

CHAPTER I

INTRODUCTION

This chapter presents of some subchapters, namely background of the study, statement of the problems, objectives of the study, significances of the study, and scope and limitation of the study. They are necessary to be explained because they describe this study generally.

1. 1 Background of the Study

Language is always used in communication. One of communication is speech. It is often performed in front of many people. People who perform speech are called public speaker. The public speaker has to have ability to influence audience when he or she is performing. If the public speaker influences audience, the audience will enthusiastically pay attention to what the speaker delivers.

Whitman and Boase (1983: 7) stated that speech communication is one of principles and context of communication. It means that the speech communication is a message that is transferred by speaker to make listener understand what the speaker means.

Ehninger (1982: 76-80) stated that language is one of part of a speech's tools. Language also has various and specific purposes. The various purposes mean to give an information, entertainment, and persuasion. In contrary, the specific of purpose is actually the goal that the speaker wants to achieve. Furthermore, the specific purposes may be verbalize, for example, the speaker may tell the audience what he/she wants it

to understand or do as a consequence of his/her speech. In addition, the speaker probably hopes to make a good impression on the audience, although he/she would most likely not say it aloud.

Most speakers use language with any ways to make what they utter interesting. There are many ways which are used by speaker to achieve their goal in communication. One of the ways is speech act. Schiffirin (1994: 54) states that Speech Act is the basic unit of communication which is basically concerned with what people do with language. Austin (1962) also states Speech Act consist of three elements; the speaker says something, the speaker signals a speech act, and the speech act causes an effect on the listeners. It means that speech act is very important for speaker to communicate whether in front of a person or in front of public. Communication in front of public means speaker speeches in front of many people such as speeches in a commencement speech.

A commencement speech is a speech which is given to graduating students. It is commonly conducted at Universities in America. The commencement itself is a formal ceremony for graduation students who confer degrees or diploma in public. The writer is also excited to take the commencement speech because the speech is given by a outstanding person in Harvard University during the commencement program. The one who is giving such a speech in ceremony is called as a commencement speaker. Generally, politicians, important citizens, or other famous speaker are in invited by colleges or universities to come and give a motivation speech for graduating students.

The writer chooses the speeches of Drew Faust as source of the data in this study. She is a director of Harvard University. She has ability to influence audience. the audience pays attention more when she performs speech. It means that she has skill to speak in front of audience. One of skill that she always applies is speech act. See the following example of commencement speech that delivered by Drew Faust.

“Let me start by noticing what is both obvious, and curious: **We are here today together**. We are here in association. It is an association of many people, and many generations”.

From the utterances above, *we are here today together*, appears that the locutionary acts is used by Drew Faust. Meanwhile, the locutionary act is that drew Faust declares that the word is given to know some people in order to gather and it not have some effect to someone .

The writer is very interested in taking the speeches from Harvard University since the University is not only famous in USA but also in the world. What makes it interesting to analyze the speech act of commencement speech is that it is less bound by the structure which is found in other forms of public address such as eulogies or wedding speeches. The commencement speaker usually enjoys a unique freedom to express themselves. One of Executive speech writers, Anthony Trendy, writes that a commencement speech is just an opportunity to share speaker’s experience, values and advice. The speaker sometimes says amazing and unlimited words to inspire the hearer to do whatever they can do.

Generally, language is associated with people in everyday communication life. They hereby can express many things through language such as promising, ordering, requesting, and soon. However, some of them still establish unsuccessful communication which leads to misunderstanding among the conversations. Normally speaking, when people say “Assalamu’alaikum” for instance, it is generally addressed to Moslem. However, it is actually equal with saying good morning, afternoon, or evening in greetings.

In accordance with the phenomenon, people need to concern with the context and speakers’ intention. This is concerned with pragmatic which is the study of speakers meaning. In addition, this study concerns with the interpretation of what people mean in a particular context and how the context influences. At the same time, speech act theory is one of pragmatic area. The theory states that people produce an utterance as type of action. It indicates that language is not only a system of representation but also a system of devices for engaging in various sorts.

A good commencement speech walks a fine line. It addresses graduates but will be heard by family, friends, faculty, and the wider community. It should be memorable. The language used is not only used to inform or to describe things but also often used to “do things”, to perform acts. In previous explanation, the actions performed via utterances are generally called speech acts, the uttering of the relevant words is the action itself; without completing the utterance. This is what makes analyzing speech act in commencement speech is very interesting.

1.2 Statement of the Problems

Based on the background of the study is above, this study is focused on the following problems.

- 1) What types of speech act are used in the two selected commencement speech by Drew Faust?
- 2) What types of speech act are frequently used in the two selected commencement speech by Drew Faust?

1.3 Objectives of the Study

These objectives are based on researching that above are:

- 1) To explain the types of speech act used in the two selected commencement speech by Drew Faust.
- 2) To describe the types of Speech Act frequently used in the two selected commencement speech by Drew Faust.

1.4 Significances of the Study

Theoretically, this study helps give experiences about the analyzing of speech act for next study. In other words, this study is expected to give knowledge that extensive to other people until active about speech act more and more and hope this study is give more the information about how to communicate that amazing and convenient to around people. This study also becomes a reference for next readers who use analyze strategy of speech act. The Strategy of Speech act is more to make people to be happy in communication.

Practically, this study is able to help many public speakers to improve either the speaker or listener's performance, they know not only how to use strategy of speech act which can be imitated in conversation run well but also how the people can survive in utterances with other people.

1.5 Scope and Limitation of the Study

This study belongs to discourse analysis since this study focuses on speech act produced by Drew Faust on commencement speech in Harvard University. This study limits aspects of speech act proposed by Searle and Austin (1962). It also limits the source of data and data. The source of data takes commencement speech of Drew Faust in Harvard University, meanwhile the data is speech of Drew Faust contain speech act.