

A CRITICAL DISCOURSE ANALYSIS AND ILLOCUTIONARY ACTS OF JOHN MAY'S SPEECH IN THE DUKE OF EDINBURGH'S CEREMONY AWARD

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Abstract

The aim of this article is to investigate John May's speech in The Duke of Edinburgh's ceremony award in Indonesia. This study was designed based on descriptive qualitative research using critical discourse analysis approach, focusing on illocutionary acts under the speech acts theory. The video of speech was transcribed and analyzed to gain the deep insight of the speech. The result showed that speaker addressed not the audiences only but also all the people in the world. The purposes of John May's speech are to congratulate the awardees in completing the program and then achieving the award, to encourage all the audiences, and to convince young people, especially the one who joined the award. The speaker's feelings through the speech are happy, satisfied, excited, proud, and confident/sure. Those expressions show no hidden agenda. The types of illocutionary acts that the speaker used are representatives, directives, commissives, expressive, and declaratives. However, mostly he used expressive speech acts in his speech in order to encourage other people.

Keywords: *Speech, Critical Discourse Analysis, Illocutionary Acts, Speech Acts, Expressive*

INTRODUCTION

Someone could deliver some messages by the utterances they spoke to the audiences. The utterances spoken in the speech also could influence people's mind. In order to understand the utterances spoken by the speaker, the audiences need to analyse critically about the content of the the utterances. Therefore, some people need to understand it. Meaningful utterances which are delivered to the society is a part of discourse. Discourse analysis is concerned with the study of the relationship between language and the contexts in which it is used, McCarthy (1991).

On Wednesday, May 17th, 2017 in Nusa Dua Room (Level 14), Gran Melia Hotel, Jakarta, The Duke of Edinburgh's International Award was held for the first time in Indonesia. This award is given to all 14-24 year olds. This award teaches young people about life without looking at their

background, culture, physical ability. This Award is a personal challenge and not a competition against others; it pushes young people to their personal limits and recognizes their achievements.

The speaker of the speech is John May. John May is the Secretary General of the Duke of Edinburgh's International Award; a campaigner, storyteller, teacher, youth worker, independent diplomat, writer, broadcaster, urban cyclist, avid park runner, lifelong Scout, habitual chocolate cake eater and mischief-maker. He spent his career working with and for young people in the United Kingdom and around the world.

The participants and audiences of the event are Paskibra Indonesia, Pondok Pesantren Pabelan, BPK Penabur, Muhammadiyah Mualimin, Special Project SOS Children Village, Ciliwung Bersih Bestari Project, KDM, Sahabat Anak, all Award Leaders and other invitation.

Investigating John May's speech, audience can get the deeper meaning of the event, the importance of the award, and the prospect of this event on the future for Indonesian young people. This kind of investigation has done by other researchers previously.

The first previous study entitled "Contrast and Critique of Two Approaches to Discourse Analysis: Conversation Analysis and Speech Act Theory" written by Van Han (2014). In this study, Van Han (2014) described the common features between conversation analysis and speech act theory. Furthermore, it also describes the contrasting points between both of them. The second previous study entitled "The Analysis of Illocutionary Acts of Jokowi's Speeches" written by Saputro (2015). He used a descriptive qualitative research design and focused on speech act theory of Austin (1962) and Searle (1969) in analyzing the data.

According to the background of the study, the writers will examine John May's speech in the first Duke of Edinburgh ceremony award in Indonesia by using critical discourse analysis framework. The types of illocutionary acts performed in John May's speech in the event are also examined in order to investigate the deeper insight of the speech.

The result of the study is expected to give information to the readers about The Duke of Edinburgh's ceremony award in Indonesia. Furthermore, the writer hopes that the result of the study could inspire and motivate the reader because of the content of the speech.

