CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language has important role in human’s life. It is used to communicate or to express ideas and feelings. It is also used for sharing, getting and giving information. It helps people to interact with other people and makes them to understand each other. Through language, people can build the relationship with other people.

Stewart and Vaillette (2001:221) state that people use language to do an extraordinarily wide range of activities. It is used to convey information, request information, give orders, make requests, make threats, give warnings, make bets, give advice, etc.

Language has many functions in human’s life. People, especially linguists got interested to study about language. The scientific study of language is called as linguistics. This study discusses three general aspects, which include language form, language meaning, and language in context.

It is important to understand the meaning of someone utterances, so both the speaker and the hearer understand each other and they can communicate well. There will be misunderstanding if the hearer can not get the meaning of the speaker utterances. For example, when someone says “do that again, and I’ll kick you”, it means that the speaker doesn’t try to make a request to do something, but he tries to make a threat in order to stop what the hearer do. In case of this situation, the hearer should be able to understand the meaning of the speaker utterances to avoid the misunderstanding.

Pragmatics, a branch of linguistics, studies two general aspects of linguistics that are language meaning, and language context. Yule (1996:3) says that there are four definitions of pragmatics. First, pragmatics is the study of speaker meaning. It is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It analyzes what the participants mean by their
utterances than what the words or phrases in those utterances might mean by themselves. Second, this study also described as the study of contextual meaning that involves the interpretation of what people mean in a particular context and how the context influences what is said. It needs concern of how speaker arrange what they want to say in line with whom they are talking to, where, when, and under what situation. Third, is the study of how more gets communicated than is said. It explores how listener can make implication about what is said in order to arrive at interpretation of speaker’s intended meaning. It is the study or the investigation of invisible meaning. And the last, Pragmatics has a definition as the study of the expression of relative distance. It means that what decides the choice between the said and the unsaid is the closeness between speaker (or writer) and the listener (or reader), whether physical, social, or conceptual.

In communication process, language is used to deliver message by the writer to the reader via written text and by the speaker to the hearer via utterances. Yule (1996:47) says, “Actions that performed by utterances are generally called as speech acts and, in English, are commonly given more specific labels, such as apology, complaint, compliment, invitation, promise or request.”

Stewart and Vaillette (2001:221) state, “just as people can perform physical acts, such as hitting a baseball, they can also perform mental acts, such as imagining hitting a baseball. People can also perform another kind of act simply by using language; these are called as speech acts.” It means that these speech acts enable people to do or perform many kinds of acts simply by using language.

Speech acts can be classified into direct speech act and indirect speech act. Stewart and Vaillette (2001:223) state that direct speech act is type of speech acts that analyze the literal meaning or the direct relationship between structure and function of some utterances. Indirect speech act is type of speech acts that analyze the hidden meaning or the real purpose of some utterances. It analyzes the indirect relationship between the structure and the function of the utterances. For example, when someone says “it’s cold outside”, the direct speech act of this utterance is to give a statement that it’s cold outside, but the indirect speech act of this utterance is to request or to give command to close the door.
In this thesis, the data that will be analyzed are the interview transcript of Sheryl Sandberg entitled “Now is our time” in “Harvard Business Review” magazine. Sheryl Sandberg, whose full name is Sheryl Kara Sandberg, was born on August 28th, 1969, in Washington, D.C. After graduating from business school, Sandberg worked as a management consultant for McKinsey & Company for approximately one year. Then, from 1996 to 2001, Sandberg served as Chief of Staff for the United States Treasury Department. She helped lead the Treasury’s work on forgiving debt in the developing world during the Asian financial crisis. In November 2001 to March 2008, she joined Google Inc. and served as its Vice President of Global Online Sales & Operations. She was responsible for online sales of Google's advertising & publishing products and also for sales operations of Google's consumer products & Google Book Search. And now, she works as COO (Chief Operating Officer) of Facebook.

