important to know the validity of a research.

Triangulation is one of the techniques in checking trustworthiness of the data and data analysis. Triangulation is a technique to test the validity or the accurate of the data and data analysis by using something outside of the data and the data itself. It means that the researcher used triangulation to test the data of the research. There are four kind of triangulation; they are theories, method, researcher and source.

The researcher chooses two types of triangulation. The researcher chooses triangulation by theory and triangulation by researcher. Triangulation by theories means that the researcher data will be testing with the other theory. The other theory will check the data of the researcher, so the researcher will know the trustworthiness of his or her research. The researcher will know that her or his data is true or false. In triangulation by researcher, the data will be testing by the other researcher. The data will check by the other researcher who has same background with the researcher of the data. The other researcher can be the researcher's partner who has same background. The researcher and the other researcher can together both analyzing and discussing about the data. After the researcher and the other researcher together analyzing and discussing about the data, they can find the trustworthiness of the data.

THE RESEARCH FINDINGS AND DISCUSSION

It provides two parts they are findings and discussion. The first part presents the table of the research findings.

Meanwhile, the second part presents the explanation of the data. In order to make the explanation deeper, the examples of types of illocotionary acts and the examples function of illocotionary acts are provided.

In this chapter, the results of the research are explained in detail. This chapter consists of two sub-chapters: sub-chapter A and sub-chapter B. The first chapter presents the findings of the research. Meanwhile, the discussion of the findings is presented in sub-chapter B.

In this section, the findings of the illocutionary acts used by the main character in *Thank You For smoking* movie are presented in the form of a table. It presents two objectives in the research: the types of illocutionary acts, and the functions of illocutionary acts used by the main characters in the movie. To analyze the five types of illocutionary acts, the theory proposed by Yule is applied. Meanwhile, to identify the function of illocutionary acts, Austin's theory of perlocutionary effects is used.

This part shows us a deeper and clearer discussion of the findings of this research with the example of each phenomenon. Speaker usually produces the utterance in order to deliver the meaning. It is also happened in the main character of *Thank You for Smoking* that produces the utterances to deliver the meaning. In this part, there are four types of illocutionary act presented. There are directive, representative, commisive and expressive. Representative is one of the types of illocutionary act. It happens when the speaker shows his or her belief trough the utterance. The example of this type of illocutionary act can be seen in the dialogue between Nick and Joan.

Joan: This is obiously a hated issue and we do not have a lot what we want to cover today. Nick do you have a question?

Nick: Joan, how an earth would Big Tobacco profit off of the loss of this young man? Now, I hate to think in such callous terms, but, if anything, we'dbe osing a customer. It's not only our hope, its in our best interest to keep Robin alive and smoking.

Nick Naylor who is the spokesperson of the Big Tobacco Studies which is also called as Big Tobbaco, becomes one of the guest in Joan Lunden's talk show. He is invited in order to defend the Big Tobbaco from the audience. In the opening of the talk show, Nick raises his hand that has meaning he wants to speak. Then Joan gives him the time by saying, "Nick do you have a question?". Nick answer the question by saying the uttearance to deliver his belief that smoking is not causing death. Nick delivers his belief to the audience in order to defense Big Tobbaco studies. Nick wants to make the audience trust him that smoking cigarette is not causing death. Nick shows his opinion which belongs to representative because he wants to tell to the audience his belief that Big Tobbaco does not want their consumer to die.

Commisive one of the types of illocutionary acts that makes the speaker commits himself or herself in a future act. Since movie reflects the daily life, the main character also produces the utterances that contain directive speech act. As the example is the dialogue between Nick and Ron Goode.

Ron Goode: I ought to be ashamed of myself?
Nick   : As a matter of fact, we're about to launch a $50 million campaign aimed at persuading kids not to smoke.

Nick and Ron Goode have the dialogue in the talk show. Nick still delivers his opinion towards Ron Goode in order to make the audience trust him. Nick commits himself in a future act by saying, "As a matter of fact, we're about to launch a $50 million campaign aimed at persuading kids not to smoke." because it forces him to do the campaign that cost $50 million in future time. Nick should do the campaign in order to fulfill his commitment in the future act.

