CRITICISMS AND THEIR EFFECTS IN BRITAIN’S GOT TALENT

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Abstrak

Riset ini menganalisis tindak tutur mengkritik yang di ujarkan oleh penutur (Juri) serta efek terhadap tindak tutur mengkritik yang di ujarkan oleh pendengar (peserta) di Britain’s Got Talent. Riset ini menggunakan deskriptif kualitatif. Penelitian ini bertujuan untuk (1) mendeskripsikan strategi mengkritik yang digunakan oleh penutur di Britain’s Got Talent, (2) mendeskripsikan efek terhadap tindak tutur mengkritik oleh peserta Britain’s Got Talent. Pada penelitian ini, penulis fokus terhadap beberapa peserta Britain’s Got Talent dengan penampilan yang buruk, mereka adalah David, Singing Souls, Donald Bell-Gam, Richard Taylor, Double Take, Christine Wilkes, dan Mark James yang datanya diambil dari video YouTube. Hasil penelitian ini menunjukkan strategi mengkritik yang paling banyak ditemukan adalah negative evaluation, tindak tutur ini untuk memberikan evaluasi negatif terhadap penampilan peserta. Sedangkan efek terhadap tindak tutur mengkritik paling banyak berupa kemarahan yang ditunjukkan dengan ekspresi wajah dan ungkapan peserta.

Keywords : tindak tutur, kritik, efek kritik, Britain’s Got Talent

Abstract

This research analyses speech act of criticisms which are conveyed by the speaker (judges) and the effects of speech act of criticisms on the hearer (contestants) of Britain’s Got Talent. This research uses descriptive qualitative. This research proposes to (1) describe the criticisms strategies which are used by the speaker of Britain’s Got Talent, (2) describe the effects of criticisms which are used by the contestants of Britain’s Got Talent. This research focuses on some contestants of Britain’s Got Talent with their bad performances, they are David, Singing Souls, Donald Bell-Gam, Richard Taylor, Double Take, Christine Wilkes, and Mark James which the data are taken from YouTube video. The result showed criticisms strategies are mostly negative evaluation, this speech act aims to give negative evaluation towards contestant’s performance. Meanwhile, the effect of criticisms are mostly in anger, it is showed by their expressions and utterances.

Keywords : speech act, criticism, criticism’s effect, Britain’s Got Talent

1. INTRODUCTION

In the daily life, People express what they are feeling and what they are thinking with appropriate language, and when they use language, they will produce some effects. Language always can be used to express human’s feelings such as happiness, sadness, and disappointed, and their actions such as to do criticism, complaint, suggestion, and the other things.
Criticism can be categorized into *constructive criticism* and *destructive criticism*. In the constructive criticism, the remarks are specific in content, considerate in tone, made no attributions concerning the causes back the subjects' poor performance, and contained no threats. Meanwhile destructive criticism has been found to generate stronger feelings of anger and tension among recipients and to increase recipients' tendency to adopt ineffective techniques for dealing with poor performance such as making endless excuses and refusing to change. In the destructive-criticism condition, the accomplice's remarks are general, inconsiderate in tone, attributed the poor performance to internal factors, and included threats, (Barron, 1988). (Ken, 2000) defined constructive criticism as helpful suggestions with socio-emotional implications. Every utterance has a meaning according to the condition; different kinds of utterance can be found in a video.

The researcher is interested to analyse *Britain’s got talent* video because there are many different criticisms that was spoken by adjudicators to different contestants, and the contestants gave different effects toward the judges. To analyse the effects, the researcher chose the data from *Britain’s got talent* from mixed auditions especially by the contestants who get some *direct criticisms* and *indirect criticisms* from the judges. The following are the examples of criticisms by the judges and their effects by the contestants.

**Contestant 2008 : Donald Bell-Gam**

Simon : I can honestly tell you, by a clear mile, you are the worst singer we have had on Britain’s got talent,

Donald : *(Bad expression)*

Host 1 : look at his face

Host 2 : He is not happy

Simon : Completely and utterly horrific.

