THE SPEECH ACTS IN THE CLAUSES WRITTEN ON FOUR COVER STORIES IN *NEWSWEEKLY* WEBSITE: A PRAGMATIC APPROACH

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Abstrak

Cover story selalu menarik pembaca sebelum mereka membaca isinya. *Cover story* itu sendiri dapat dianggap sebagai sebuah gambar yang terhubung ke artikel tertentu di sampul majalah atau koran. *Cover story* yang digunakan dalam majalah atau koran memberitahu pembaca tentang pembahasan artikelnya dan mencerminkan isi yang dibahas. Dengan *cover Story* pembaca akan dengan mudah memahami informasi dalam konteks berita itu. Informasi dalam *cover story* dapat disampaikan dengan menggunakan gambar dan menggabungkan mereka dengan beberapa kata-kata, frasa atau bahkan kalimat. Dalam penelitian ini, penulis menggunakan pendekatan pragmatik. Teori yang digunakan dalam menganalisis data adalah teori tindak tutur yang dikemukakan oleh Searle. Metode penelitian yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Metode ini sering disebut sebagai penelitian alami karena dilakukan dalam pengaturan alamiah yang berarti metode ini juga dapat diartikan sebagai data deskriptif yang diamati, lisan atau tertulis. Penulis telah menganalisa 4 (empat) klausa pada *cover story* sebuah website berita editorial. Alamat website tersebut adalah http://www.newsweekly.com.au/. Edisi *cover story* yang digunakan adalah edisi dari bulan Januari sampai Juni tahun 2014. Hasil dari penelitian ini adalah (1) satu-satunya tindak komunikasi yang digunakan dalam empat (4) *cover story* adalah 'memberitahu (*to tell*)', dan (2) tindak tutur yang digunakan adalah *assertive* atau *representative*.

Kata Kunci: Tindak Tutur, Tindak Lokusi, Tindak Ilokusi, Tindak Perlukosi, *Cover Story*

Introduction

Cover stories always attract readers before they read their contents. The definition of cover story itself in Cambridge advanced Learner's dictionary (2008) is mentioned as a report or an article that is connected to the picture at the front of a magazine. It means the cover stories used in magazines tell the readers about the discussion of their articles and reflect the contents of the discussed articles. With a cover story readers will easily understand the information in the context of news. The information in the cover story can be conveyed by using pictures and combining them with a couple of words, phrases or even sentences. In this research, the writer would like to find out how the clauses on the cover stories communicate to the readers. In communicating with the readers, the clauses on the cover stories must use the communicative acts. In analyzing the data, the writer uses a pragmatic approach. The theories used in analyzing the data are the Searle's speech act theories.

The speech act theory is a theory studied in pragmatics and the term 'speech act' itself was firstly introduced by J.L. Austin. In a different occasion, Yule (1996:47) says that the actions which are performed through utterance are called speech Acts. From what Yule's speech act theory, the speech act can be considered as an act that a speaker performs when he/she is making an utterance. Meanwhile, Austin in Leewen (2005:117)

stressed that every speech act combines three simultaneous acts, the first is a *locutionary act*, it is an act of representing something that is going on in the world. The second is an *illocutionary act*, that is, the performance of a communicative act such as promising, warning, apologizing, commanding, etc. the last is a *perlocutionary act*, it is the causing of an effect on the hearer. Speech act theory has become widely applied in pragmatics, the study of language in use.

There are 4 (four) cover stories taken from the main source, http://www.newsweekly. com.au/. The website is an Australian editorial news website. The data used are the cover stories in the first six month, from January to June, in 2014. There are totally four (4) cover stories used from January to June.

In this research, the writer looks figures out the speech acts used on the clauses of the four (4) cover stories in an editorial news website. The writer is curious to find out how the cover stories convey their intentions through the speech acts. This research is conducted through a qualitative method. The qualitative method is often called the natural research because it is conducted in natural setting. This method is also called the natural method because it is used to make a research in natural culture because the collected data and its analysis are various. Bhattacherjee (2012:113) says that the emphasis in qualitative analysis is "sense making" or understanding a phenomenon, rather than predicting or explaining. In other words, the qualitative method can also be interpreted as the descriptive data which are observed, spoken or written. It is made to understand what a subject study does in forms of words and language in nature context by any other natural contexts.