Young (2006) defines that, critical discourse analysis is an approach to language that examines how ideology and power are expressed, produced, and reproduced through discourse. Fairclough

(2010) explains that critical discourse analysis brings the critical social analysis into language and focus on discourse and on relations between discourse and other social elements; power relations, ideologies, institutions, social identities, education, and so forth. Therefore critical discourse analysis does not primarily aim to contribute to a specific discipline, paradigm, and school or discourse theory. It is primarily interested and motivated by pressing social issues, which it hopes to better understand through discourse analysis, Van Dijk (1993).

Young (2006) categorized the critical discourse analysis approach into three parts: (1) Type I questions: Who is doing what to whom. (2) Type II questions: Attitudes, beliefs and opinions, and (3) Type III questions: Holding the discourse together

According to the categorization, there are some questions that needs to be answered in each parts of types. It is used for understanding more about the content of the speech. In type I questions, we could use these questions: who is the discourse aimed at?, who is involved in this discourse?, what is the intention or purpose of this discourse?, etc. Then, in type II questions: what is the impression of speaker's feeling?, which words/phrases used to indicate the feeling?, etc. Last, in type III questions: how the content of the discourse could effect people's mind?, what is the general conclusion of the speech?, etc.

Beside critical discourse analysis, this study also focuses on illocutionary act under the speech acts theory. Nordquist (2017) defines speech acts as an utterance which has the speaker's intention and the effect it has on a listener. In order to determine which way a speech act is to be

interpreted, one must first determine the type of act being performed. As cited in Nordquist (2017), Austin categorized all speech acts into three categories which are locutionary, illocutionary, and perlocutionary. Moreover, Searle (1979) gave more categorization on the speech acts as follows: (1) Locutionary act is the basic act of utterance, or producing a meaningful

linguistic expression. (2) Illocutionary act is the real actions which are performed by the utterance. We form an utterance with some kind of function in mind. This communicative force of an utterance is known as illocutionary force. (3) Perlocutionary act is the effects of the utterance on the listener, reveals the effect of the speaker wants to do over the listener.

Table 1. The List of Illocutionary Acts

Illocutionary Acts	Details
Representatives	<i>suggesting, putting forward, swearing, boasting, concluding</i>
Directives	<i>asking, ordering, requesting, inviting, advising, begging</i>
Commissives	<i>promising, planning, vowing, betting, opposing, threatening</i>
Expressive	<i>thanking, apologizing, welcoming, deploring, congratulating</i>
Declaration	<i>declaring war, firing the employment</i>

METHOD

This study was designed based on descriptive qualitative research. The data was words, phrases, clauses, sentences of John May's speech in The Duke of Edinburgh's Ceremony Award. The data source was a private video taken by The Duke of Edinburgh's team. The three minutes and twentynine second length video was taken on Wednesday, May 17th, 2017 in Nusa Dua Room (Level 14), Gran Melia Hotel, Jakarta.

This study used critical discourse analysis which the theory explained by Young (2006). This study also used illocutionary acts of speech acts theory by Searle (1999). A critical discourse analysis and the illocutionary acts were used to analyse the content of the speech. The video of the speech transferred from the team to the writers directly by using a smartphone. The data then transferred again to a laptop in order to be transcribed and analyzed.

The video transcription was analyzed using critical discourse analysis and illocutionary acts in speech acts theory.

Firstly, the data was analysed using a critical discourse analysis theory by Young (2006). There were three concepts used in that Critical Discourse Analysis Approach; (1) Type I questions: Who is doing what to whom, (2) Type II questions: Attitudes, beliefs and opinions and (3) Type III questions: Holding the discourse together. Secondly, the illocutionary acts theory by Searle (1979) was implemented in the second part of the Critical Discourse Analysis Approach.

RESULT AND DISCUSSION

Analyzing the data using critical discourse analysis, the writers started by analyzing for whom the discourse aimed at. This part was intended to answer Type I question. The event was attended by important people that directly addressed by John May in his speech. Here is the part of the speech which showing people who involved in the discourse:

“Good morning everyone (Good morning)”

Everyone – it refers to all people who attended the Edinburgh’s award ceremony. He used the word **everyone** to greet all the people in the event and showed that some people attend the ceremony.

