

CHAPTER I

INTRODUCTION

A. Background of the Study

Human speak to communicate with society, group, or community. Using tool to express message, opinion, and concept is usually done by people. The speaker usually uses gesture when speak to other, in order to the meaning can be received by the receiver. Every human have different characters to communicate each other. This is influenced by culture of the human itself, community, education, and situation. People bring background of their culture because they will interpret of message by commonly people habit. Values which are attentive by society influenced the way for translating the message. Education is one of factor which makes complexity in communication, we can see that if people who have higher education will give great assumption in giving opinion in community and assume message core. Human behavior is also influenced by situation and environment. People have specific character in speech, so the receiver will be able to conclude human character and position from their speech. According to Coulmas (1998:3)

Speech is what creates community and mediates between individuals and members of various sub-group who, as all experience tells us, are able to communicate with each other in spite of the fact that their codes are not completely congruous. Language is a part of culture made and used by society. Kind of people use language variation depends on some particular reason in middle society. They speak with specific way based on their way, and people speak will show who that person is.

Human usually conduct the communication everyday life with partner, friends, and everyone at office, school, work place, court, etc. The utterances which was delivered actually has own meaning from the speaker to hearer. People's utterances have meaning whenever delivering speech, so broad as receiver to know what the people mean does. The influenced factor of interpreting the communication meaning based on the background life of the hearer.

Communication is theoretically a neutral way of sharing knowledge or worldviews and of maintaining social relationships (Matei, 2009:155). Culture of people community can be determined by the utterance which has delivered. Evidently, many linguists conclude that language can be mirror for human who speak about. Communication can't be separated by the society. In this case social class of person who deliver utterance exists when delivered speech. Social class is one of important thing which affects the speech commonly.

Speech communities that exist in the world testify the evidence of communication mechanism. Languages and speech communities have closely relationship which can't be separated. With language human can predict the background of the speaking opponent, conclude how the knowledge amount is, and get the core of the communication talk about. The one communities of the people will contribute the homogen of the language, while the other communities will have own language variation. In this matter ethnography of communication is used by linguists to analyze the several function of languages based on the S.P.E.A.K.I.N.G grid by Dell Hymes. The language form can be analyzed which is used by society to specific communication or generally.

The approach to the sociolinguistics of language in using language of the society in general is related to social and cultural values which called ethnography of communication. The ethnography of communication offers a concepts system which can be used to conceptualize the basic phenomena of study, and a set of components to analyze of phenomena. The phenomena are focused by the researcher to be a data for being analyzed. According to the Troike, (2003:2) focus of the ethnography of communication is the *speech community*, the way communication within it is patterned and organized as systems of communicative events, and the ways in which these interact with all other systems of culture. This approach tries to analyze patterns of communicative practices a member of particular culture. Ethnographers of communication start analyses by focusing on uses of the means and meanings of communication in particular socio-cultural lives. The understanding of communication is an important goal for both linguistics and anthropologist.

According to the Wardaugh (1998:242), ethnography of communication is a description of all the factors that are relevant in understanding how that particular communicative event achieves its objective. The ethnography of communication is as an approach to the study of language in social context, in a practice a branch of anthropology. Hymes (1973:195) have argued for an ethnographic and ethnological basis for answer-ing the question "What literature is" on grounds of adequacy of scope. Ethnologically, there is the comparative, cross-cultural dimension, a matter of range of cases; ethnographically, there is the

descriptive dimension, having to do with the frame of reference (especially as regards language) with which any case is approached.

In this matter, Ethnography of communication has broad area to analyze remembered that society is larger area with have any own culture and social roles. The writer conducts this research to aim gaining and adding literary review of ethnography of communication which has been published before. It is exciting topic to discuss because it relate to society and language. The writer provides data for knowing toward ethnography of communication is *The Eagle* Movie (2011) based on the Marqus Flavious Aquilla as Major Character. This movie is directed by Kevin Macdonald. Macdonald intended the film to be historically authentic, but as little is certain about the tribes that the Romans encountered—they were probably Celts, but some may have been Picts—he made concessions. For example, the tribespeople spoke Gaelic, even though the language probably did not enter widespread use in the region until the 5th century AD.