Harvard Business Review (HBR) is a general management magazine published by Harvard Business Publishing. This magazine began in 1922 as a magazine for Harvard Business School. It is published 10 times a year in twelve languages, such as English, Chinese, German, Hebrew, Hungarian, Italian, Japanese, Polish, Portuguese, Russian, Spanish, and Taiwanese. It covers a wide range of topics that are relevant to different industries and management functions. This famous magazine focuses on business areas such as leadership, organizational change, negotiation, strategy, operations, marketing, finance, and managing people.

As an influential person, she has to be able to arrange her utterances. When Sandberg uttered some information or opinions in her interview, she did not mean it just like what she uttered it. There must be the hidden meaning or the real purpose or function of her utterances.

Here is one example of Sheryl Sandberg’s utterances from the interview transcript taken from Harvard Business Review (HBR) magazine:

Sandberg: The book is a combination of things. It's partly stories from my own life and experience, partly data and research about gender issues, and partly a call to action by and for women.
The utterances above can be analyzed as below:

1. The book is a combination of things.
   **Declarative sentence type; Assertion**
   The utterance above is produced in declarative sentence type which has function to give an assertion or to convey information about the book, Sheryl Sandberg’s book. The speaker uses the utterance to inform that her book, Sheryl Sandberg’s book is a combination of things. Based on the sentence type and the function, the utterance is a direct speech act.

2. It's partly stories from my own life and experience, partly data and research about gender issues, and partly a call to action by and for women.
   **Declarative sentence type; Assertion**
   The utterance above is produced in declarative sentence type which has function to give an assertion or to convey information about Sheryl Sandberg’s book. It can be seen from the utterance that the use of person deixis ‘it’ refers to Sheryl Sandberg’s book. The speaker uses the utterance to inform about the combination of things in her book, Sheryl Sandberg’s book that was mentioned in the utterance before that the book, Sheryl Sandberg’s book is partly stories from her own life and experience, partly data and research about gender issues, and partly a call to action by and for women. Based on the sentence type and the function, the utterance is a direct speech act.

From the examples above, it can be seen that when someone utters an utterance, there is a function of the utterance. The type of speech acts whether it is direct speech act or indirect speech act can be classified by knowing the function of the utterance and the type of the sentence.

It is important to find out the type of speech act whether it is direct speech act or indirect speech act, the sentence type and the function of the utterance. By knowing the type of speech act, the sentence type and the function of the utterance, both the speaker and the hearer can communicate well and understand each other.
This is the reason why this topic is chosen and needed to be discussed. This topic, Sheryl Sandberg’s interview transcript entitled “Now is our time” in “Harvard Business Review” magazine will be analyzed to find out the type of speech act whether it is direct speech act or indirect speech act, the sentence type and the function of the utterance that are used in the interview transcript.

1.2 Problem of the Study

The problems that will be analyzed in this thesis are formulated in the form of questions below:

1. What type of direct speech acts and indirect speech acts are found in Sheryl Sandberg’s interview transcript entitled “Now is our time” in “Harvard Business Review” magazine?

2. What are functions of direct speech acts and indirect speech acts found in Sheryl Sandberg’s interview transcript entitled “Now is our time” in “Harvard Business Review” magazine?

1.3 Objectives of the Study

The objectives or purposes of the study are described as follow:

1. To find out the type of direct speech acts and indirect speech acts in Sheryl Sandberg’s interview transcript entitled “Now is our time” in “Harvard Business Review” magazine?

2. To find out the function of direct speech acts and indirect speech acts in Sheryl Sandberg’s interview transcript entitled “Now is our time” in “Harvard Business Review” magazine.
1.4 Scope of the Study

The scope of this thesis is sentence type and function of the direct and indirect speech acts of Sheryl Sandberg’s interview transcript entitled “Now is our time” in “Harvard Business Review” magazine that was published on April 2013. The analysis focuses only on Sheryl Sandberg’s utterances.

1.5 Significance of the Study

This thesis is expected to give some significances, such as to show the readers the sentence type and the function of direct and indirect speech acts found in Sheryl Sandberg’s interview transcript entitled “Now is our time” in “Harvard Business Review” magazine and to enlarge the reader’s knowledge about how to find out the sentence type and the function of direct speech acts and indirect speech acts from interview transcript. It is also expected that this thesis can be used as a reference for English department’s students that want to discuss the same object.