One of the types of illocutionary act is directive. Directive gives the effect to the addressee because of the speaker's utterance. This phenomenon also happens in *Thank You for Smoking* movie since it reflects daily life. For the example is the dialogue between Nick and Joey.

Joey : Please don't ruin my chillhood.
Nick : Come on Joey, trust me.

This conversation happens when Nick is invited to come to Joey's class to give a speech. Joey says that utterance because he does not want the speech of Nick ruins his chilhood. Nick replies by saying, *"Come on Joey, trust me.",* that belongs to directive because Nick gives effect to Joey that he wants Joey to trust him. The utterance of Nick gives effect to Joey where he should trust Nick in order to fulfill Nick's desires.

Expressive shows the speaker's feeling. It tells the addressee how the speaker feels of himself or herself. This type also happens in the main character of *Thank You for Smoking Movie.* As the example, here is the dialogue between Nick and Joey.

Joey's friend: My mom used to smoke. She says that cigarettes kill.
Nick   : Really? Now, is your mommy is a doctor?
Joye's friend: No

Nick is invited to come to Joey's school as Joey's father. The dialogue happens in Joey's class when Nick give a speech to Joey's classmate. One of Joey's friends gives statement and Nick give explanation toward it by saying, "Really? Now, is your mommy is a doctor?", this utterance belongs to expressive because it shows the doubt of Nick. It shows what Nick is feeling that he feels doubted because he does not sure that the mommy of Joey's friend is a doctor. The utterance represent how Nick feels doubted.

Speaker usually produces the utterance in order to deliver the meaning. It is also happen in the main character of *Thank You for Smoking* that produces the utterances to deliver the meaning. In this part, there are six types of function of illocutionary act presented. There are convincing, getting the

hearer to do something, getting the hearer realize something, annoying, insulting and frightening. .

Convincing is the condition where the speaker tries to make the addressee feels certain that something is true to the utterance. This function of illocutionary acts happens in the main character of *thank you for smoking movie* since the movie reflects daily life. The example is the dialogie between Nick and BR.

BR : The deal was five million!
Nick: $5 Million will get you a couple of subway posters. It's not going to impress anyone.

The conversation happens when BR is calling Nick because he was announced that the campaign is cost $50 million but actually its only cost $5 million. Nick thinks that 45 million will pay nothing so he say, "$5 Million will get you a couple of subway posters. It's not going to impress anyone." This utterance belongs to representative because it tells Nick opinion about the campaign. Nick believes that the campaign will give good effect. Nick's belief belongs to convincing.

Getting the hearer to do something means that the speaker expecta the addressee to do something by uttering a statement. Since the movie reflects daily life, it is also happened the main character *thank you for smoking* movie. For the example is the dialogue between Nick and Joey.

Joey   : Mmmhhmm
Nick   : Joey, stop for a second.

The conversation takes place in Nick's apartment when Joeys is doing his homework and Nick is watching televison. They have conversation to discuss Joey's homework when suddenly Nick told Joey, "Joey, stop for a second.", because he wants Joey to stop writing. It belongs to get the hearer to do something because Nick wants Joey to do what he told him. Joey get impact to follow Nick's order. That makes Joey as the hearer must follow what Nick told him.

Getting the hearer to realize something is the condition when the speaker wants the addressee to think deeper about the speaker's utterance. This also happens in the main character of *thank you for smoking* movie. As the example is the dialogue between Nick and Children.

Nick   : My point is that you have to think for yourself. You have to challenge authority. If your parents told you that chocolate was dangerous, would you just take their word for it?
Children: No

Nick is invited in Joey's school in order to give a speech as Joey's father. Nick is talking about his job as a lobby. Nick also talks about cigarette until Nick says, "My point is that you have to think for yourself. You have to challenge the authority. If your parents told you that chocolate was dangerous, would you just take their word for it?" to the children in order to make them realize that they have to find the answer by themselves. The children have to find out the taste of chocolate by themselves and do not

trust people's words. The utterance of Nick makes the children realize that they have to find out something by themselves and do not ever only trust the words of people. Thats why it belongs 'to get the hearer realize something,' because the children realize after hear Nick's utterance.

Annoying is the situation in which a speaker says something that causes a slight irritation to the addressee. The main character of *thank you for smoking* movie also uses annoying act since movie reflects daily life. For example is the dialogue between Nick and Joey's friend.

