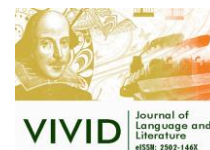




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Linguistics

Pragmatic Forces in the Language of Two American Presidential Candidates

Shilva Lioni

English Department, Faculty of Humanities, Andalas University

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CORRESPONDENCE

E-mail: shilvalioni@gmail.com

A B S T R A C T

This article explains about pragmatic force that found in the language of two American presidential candidates in 2012 US Presidential Debate about foreign policy where the purpose on sharing a belief and influencing the other's people view are appeared significantly in the utterances of two candidates. The pragmatic forces in this research are revealed by analyzing the illocutionary force that appeared and the reason of its performing related to the context of the utterance through pragmatics' perspective, speech act. The result of analysis indicates that (i) four of five types of illocutionary forces were found and (ii) two of three reasons are used by the two American presidential candidates on the debate. The paper tries to highlight the pragmatic force that the speakers want to deliver where on this case was focused on sharing their belief in order to influence the other people's (society and audiences) view. The paper also highlights some of the general considerations relating to the contexts of utterances. In analyzing the text, the writer used a combination method of quantitative and qualitative.

INTRODUCTION

Language is an action. People can express their attitudes and even can create social realities within social context through language. In attempting to express their feeling, people do not only produce utterances containing grammatical structures and words, but also perform certain actions via those utterances that known as speech act where the action in this context mean that with language, people can share their intention to others by some kinds of illocutionary force [1]. For example in a case when someone makes an action of promise, the meaning that he wanted to deliver in his utterance is not only to give a statement of promise but also beyond of it is to convince the others about something or action that he commits in the future.

Identifying the meaning of the utterance is not always easy because sometimes not all of utterances are always described or stated the real intention of the speaker directly especially in the political language such as language of two American presidential candidates where the language that is used often affected by the other factor such as audience view, polls, and others.

As we know, speaking of the language of a politician is always identified with some intention, hidden goals, and ideology. A language in this case is often used and collected in such a way by a politician in order to achieve a particular intention, whether it is intended to invite or influence other people, looking for empathy and sympathy, and so on where the words are often used to manipulate a person or group of people on this case. Further, an utterance in a political point of view is said to be an effective utterance if only through his utterance, a speaker succeeds on influencing his partner, either is changing his partner point of view on something or even capable on provoking his partner on doing something.

The study of political language in the framework of speech act analysis has been done before [2], [3], [4], [5], [6], [7]. In order to complete various previous studies, this research then aimed to fill the gap and enrich the speech act research on the language of politicians, namely in the context of getting pragmatic force, the more information the speaker conveys than the semantic meaning of utterance on a debate event which consisted of specific rules and formal atmosphere.

METHOD

In doing the research, the writer used some methods to conduct the research which followed steps of research that were proposed by Sudaryanto. They are collecting data, analyzing data, and presenting the result of analysis [8], [9].

For collecting the data, the writer used observational method with non participatory observational technique where the entire data to complete this research actually came from video and the transcription that was downloaded from the provider websites, www.uspresidentialelectionnews.com [10]. The data were analyzed then by using speech act theories focused on illocutionary force and the function of speech act that proposed by Yule [1], Austin [11], and the theory of context from McManis [12]. In this research, the writer intended to find out pragmatic force, the more information the speaker conveys than semantic meaning in an utterance. To know the pragmatic force, the collected and selected data are analyzed especially focused on the illocutionary force that appeared because it delivered the reason and pragmatic force. After analyzing illocutionary force and finding the type of utterance, the writer tried to relate it into the context and the theory of the function of speech act from Austin [11] that explains certain reasons of performing illocutionary force. The writer used the basic technique of pragmatic identity and referential as the differential tool elements in making the classification [8], [9] where the finding of the analysis is presented by using both formal and informal method [8], [9]. In general, this research is used combination method of quantitative and qualitative approach.

RESULTS AND DISCUSSION

From the analyses of 60 utterances in the data show that the dominant type of illocutionary force and the reason of performing it appeared in the event are representatives with the reasons for sharing a belief and influencing the other people's view. The writer found that there are 38 representatives forces for sharing a belief and influencing the other people's view and 1 for

expressing the attitude; 10 directives forces for expressing the attitude and 1 for sharing a belief and influencing the other people's view; 2 commissives forces for expressing attitude and 1 for sharing a belief and influencing the other people's view; and then 7 expressives force where two of them is used for sharing a belief and influencing the other people's view, and the others for expressing the attitude. Here is below described the results frequency of the number of occurrences of pragmatic forces in 2012 US Presidential Debate about foreign policy.