Macdonald described his view of the Seal people: The seal people were a more indigenous folk than the Celts, who were from farther south; the people were probably small and dark, like the Inouit, living off seals and dressed in sealskins. The director is going to create a culture about which no one knows much, but which we will make as convincing as possible. The crews are basing it on clues gained from places like Skara Brae and the Tomb of the Eagles in Orkney, so that the crews will have worshipping pagan symbols, like the seal and

the eagle. The reason they have seized the emblem of the Roman eagle from the legion is because to them it was a sacred symbol.

The writer provides plot summary of the Eagle movie. In the year 140 AD, 20 years after the Ninth Legion disappeared in the north of Britain, Marcus Flavius Aquila, a young Roman centurion, arrives in Britain to serve at his first post as a garrison commander. Marcus's father disappeared with the eagle standard of the ill-fated legion, and Marcus hopes to redeem his family's honour by bravely serving in Britain. Shortly afterward, only Marcus's alertness and decisiveness saves the garrison from being overrun by Celtic tribesmen. He is decorated for his bravery but honourably discharged due to a severe leg injury.

Living at his uncle's estate near Calleva (modern Silchester) in southern Britain, Marcus has to cope with his military career having been cut short and his father's name still being held in disrepute. Heeding rumours that the eagle standard has been seen in the north of Britain, Aquila decides to recover it. Despite the warnings of his uncle and his fellow Romans, who believe that no Roman can survive north of Hadrian's Wall, he travels north into the territory of the Picts, accompanied only by his British slave Esca. Esca, the son of a Brigantes chieftain, detests Rome and what it stands for, but also considers himself bound to his master, who saved his life during an amphitheatre show.

After several weeks of travelling through the northern wilderness, Esca and Marcus encounter Guern, one of the survivors of the Ninth Legion, who attributes his survival to the hospitality of the Selgovae tribe. Guern recalls that all

but a small number of deserters were killed in an ambush by the northern tribes – including Esca's Brigantes – and that the eagle standard was taken away by the Seal People, the most vicious of the tribes. The two travel further north until they are found by the Seal People. Identifying himself as a chieftain's son fleeing Roman rule and claiming Marcus as his slave, Esca is welcomed by the tribe. After allowing the Seal People to mistreat Marcus, Esca eventually reveals that his actions were a ploy and helps his master to find the eagle. As they retrieve it, they are ambushed by several warriors, including the Seal Prince's father, but Marcus and Esca manage to kill them and escape with the eagle standard. With the aid of the Seal Prince's young son, Esca and Marcus manage to escape the Seal People's village.

Marcus, slowed by his old battle wound, orders Esca to take the eagle back to Roman territory and even grants the reluctant slave his freedom. Freed, Esca still refuses to abandon his friend and instead heads out to look for help. He returns with the survivors of the Ninth legion just as the Seal People catch up with them. The legionnaires, wishing to redeem themselves, accept Aquila as their commander and prepare to defend the eagle standard. A battle ensues, in which the Seal Prince and all his warriors are killed, along with most of the Ninth Legion soldiers. After burying the fallen legionnaires – including Guern – Marcus, Esca, and the few survivors of the Ninth return to Roman territory, where Aquila delivers the eagle to the astonished governor in Londinium. There is some talk of the Ninth legion being reformed with Marcus its commander. But when Marcus and Esca wonder what they will do next, Marcus leaves the decision to Esca

The writer chooses *The Eagle* movie to be analyzed because several reasons. Firstly, the strong character of the major character makes the writer interests to reveal the communication. The strong character will give influences toward the communication. In delivering speech, it will be obvious in delivering meaning to the hearer. Actually the writer assumed that if someone who has strong character, they will also have strong factor in communication character.

Secondly, the movie is so interesting on message which tells about a war for honor. A war for receive back the family prestige although it is very hard to do. With great fate of the younger and get a help from his friend, they can get a symbol back to the land. It tells us about friendship which has different culture each other. Beginning with contrast position of them; a soldier commander of Roma with Servant from Brigantes Tribe who arrested for a long time ago caused a war. Marqus saved the servant life meanwhile the servant wanted to be killed by a mask man because he wants to give up his life.

Thirdly, the differentiate culture of two personality makes it challenges to be analyzed as ethnography of communication research because the writer assumed that utterances influenced by social culture. They are Romans and Britain (Brigantes tribe) who have different characters from their own land. They bring different culture when they move and talk each other. Their social class actually exists when they deliver the idea.