Based on the explanation above, the questions of the research are:
1) what kinds of communicative acts are used in the clauses of the cover stories?
2) what kinds of speech acts are used in those communicative acts?

The Speech Acts

Pragmatics is the study of how language is used in context. It is also known as a study of meanings that discusses the intent of speech. Talking about pragmatics, Yule (1996:4) says that the advantage of studying language via pragmatics is that one can talk about people's intended meanings, their assumptions, their purposes or goals, and the kinds of actions that they are performing when they speak.

In the study of meanings, pragmatics, there is a well-known theory, it is speech act theory. Austin in Cutting (2002:16) says that speech act can be considered as the actions performed in saying something. It means the speech acts theory is the action performed when an utterance is produced and he also says that the speech acts can be classified into three different and simultaneous levels. They are *locutionary act*, *illocutionary act*, and *perlocutionary act*. The *locutionary act* is claimed as an act of representing something that is going on in the world. Meanwhile the *illocutionary act* is the on-purposed performance and the *perlocutionary act*, is the causing of an effect on the hearer.

Cruise (2000:331) says that communication is not just a matter of expressing propositions. A 'naked' proposition cannot communicate anything at all. In communicating, we must express the propositions with a particular *illocutionary force*, and in so doing we can perform particular kinds of action such as *stating, promising, warning*, and so on, which have come to be called speech acts. It is important to distinguish between three sorts of things that one is doing in the course of producing an utterance. These are usually distinguished by the terms locutionary acts, perlocutionary acts, and illocutionary acts.

On the other side, Searle has already classified the speech acts into five types which are based on the illocutionary force. They are *assertive, directive, commisive,*

expressive and *declarative*. The first is *assertive*. According to Cruise (2000:342), *assertive* commits the speaker to the truth of the expressed proposition. Meanwhile, Cutting (2002:17) uses **representatives** term in discussing the *assertive*. *Representatives* are the acts in which the words state what the speaker believes to be the case, such as *describing, claiming, hypothesizing, insisting* and *predication*. The second is **Directives.** It has a tendency to have the intention of eliciting some sorts of action on the part of the hearer: *order, command, request, beg, beseech, advise (to), warn (to), recommend, ask, ask (to)*. Meanwhile, Cutting (2002:17) says that the directives in which the words are aimed at making the hearer do something, such as commanding, requesting, inviting, forbidding, suggesting and so one. The third is **commissive**. It commits the speaker to some future actions: *promise, vow, offer, undertake, contract, threaten.* Meanwhile on another side, Cutting (2002:17) also states that the commisive is acts in which the words commit the speaker to future actions, such as *promising, offering, threatening, refusing, vowing* and *volunteering*.

The fourth is **expressive**. The expressive makes the speaker's psychological attitude to a presupposed state of affairs: *thank, congratulate, condole, praise, blame, forgive, pardon*. Meanwhile, Cutting (2002:17) states that *expressive* are acts in which the words state what the speaker feels, such as *apologizing, praising, congratulating, deploring* and *regretting*. In the case of Searle's expressive, the attitude is more towards the persons involved. These do form an intuitively satisfying set.

The last is *declaratives*. The declaratives are said to bring about a change in reality: that is to say, the world is in some way no longer the same after they have been said. Now in an obvious sense this is true of all the performative verbs. For example, after

someone has congratulated someone, a new world comes into being in which that congratulation has taken place. What is special about declaratives? The point about these is, first, that they cause a change in the world over and above the fact that they have been carried out. This, however, is again true of all the other verbs, but notice that in the case, say, *of congratulate,* such effects would be perlocutionary, whereas in the case of declaratives they are illocutionary. The second point is that they standardly encode such changes. So, if someone says '*resign'*, then thereafter they no longer hold the post they originally held, with all that that entails. Some performative verbs are *resign, dismiss, divorce* (in Islam), *christen, name, open* (e.g. an exhibition), *excommunicate, sentence* (in court), *consecrate, bid* (at auction), *and declare* (at cricket).

