CHAPTER 1

INTRODUCTION

1.1   Background of study

People need language to communicate with others so that they can express what they really want to say. Communication is important for all people. It is clearly describes that human beings cannot live properly without using of language. Even though, mute people can still use sign language, but as matter fact they will not be able to get any better life easily. Moreover, language helps human to do everything. It is useful for people to use language in many aspects, such as in studying, business, politics, even making movie for entertainment. In local society we are able to know and understand people by seeing the way they speak.

In daily communication, everyone needs language to communicate with each other. By using language they can express their feeling. The first that people use language differently in many situations to express their message to other. Insome cases people use speech to perform an action. One of functions of speech's that used by people in their daily conversation is directive. Based on Holmes (2001) directive is most commonly found in command and orders. "Directive uses of language aim to get someone to do something and they are part of speech act". When people speak, they make suggestions, invitations, requests, and so on. In other words, people use this function of language to make someone perform an action.

The most prominent context in directive speech act is about the hearer, and the relationship between speaker and hearer. Relationship between speaker and hearer can be an indicator that makes speaker use different way to ask hearer do something for them. Basically, directives are made in the expectation that the response will be an acceptance. Therefore, an acceptance is more likely than refusal. An acceptance or refusal toward the directives utterances is called preference structure. As stated by Yule (1996, p.79), "preference is a pattern in which one type of utterance will be more typically found in response to another in conversational sequence". Furthermore, there are two kinds of preference structure which are preferred and dispreferred. First, is the preferred social act. it is structurally expected next act. Next, is dispreferred social act. it is structurally unexpected next act. Refusal and silent are always an indication of dispreferred response. Both preferences can help the writer interpreted the kinds of responses that Cinderella uses toward the order. In that case, when someone uses directives, the preferred act will be acceptance and dispreferred will be refusal. When someone says *"Can you help me?",* the possible preferred act produced by addressee will be *"Sure."* While the possible dispreferred act produced by the addressee will be *"I'm sorry, I have no time left"*

Some sociolinguistics used film as a research because from movie they can learn about groups or individual speech behaviour that usually appears on the film. Movie concerns with the daily life condition. Also, movie depicts everyday happening that make them as mirrors to the real world phenomena. The existence of directives can be found in movie. Same as daily conversation, the usage of

directives is also used in a movie because movie is actually a representation and reflection of the real conversation in natural society. Even conversation in movie is created or arrange in planning situation, but the fact is every situation and the way people conversation adapted from daily activity. Since film becomes one representative the phenomena of daily life, the writer is interest in using film as the media. In movie, there are some genres. Different genre of movie has different usage of language styles. Here, the writer interest to analyze.

Some works that the writer has found as references which they are in the same field. There is the other study that was conducted by Finn (2006) analysis of types of directives used among library personnel at Petra. The study support the making of this thesis, and the thesis of Patricia also (2007) has the same aspect in analyzing the data. The similarity of this study with Finn's and Patricia are that both are analyzing the types of directives by applying Ervin Tripp's classification.

In this opportunity the writer found an interesting movie which can be too analyzed in this thesis. According to Wikipedia "Cinderella is a 2015 American romantic fantasy film directed by Kenneth Branagh. Produced by David Barron, Simon Kinberg and Allison Shearmur for Walt Disney Pictures, the story is based on Charles Perrault's eponymous fairy tale. A good review makes the writer interest in taking this movie as the object of study. This movie consists of many directives utterance that can be analyzed further. This movie consist many directives utterance that can be analyze further. Furthermore, Directives is often shown daily in the media which it is supposed to educate billions of people.

Therefore, the writer hopes not to redo every utterance of directives in the television or this thesis. It is a duty for us to learn everything in a good way from anything, especially in this research which deeply tells about a part of language called directives.

At this point, the writer is interested in finding types of expressing directives, the factors that condition the types of directives, and preferences used by characters toward on the Cinderella movie. In this research paper, the writer choose the characters to be analyze further: Cinderella, stepmother and her sisters (Drisella and Anastasia), prince, captain, grand duke, the king (Prince's father) and the fairy godmother. The reason why the writer choose these characters because characters on Cinderella movie uses many utterance that conduct many directives, especially Cinderella's stepmother and her sisters, they are always ask Cinderella to do something what she want. Cinderella has response toward their directive utterances. From the above reasons, the writer choose those character since basically they are a major characters in the film.

According to Holmes (2001), there are some social factors and dimensions which influence someone in giving directives to others. One of the social dimensions written by Holmes is the status scale. Different status can influence someone in communicate with others. In addition age also can influence someone in giving request or directives. Therefore, status and age differences can affect the way someone orders other people.

There are some significant considerations of why the writer chooses this topic. First of all, directive function is one of the important functions of speech that people use. Second, film is one of a good medium to do a research, since it can give more understanding about human interaction in daily life. Third, social factors are important to be study because it can influence the way people speak. The next reason is because directive speech acts are used to get greatest attention from listener in communication. Through directive speech act the speaker utterances make hearer do something. In conversation, directive is often used by speaker but they say in different way. The speaker has to concern about situation and context to make the hearer do as they want. Situation in conversation can be seen in some aspects, such as who is the hearer, what things speaker wants to say, and time of conversation.

1.2 Statement of the problem

Based on background of the study, there are problems related to the study, which will lead by following research question:

1. What are the types of directives used by the characters in the Cinderella movie?

2. What are the types of preferences that used by the characters in Cinderella movie?

1.3 Purpose of the Study

From this study, the writer wants to find out the directives utterances in Cinderella movie about the types of directive used in the movie. And also the writer tries to find out the responses used by the characters in movie.

1.4   Significant of the Study

The writer hopes that this study can increase the reader's knowledge to understand about directives utterance that used in the film. It is about the directives utterances used by people with different age and status.

1.5   Scope and Limitation

This study focusing on the directives utterances and preferences in the Cinderella movie. In order to keep the readers concerning to the topic, the writer will limit this thesis focused on the directives utterance used by the characters (Ella, Ella's mother, Father, Stepmother, Drisella and Anastasia, Prince, Grand Duke, Captain, and Fairy godmother). The writer also use the theory of Yule (1996, p.79). They are two types of preference, which are preferred and dispreferred next's acts.

1.6   Definition of Key Term

1.   Cinderella   : According to Wikipedia, Cinderella is a 2015 American romantic fantasy film directed by Kenneth Branagh. Produced by David Barron, Simon Kinberg and Allison Shearmur for Walt Disney Pictures, the story is based on Charles Perrault's eponymous fairy tale.

2.   Speech acts   : utterances containing grammatical structures and words, they attempt to perform action via those utterances (Yule, 1996).

3.   Directives   : Linguistic utterances intended to get someone to do something. (Holmes, p.206)

4.   Preferred response   : The structurally expected next act (Yule, 1996, p.79).

5.   Dispreferred response : The structurally unexpected next act (Yule, 1996, p.79).