“And I am so excited to be at the very first national award ceremony here in Indonesia”

Himself – it was shown through the word **I**. Therefore, John May also included himself in the discourse of his speech.

“And I am so, so pleased that His Excellency the British Ambassador been able to join us as well and He’s gonna speaks in a moment”

He - referring to Mr. Moazzam Malik, British Ambassador to Indonesia, Timor-Leste and ASEAN. It was shown that the British Ambassador of Indonesia also involved in the discourse. It was because of his present to give a speech after John May.

“And it’s absolutely brilliant, brilliant to see you”....

“But I wanted just to say to those of you who are receiving award”....

“You, yeah, you deserve to take yourself for that award”....

You – it refers to Indonesian Awardees/Award Participants and Award Leaders. The word **you** in the first sentence refer to all people who attended the event. Then, the word **you** in the second and the third sentences were especially referred to Indonesian

Awardees/Award Participants and Award Leaders who join the award.

“It’s there are quite a lot of people in the world who believe in themselves”

“And there are quite a lot of people in the world who believe in the power of teams”

People - referring to all people in the world. He mentioned the word **people** in his speech to give an example of what people mostly did to the audiences.

“It’s not enough just to believe in yourself and believe in the power about us”

Us, it refers to all people who attended the Edinburgh’s Award Ceremony and all people in the world.

In result, according to Young’s (2006) categorization, those answer from Type 1 questions: Who is doing to what to whom, could described the important people who are addressed by the speech. Therefore, the speech was addressed to Mr. Moazzam Malik as British Ambassador to Indonesia, Timor-Leste and ASEAN], all Indonesian awardees and their leaders, alumni of Edinburgh’s award and invitation, and all staffs of Edinburgh’s award. In term of CDA about critical social analysis, this speech showed normative critique that assess the extent to which they match up to various values for decent societies (Fairclough, 2012). The next one to be investigated is the purpose of the speech to answer Type II question as presented below:

Table 2. The Speech Purposes

Utterances	Purpose
<i>But I wanted just to say to those of you who are receiving award Well done! You, yeah, you deserve to take yourself for that award Well done!</i>	To congratulate the awardees in completing the program and then achieving the award
<i>But I really just want to say to you three little things First of all, Believe in yourself Secondly, Recognize the importance of working together in a team The third,.....And you actually have to make things happen</i>	To encourage all the audiences that they can do whatever they want and make things happen in their life.
<i>You are the future leaders of this great country. It's now time for you to take that leadership and do something really, really exciting with it</i>	To convince young people, especially the one who joined the award, to be the next future leader of Indonesia.

In result, according to Young's (2006) categorization, those answer from Type II questions: Attitudes, beliefs and opinions, describe the purpose of some utterances spoken. So, there were three purposes from the utterances spoken in John May's speech which can be concluded. The first one is to congratulate the awardees in completing the program and then achieving the award. Second, to encourage all the audiences that they can do whatever they want and make things happen in their life. And the last is to convince young people, especially the one

who joined the award, to be the next future leader of Indonesia.

This speech was not only containing normative critique, but also explanatory critique. It didn't simply describe existing realities but seek to explain them by showing the structures or mechanism which were being postulated (Fairclough, 2012).

The next parts that will be analyzed were the overall impression of the speaker's feelings and the words/phrases that indicate the feelings. This part was to answer Type III question. Therefore, here is the description of the analysis:

Table 3. The Speaker's Feeling

Feelings	Word/Phrases
Happy	And it's absolutely brilliant, brilliant to see you.
Satisfied	Well done!
Excited	And I am so excited to be at the very first national award ceremony here in Indonesia
Proud	You, yeah, you deserve to take yourself for that award
Confident/Sure	You are the future leaders of this great country

In result, according to Young's (2006) categorization, those answer from

Type III questions: Holding the discourse together, describe all the correlation from

Question Type I and Type II. Therefore, the description of the analysis above, there were some word/phrases which could indicate the speaker feelings. Through the utterances used by the speaker, we knew that the speaking was feeling happy, satisfied, excited, proud, and confident/sure while was giving the speech in The Duke of Edinburgh's award ceremony.