Discussion

There are five (5) cover stories which have been analyzed and discussed in this research. The first cover story was published in February 2014. In the previous month, January, the newsweekly website didn't publish their editorial news.

Image 1: *The Cover Story of February Edition*

The image used in the first cover story is a family that is reading a book. Meanwhile, the data written on the cover story is:

1. The fatherhood; the missing part of the education puzzle

In the data (1), a lot of people probably assume that the one who is in charge of children's education in a family is a mother. Meanwhile, the fatherhood in a family is often forgotten. A father in a family has a lot of important roles, one of them is educating the children. The data (1) on the cover story tells the readers that in educating children the figure of father is also needed. Meanwhile, the language used in that clause doesn't use the direct address. In this cover story, the main point is the '*Fatherhood'*. So that the speech act used in this cover story is *assertive* or *representative'* because the author of the clauses believes that what he/she writes is true.

Table 1: *The Communicative Acts and Speech Acts*

Communicative Act	Speech Act
To tell	Assertive or representative

The second cover story was published on March the 1st, 2014. The hottest issue in that month was the Union Corruption conducted by the government officials in Australia.

Image 2: *The cover story of March Edition*

The image used in the second cover story is a man whose head is hidden and he is wearing a suit and a tie. Meanwhile, the data written on the image is:

2. Union corruption; The issue that won't go away

The data (2) on the cover story tells the readers that the corruption will always happen in everywhere including in their country, Australia. When people see and read the clause on the cover story, people will easily assume that the corruption is never able to be stopped and it is commonly done not only by a person but also a lot of people who have aothority in the government. The speech act used on the data (2) is *assertive* or also known as *representative*. It is assertive because the clause which is written on the cover stories is what the author believes towards the issue.

Table 2: *The Communicative Act and Speech Act*

Communicative Act	Speech Act
To tell	Assertive or representative

The third cover story was published on April the 12th, 2014. The climate change became the issue in that month.

Image 3: *The cover story of April Edition*

A man holding a cup and a saucer was used as the image in April 12th, 2014. The data used is on this image is:

'Global warming to hit the latté set – so saith the IPCC'.

The meaning in data (3) could be 'if the world is getting hotter and hotter, we don't need the latté set to make a cup of coffee because the heat caused by the global warming can do it for us, the IPCC warned the public'. The clause on the cover story is actually telling us about the effect that is caused by the Global warming. After people see and read this cover story, people are hoped to understand about the global warming effects and follow the *IPCC campaign* to stop global warming. The IPCC is Intergovernmental Panel organization on Climate Change whose a headquarter in Switzerland. Meanwhile, in this cover story, the speech act used is assertive. Assertive means the author of the clause believes on what he/she writes.

Table 3: *The Communicative Acts and Speech Acts*

Communicative Act	Speech Act
To tell	Assertive or representative

The fourth cover story was published on May 10th, 2014. This cover story was the last cover story at the first six months.

Image 4: *The cover story of May Edition*

A woman holding a child was used as the image on April 12th, 2014. The data written on the image is:

3. Valuing stay-at-home parents...; Should parents or paid stranger raise children?

The data (4) means people have to be able to value the parents who stay at home to take care their own children and discuss whether parents themselves or paid stanger to take care the children. After reading the data (4), people or readers probably think that the today's parents are always busy with their working activities. Although a mother is always seen as a person who has a duty to take care the children, now days that opinion has changed slowly. Today, a mother is sometimes busy to work like her husband and that matter becomes dilemma for parents in Australia. This cover story is telling us that stay-at-home parents are very valuable.

Table 4: *The cover story of June Edition*

Communicative Act	Speech Act
To tell	Assertive or representative

4. Conclusion

Having analyzed the clauses on the four (4) cover stories used in the editorial news website, the writer found one communicative act. It is '*to tell*'. This kind of' communicative act became the one and only communicative act used in the cover stories. The four cover stories used in the news editorial website always use '*to tell*' communicative act because it functions to give the readers the information about what to discuss.

Meanwhile from the data written on the 4 (four) cover stories that have been analyzed, the only speech act found is assertive or representative. The speech act assertive or representative means all the data on cover stories consists of the statements of what the author of the cover stories believes to be the case.

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