Joey's friend : My mom used to smoke. She says that cigarettes skill.
Nick   : Really? Now, is your mommy is a doctor?
Joey's friend: No

The dialogue happens when Nick gives a speech. One of Joey's friends gives statement and Nick gives explanation toward it b y saying, "Really? Now, is your mommy is a doctor?", this utterance shows that Nick feels doubted. The utterance belongs into annoying because the addressee fells annoyed with what Nick is talking. The utterance contains sarcasm that makes the hearer feels uncomfortable. Nick annoys the hearer by deliver the utterance that contains sarcasm.

Insulting happens when the speaker says the utterance that offended the hearer. Insulting does not only happen in daily life but also in a movie since movie reflects daily life. The main character of thank you for smoking movie use annoying also. As the

example is the dialogue between Nick and Ron Goode.

Ron Goode: Thats ludicrous
Nick   : Let me tell you something, Joan, and let me share something with the fine, concerned people in the audience today. The Ron Goode of this world want the Robin want the Robin Willigers to die.

The conversation happens in the talkshow. Nick gives explanation about Ron Goode. By saying, "Let me tell you something, Joan, and let me share something with the fine, concerned people in the audience today. The Ron Goode of this world want the Robin Willigers to die.", Nick wants to show his opinion toward Ron Goode. That opinion insults Ron Goode because Nick is breaking his image with that opinion. Nick treats the image of Ron Goode by saying that utterance because that utterance contains sarcasm.

Frightening is when the speaker delivers frightening things trough the utterance to the addressee. Frightening happens in the dialogue of the main character of *thank you for smoking* movie. As the example is the dialogue between Nick and Jill

Jill : Nick, you still own a watch, dont you?
Nick: Jill, I can't help the feeling Joey's getting wrong idea about his dad.

The conversation happens when Nick brings Joey at his home and Nick meets Jill. Nick answer Jill's question by saying, "Jill, I can't help the feeling Joey's getting wrong idea about his dad." Nick thinks that Joey's image

toward him is wrong. The utterance belongs to frightening because Nick feels frightened if Joey thinks wrong image toward him. Nick does not want Joey has wrong image about him.

The term surprising happens when the speaker gives the addresseee to the emotion induced by something unexpected. It is also used by the main character of *Thank You for Smoking movie*.

As the example is the dialogue between Nick and Roon Goode.

Ron Goode: I ought to be ashamed of myself?
Nick   : As a matter of fact, we're about to launch a $50 million campaign aimed at persuading kids not to smoke.

This conversation takes place is the talkshow who leads by Joan. Nick and Ron Goode are invited as the guess who will talak about cigarette for children. Nick is rising his hand because he wants to talk. Nick surprises Ron Goode by saying, "As a matter of fact, we're about to launch a $50 million campaign aimed at persuading kids not to smoke." because Ron Goode does not think that Big Tobbaco will do the campaign that cost $50 million. Ron Goode thinks that it is impossible that Big Tobacco who is a seller of cigarette will do the campaign about persuading kids not to smoke. It is a non-sense that Big Tobbacco will do the campaign that cost so much.

CONCLUSIONS

The data of the research are classified based on the theory of illocutionary act by Yule and illocutionary functions by Austin. There are two objectives of this research: (1) to identify the types and (2) to analyze the functions of illocutionary act used by the main characters in *Thank You for Smoking* Movie. With regard to the findings and the discussion, this research reveals four types and seven functions of illocutionary act employed by the main characters in the movie. In reference to the first objective of the research, there are four types of illocutionary act found in the movie. They are representative, directive, commissive and expressive. Of the four types, representative act ranks first. This means that the main characters want to convey their beliefs to each other. Therefore, they perform representative act to deliver their messages. Nick's job as a spokesman that makes him should give his opinion towards other in order to make them trust Nick.

Furthermore, in relation with the second objective of the research, there are seven functions of illocutionary act found in the movie. They are convincing, realizing, get the hearer to do something, get the hearer realize something, surprising, annoying, frightening and insulting.. Of the kind of functions, convincing is the most dominant type performed by the main characters. Since the main character is a spokesman, it makes

him should saying everything that makes the addressee trust him because that is his job.

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