The last reason is speech event of Marcus shows unique data to analyze. His expression toward scene, by scene is appealing and make the viewer has

specific opinion about it. The expression relates to the speech act of major character, so it makes the writer encourage this research.

The writer chooses the ethnography of communication with Hymes theory SPEAKING grid to analyze between sociolinguistics and anthropology in this movie *The Eagle* (2011). The writer conducts this research not only use theory of speaking but also combining the theoretical considerations on ethnography of communication; social roles. Social class is viewed as a one of factors which influences the major character speech.

Concluding remark in this thesis, the writer is encouraged to title research as the following: **Ethnography of Communication of Marcus Flavius Aquila, Major Character in *The Eagle* Movie.**

The writer conducts a research, **Ethnography of Communication of Marcus Flavius Aquilla in *The Eagle* Movie.** The writer finds the similarity between this research and previous researches that this research conducts with Dell Hymes Ethnography of Communication theory. The Dell Hymes theory is SPEAKING as equipment to analyze the data. According to the previous study above, ethnography of communication is a way to know the purpose and background of people speaking also some reason which is influence their speech.

The writer doesn't include the norm in analyzing the data because it can't be seen from the movie, it must be directly got from society utterance and culture. According to Fasold that the Norm will be known as refers to both of interaction (what proprieties should be observed) and interpretation (including the common knowledge, the relevant cultural presuppositions, or shared understandings, which

allow particular inferences to be drawn about what is to be taken literally, what discounted) (1999:45). According to the term of Norm the writer can't include Norm in analyzing the data.

The writer position in this research from another research is the object research which focused on Marqus utterances. The writer will show there is relation about culture and utterance. Then the social class is seen as other factors outside of culture motive that influences utterances. The writer believes that this research is able to describe the ethnography of communication of Marcus Flavius Aquilla based on the movie script.

B. Limitation of the Study

The writer limits the problem of the study on discourse of ethnography of communication. It focuses on ethnography of communication Marqus Flavius Aquilla in The Eagle Movie by Kevin Macdonald. The writer will use theory ethnographic of communication by Dell Hymes as forerunner in 1960. The writer uses S.P.E.A.K.I.N.G grid in analyzing the ethnographic of communication data find in the Marqus Flavius Aquilla utterance except the term 'norm' grid.

C. Problem Statement

The writer constitutes the research problem of the research is what the ethnography of communication of Marqus Flavius Aquilla in The Eagle movie is. The writer formulates the problem question based on the research problem in the following statement:

1. What are the *settings* of Marqus communication?
2. What are the *participants* of Marqus communication?

3. What are the *ends* of Marqus communication?
4. What are the *acts* of Marqus communication?
5. What are the *keys* of Marqus communication?
6. What are the *instruments* of Marqus communication?
7. What are the *genres* of Marqus communication?

D. Objective of the Study

Based on the problem statement above, the writer has objective of the study for revealing and clarifying the Dell Hyme's theory in Marqus utterances in the Eagle Movie by Kevin Macdonald, the components are:

1. The *settings* of communication
2. The *participants* of communication
3. The *ends* of communication
4. The *acts* of communication
5. The *keys* of communication
6. The *instruments* of communication
7. The *genres* of communication

E. Benefit of the Study

The writer expects the benefits from this study is as follows

1. Theoretical Benefit

The study is projected to give information to the larger body of knowledge, particularly in the linguistic studies.

- a. Students

This research will enrich the knowledge of English department about particular discourse analysis, and give deeply understanding about ethnographic of communication.

b. Lecturer

This research extends the ethnographic of communication variation and gives more information about the development of speech community in the world by a movie.

2. Practical Benefit

The study is expected to give broader information to the people generally and stimulate other people to do this research for developing the ethnographic of communication analysis.

F. Research Paper Organization

This research paper organization is giving direction of this paper research.

It is divided into five chapters:

Chapter I is introduction. It consist of background of the study, previous study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization.

Chapter II is underlying theory. It covers notion of communication, aspect of communication, notion of ethnography of communication, aspect of ethnography of communication.

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

Chapter IV is research finding and discussion. It presents Research Finding which is explaining the result of ethnography of communication analysis, and discussion of ethnography of communication of Marqus Flavious Aquila, major character in *The Eagle* movie (2011).

Chapter v is suggestion and conclusion