

CHAPTER I

INTRODUCTION

A. Background of the Study

In our daily life, people make interaction and show good relationship with other people to fulfill their needs, as getting something for their daily needs like eating, clothing, and also getting information. They cannot fulfill them all if they do not do communication. In communication, they do some acts to be recognized by other people about their purpose. This is common when people say something, they are actually conducting speech acts. They are not only doing speaking but also doing something. They sometimes want someone else does something while they are speaking. Therefore, communication helps them getting what they need.

To make a good communication with other people well, people must be capable both in mastering language and context. Language can connect one person to the other person and the meaning of the communication can be got by knowing the context. The study of those relations between language and context that are encoded in the structure of a language is called Pragmatics.

Pragmatics is another branch of linguistics that concerns with meaning. According to Ghriffiths (2006: 1), Pragmatics is concerned with the use of knowledge encoded in the vocabulary of the language and in its patterns for building more elaborate meanings, up to level of sentence meaning in meaningful communication. It is about the interaction of semantic knowledge with our knowledge of the world, taking into account the context of language

use. In other words, Pragmatics as the study of how sender and addressees, in act of communication, and rely on context to elaborate on literal meaning.

Commanding utterance is one kind of directive utterances. Directive utterances are those in which the speaker tries to get the addressee to perform some acts or refrains from performing an act. e.g. *ordering, commanding utterances, requesting, prohibiting*, etc. Commanding utterances are effective only if the speaker has some degrees of control over the actions of the addressee. Commanding utterances can be produced with various degree of explicitness. They also show the formal or less formal form. For example:

1. I (here by) order you to appear in court next Monday at 10 a.m.
2. You must appear in court next Monday at 10 a.m.
3. I'm telling you not to waste your time on that.
4. Don't waste your time on that.

The utterances number 1 and 3 are more explicit than the utterances number 2 and 4 but the utterances number 3 and 4 are less formal, therefore more usual. They have the form you must...or they are imperative sentences (Kreidler, 1998: 190).

In *the Devil Wears Prada* Movie manuscript, there are some commanding utterances which happen from the people who have the authority or superiority over, the hearer. The thing being ordered is the thing that the speaker wants to happen. The examples of commanding utterances found in *the Devil Wears Prada* movie manuscript are:

1. INT. MIRANDA'S OFFICE

The conversation happens between Miranda and her first assistance, Emily Carlton. Miranda asked Emily to tell Simone that Miranda does not approve the girl that she sends her for the Brazilian layout.

Emily : I know. I'm so sorry, Miranda. I actually did confirm last night.

Miranda : Details of your incompetence do not interest me. **Tell Simone I'm not going to approve that girl that she sent me for the Brazilian layout.**

2. INT. MIRANDA'S OFFICE

Emily says to Andrea in the office that Andrea has to do something. Emily wants Andrea

Emily : Andrea, Miranda decided to kill the autumn jacket story for September...and she is pulling up the Sedona shoot from October. **You need to come into the office right this second and pick up her coffee order on the way.**

Andrea : Now?

The first utterances “**Tell Simone I’m not going to approve that girl that she sent me for the Brazilian layout.**” includes directive utterance, especially commanding utterance. Although the sentence type of the utterance does not include imperative sentence but this utterance includes commanding utterance. Here, Miranda asked Emily to tell Simone to do something. It is also signed by the imperative sentence which the form is the predicate “**tell**” in the beginning of the sentence. Some of imperative sentences show the commanding utterance.

The next utterance “**You need to come into the office right this second and pick up her coffee order on the way**”, also includes a commanding utterance. Although the sentence type of the second utterance is not imperative sentence which only predicate expressed but declarative

sentence which has a sentence having the subject and predicate in normal word order. The meaning of the utterance includes commanding utterance. Emily commands Andrea to come into the office right that second and pick up Miranda's coffee order on the way.

Every utterance has a meaning either it is implied or not. The meaning of the utterance can be like the speaker's intention. On the other hand, the utterance of the speaker can be different from the speaker's intention. By using implicature in pragmatic techniques, the more meaning will be got. Then, the more understanding of meaning can be got well.

Implicature itself is alighted from Grice cooperative principle where the thing being talked by the participant should be interconnected. Since the context is the key through the implicature and Grice cooperative principle (Brown and Yule, 1996: 31). In *the Devil Wears Prada* movie manuscript, the writer finds some phenomena dealing with such implicatures, for example:

INT. NIGEL'S OFFICE - DAY

The conversation happens in the Nigel's office. It happens between Nigel and Andrea. Andrea is disappointed with Miranda because Miranda never appreciates with everything done by Andrea. Here, Nigel try to make Andrea realize with her job.