The way of people saw, represent, interpret, and conceptualize the speech was a part of the social realities (Fairclough, 2012). Therefore, the object of CDA was material-semiotics that this material had a reflective character. The relationship itself was in the form of dialectical relations.

Furthermore, the content of John May's speech is analyzed using illocutionary acts theory. As mentioned in the literature review that illocutionary act is the real actions which are performed by the utterance. It is an utterance with some kind of function in mind of the speaker. The illocutionary act theory used to understand what kinds of utterance that the speaker used, so there were messages behind the content of the speech. I classified each of the utterance and categorized it based on the illocutionary acts classifications. The classification can be seen in the table of Appendixes 2 and the result of the classification can be concluded as follows:

Table 4. The Frequency of Illocutionary Acts

Illocutionary Acts	Frequencies
Representatives	9
Directives	3
Commisives	1
Expressives	17
Declaratives	9

According to Searle (1979), there are 5 kinds of Illocutionary Acts; (1) Representatives, (2) Directives, (3) Commisives, (4) Expressive, (5) Declaration. The table above shows that the illocutionary acts found in John May's speech consist of representatives, directives, commisives, expressive, and declaratives. Expressive have the highest frequency of occurrence or 17 times. It is followed by representatives, declaratives, directives and commisives which occur 9 times, 9 times, 3 times, and once.

An expressive speech acts used for showing sympathy and empathy, congratulate and give appreciation to someone. John May used that utterance to congratulate the awardees for their

achievement in conducting the Duke of Edinburgh's award. Then, a representative speech acts used for illustrating and describing facts/events. He used that utterance to mention the fact/condition that the awardees has been passed as he already did in the past. Furthermore, declaratives speech acts used for a statement that may lead to the change of condition in reality. The speech was not enough if the aim is to change social realities for the better; but values, evaluation and moral critique of the speech were a necessary part of critical social science (Sayer, 2003).

In the end of the speech, John May gave a statement which he believed that Indonesia will be a great country in the future because of the future leaders.

Moreover, there are 3 utterances of directives illocution that are really important and wanted to be shared by the speaker: (1) Believe in yourself, (2) Recognize the importance of working together in a team, and (3) You have to get off your seat and you actually have to make things happen.

Lastly, there was one phrase which stands out rather than other phrases in John May's speech. That phrase is "Well done!". That phrase occurs five times in the content of the speech. It shows that the main purpose of the speaker is to congratulate the awardees of The Duke of Edinburgh's Award.

CONCLUSION

From the whole analysis, it can be concluded that the speaker addressed not only the audiences who attend the ceremony but also all the people in the world. The purposes of John May's speech are to congratulate the awardees in completing the program and then achieving the award, to encourage all the audiences that they can do whatever they want and make things happen in their life, and to convince young people, especially the one who joined the award, to be the next future leader of Indonesia. From the discussion, the speaker's feelings through the speech are happy, satisfied, excited, proud, and confident/sure. He expressed the feeling by the spoken utterance in the award ceremony.

Moreover, the types of Illocutionary acts that the speaker used are representatives, directives, commissives, expressive, and declaratives. However, mostly he used expressive speech acts in his speech. It is because the main purpose for his speech is to congratulate the awardees in The Duke of Edinburgh's

ceremony award. It implies that there is no hidden agenda in his speech. But it also implies that there is no further planning for the next award event.

Examining John May's speech in the Duke of Edinburgh awards using critical discourse analysis, we could find out purpose of the speech, the speaker's feeling, and what utterances that he used in order to deliver the messages to the people. On the other hand, we can get the deeper insight of the speech content by analysing the illocutionary acts of the speech.

Generally, the utterance spoken by someone in specific occasion has deeper meaning. CDA is a suitable method to gain better insight toward a discourse such as this speech by John May. The speech has great impact to Indonesian young generation.

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