Table 1. The Occurrence of Pragmatic Forces in 2012 US Presidential Debate about Foreign Policy

No.	Type of Illocutionary Force	Reasons of Performing Illocutionary force	Frequency
1.	Representatives	To express the attitude	1
		To share belief and influence the other people's view	38
		Total Frequency of Representatives	39
2.	Commissives	To express the attitude	2
		To share belief and influence the other people's view	1
		Total Frequency of Commissives	3
3.	Directives	To express the attitude	10
		To share belief and influence the other people's view	1
		Total Frequency of Directives	11
4.	Expressives	To express the attitude	5
		To share belief and influence the other people's view	2
		Total Frequency of Expressives	7

As shown, the dominant type of illocutionary forces and the reason of performing it appeared in the debate event were representatives with the reasons for sharing a belief and influencing the other people's view. It can be described from the candidates' intonation, body languages, words, and context of the utterances. Furthermore, it concludes that the pragmatic force in the language of two American presidential candidates is filled by the fact of sharing their belief and influencing the surrounded people (audiences and American society). The writer assumes that is because both of the candidates were trying to attract the society to make a choice in future election.

Taken from datum 1, one of the examples of data analysis is as follows,

“And — and attacking me is not an agenda. Attacking me is not talking about how we're going to deal with the challenges that exist in the Middle East and take advantage of the opportunity there and stem the tide of this violence.”

The conversation held in a conversation among the moderator, Bob Schieffer, with the two of the American presidential candidates, Mitt Romney and Barack Obama, where some contradictions for both candidates appeared. Romney does not agree with Obama's opinion which is trying to say about the things that American need to do and how Romney's ideas are not useful to keep American safe. The Romney's utterance "*And — and attacking me is not an agenda. Attacking me is not talking about how we're going to deal with the challenges that exist in the Middle East and take advantage of the opportunity there and stem the tide of this violence,*" shows us a Representatives force because Romney as the person who has been judged, tries to assert Obama. Romney tries to do it because he wants to share his belief and influence the other people's view about his image. It is proven by the Romney's chuckle before he started to give a statement. Romney even tries to give a hint to the moderator in order to react Obama's statement. When giving a response, he tries to stress the fault in Obama's action that tries to attack Romney by the repetition of word "attacking me". Romney tries to judge his competitor's action in front of American society. The utterance does not only focus on one person's belief but also includes the future impact to the image of two American president candidates. On this case, Romney wants to convey more information than only to express his belief or his desire where on expressing his idea, he includes the public to judge.

CONCLUSIONS

After analyzing the sixty data, the writer concludes that the dominant type of illocutionary forces and the reason of performing it appeared in the event are representatives with the reasons for sharing a belief and influencing the other people's view. It can be described from the candidates' intonation, body languages, and words. Furthermore, it concludes to us that the pragmatic force in the language of two American presidential candidates is tended to be filled by the fact to share their belief and influence the surrounded people (audiences and American society). The writer assumes that is because both the candidates want to attract the society to make a choice in future election.

2012 US presidential debate is an event which includes the image of two American presidential candidates. Each of the speakers has their own intention beyond of answering the moderator questions where in delivering their intentions, they use some illocutionary force. Illocutionary force on this case can determine the message, intention, and the information that the speakers want to convey more than the semantic meaning in an utterance (the pragmatic force). Pragmatic force cannot be understood only from the semantic meaning of utterance. The presence of the context of situation is very important in getting the message of utterance or the more information that the speaker want to convey through the pragmatic force expression, illocutionary force. The context such as speech situation, the social relationship for both participants, and also the background knowledge shared by participants had guided the writer in understanding and getting the message of utterance (speaker's intention). Furthermore, the analysis of each kind of illocutionary forces along with the reason of performing it in utterance also can indicate the message of utterance. It gives us the good understanding about speaker's intention especially from the way of using certain kind of illocutionary force in their languages. On this research, the dominant reasons of performing illocutionary force founded in data are coming to share belief and influence the other people's view. This indicated indirectly the pragmatic force that speakers want to convey. The writer assumes that the reason of the speakers try to share his believe and influence the other people's view in making utterance cannot be separated from the fact that they want to share and affect the public opinion about

their image where this fact were supported by the presence of supra-segmental element, such as intonation, facial expression, and others.

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