Nigel : And you want to know why she doesn't kiss you on the forehead... and give you a gold star on your homework at the end of the day. **Wake up, sweetheart.**

Andrea : Okay. So I'm screwing it up. Mmm. I don't want to. I just wish that I knew what I could do to...

From the conversation above, it includes conversational implicature. The implied meaning intended by the speaker must be inferred based on the speech context. The utterance "**Wake up, sweetheart**" has not the meaning

that someone has to get up from sleeping but it has meaning that the first speaker wants the second speaker to realize that the job is not easy enough and she has to understand with that condition. The meaning cannot be inferred just by seeing the grammatical form or vocabulary but the meaning must be inferred first based on the speech context.

The writer is interested in the commanding utterances which are found in the movie and by finding out the implicature of commanding utterances in *the Devil Wears Prada* movie manuscript. In *the Devil Wears Prada*, there are many commanding utterances which can be analyzed and becoming the data source.

B. Previous Study

The researcher tries to prove the originality by comparing the research to the other related researches that deals with the pragmatic study. Based on those researchers, the writer finds some similarities and differences both from the first and second researcher.

The first researcher is Sawitri (2005), with title *A Pragmatic Analysis of Directive Utterances of The Holy Bible of King James Version*, she analyzes the directive utterances in the bible. She finds, in her research, 3 kind of directive utterances used in the bible, they are imperative, interrogative, and declarative. She finds 12 sentences included to imperative, 13 sentences are interrogatives, and 6 sentences for declaratives. Related to the meaning, she

finds 5 kinds of intentions, they are commanding, requesting, warning, suggesting and forbidding.

The second research is written by Hesti (2007) entitled “A Pragmatic Analysis of Directive Utterances Used in John Grisham’s *The Runway Jury*”. This research studies about Directive Utterances in John Grisham’s *The Runway Jury*. She finds imperative, interrogative and declarative sentence in the form of Directive Utterances. There are 7 imperative sentences, 4 interrogative sentences and 7 declarative sentences. Then, related to the meaning, she finds 5 kinds of intentions. They are refusal, hinting, prohibition, request, and command.

In this study, the writer has found the similarities and differences in data from the above researches. Both of the researchers and the writer have the same analysis on the directive utterance but the writer has the different analysis focusing on the commanding utterances and commanding utterance is one kind of directive utterance. The differences are located on the object and the data source. The object both of the first and second researcher is directive utterance but the object of the writer is commanding utterance. Then, The first researcher uses the Holy Bible of King James Version, the second researcher uses in John Grisham’s *The Runway Jury* as the data source but the writer uses *The Devil Wears Prada* movie manuscript as the data source. Here, the writer focuses on Pragmatic analysis of commanding utterances in *the Devil Wears Prada* movie manuscript.

C. Problem Statement

1. What are the forms of the commanding utterances used in *the Devil Wears Prada* movie manuscript?
2. What are the implicature of the commanding utterances in *the Devil Wears Prada* movie manuscript?

D. Objective of the Study

1. To identify the forms of the commanding utterances used in *the Devil Wears Prada* movie manuscript.
2. To describe the implicature of the commanding utterances in *the Devil Wears Prada* movie manuscript.

E. Limitation of the Study

This study concerns in the speech act theory and the technique used is implicature. The framework of this study is Pragmatics. This study will only deal with one of the speech acts classifications that are commanding utterances. The writer focuses in these commanding utterances because she wants to enrich the discussion of commanding utterances viewed from Pragmatics angle. She will analyze forms and the implicature of commanding utterance.

F. Benefit of the Study

The writer expects this research gives contribution for academic and practical sphere:

1. Academic Benefit

This research will give contribution in Pragmatics study, especially in implicature and commanding utterances. Besides that, the other kinds of analysis can be improved by employing pragmatic approach.

2. Practical Benefit

The result of this research can be used by other researchers to add the reference for other researchers in studying implicature and commanding utterances.

G. Research Paper Organization

The writer organizes this research to make it easier to understand. The following shows the contents of this research.

Chapter I is introduction. It consists of background of the study, previous study, problem statements, objective of the study, limitation of the study, benefit of the study, and the research organization.

Chapter II is underlying theory. That is the notion of Pragmatics, Pragmatics' principles, the notion of implicature, the notion of speech act, classification of speech act, felicity condition, context of Pragmatics, types of sentences and key terms used in movie manuscript.

Chapter III is the research method. It consists of the type of research, object of research, data and data source, the method of collecting data, and the technique of analyzing data.

Chapter IV is data analysis. In this phase, the writer presents the data analysis and the discussion of research finding.

Chapter V is conclusion and suggestion. It is as the final result of this research.