The effect which was showed by Donald on the stage was non-*verbally* act. He didn’t answer anything, just showed his expression on his face.
Meanwhile, his bad feeling can be described in the back the stage when two hosts interviewed him,

Host 1 : How’d you fell?
Donald : *Bad*
Host 2 : Are you disappointed?
Donald : *Yes*
Host 2 : Do you feel angry?
Donald : *Yes*

**Contestant 2017: Stroke of Madness**

The following act showed that there were *verbally and non-verbally* effects by the contestant.

Simon : Apart from the end which was sensational, it was the dancing with the mad faces. I mean it was like crazy.
SoM : *(smile)*
Simon : And my nose is too big
SoM : *(laugh)*
David : You’ve made him look far, too handsome. I’m going to say no.
Simon : Today’s a no but, thank you
SoM : *Thank you*

It can be shown that the effects of criticisms can be showed verbally and non verbally. Here, the researcher chose the data from *Britain’s got talent* video because it consisted of complicated utterances from speaker to hearer and vice versa, especially on the criticisms utterances. In *Britain’s got talent*, there were many unpredictable reactions of criticisms that can be shown *verbally* and *non-verbally*.

Speech act of criticism was analysed by some researchers, Dusen and Robinson (1987) analyzed the characteristics of good and bad criticisms, Tracy and Eissenberg (1990) observed the influence of superiority related to the preferences for message clarity and politeness in giving criticisms, Gunarwan (2001) analyzed the strategy of criticism in term of directness and indirectness

This study intended to get depth understanding in analysing speech act mostly in the criticisms utterance which is categorized as an expressive illocution. Related to previous studies, the researcher also analyze the strategy of criticisms, mostly direct criticisms, and also some effects which was appeared by the hearer, mostly verbal effects. It is different enough with previous studies which was mostly focused on the strategy of criticisms, meanwhile this study observed more on the effects toward criticisms.

According to the explanation above, the researcher focuses to analyze the effects of criticisms in Britain’s got talent videos. This study is conducted under the title “Criticism and Their Effects in Britain’s Got Talent”. In achieving the purpose of this study, the researcher analysed the criticisms utterances and their effects by using Nguyen (2005) theory.

2. METHOD
This study uses Qualitative approach called grounded theory. Grounded theory occurred based on a systematic procedure approach that utilizes causality, consequences, selective coding, etc. And from the observed phenomenon or constructivist procedures that utilize data collection by memoing the views, beliefs, values, or ideologies of the participants. Grounded theory classified the basic idea into reading the data, discovering variables (called categories, concepts and properties) then finding the relation between it.

Britain’s Got Talent includes as a reality show which attract many people in this world. Usually, in that contest, it will be many criticism utterances from the judges to the participants, and also the effects of judge’s utterance. The data is the utterance of criticisms and the effect of its utterance (perlocution). In this study, the researcher focus on Britain’s Got Talent last few years. The data source is taken from YouTube Video which consisted of bad performances with its
criticism and perlocution. Based on the phenomena, the researcher interested analyzing criticism utterances and its perlocution as the data, and the data is taken from the videos in Youtube channels.

3. FINDINGS AND DISCUSSION

In analyzing the data, the researcher found 35 direct criticisms strategies and 1 indirect criticisms strategies. The researcher analyzed the criticisms used by the judges using Nguyen (2005) theory. The judges mostly gave a negative evaluation to the contestants of Britain’s Got Talent, and the minor criticisms was statement of difficulty. After getting some criticisms from the judges, the effects will be shown by the hearer with complicated effects. The effects was conveyed verbally by the contestants of Britain’s Got Talent. The data analysis bellow served criticisms strategies and the their effects verbally.

[David, BGT 2008]

(Music) (David performed dancing)

(Simon pushed the red buzzer that means “NO”, then followed by another judges)

Simon : “David, look, the truth is, you are completely and utterly useless.”

(001/SIM/DC/NE)

(The crowds laugh)

Piers : “For me no.”

Simon : “Absolutely not.”

Analysis,

The 001DC was displayed by the speaker; Simon criticized the addressee, David Williams, “David, look, the truth is, you are completely and utterly useless. By saying its criticism, the speaker had a negative evaluation for David’s peformance. This direct criticism was included as a negative evaluation because the speaker’s utterance showed a negative meaning by saying “completely and utterly useless”, the speaker also used negative adjective which proved negative meaning, that was useless . It meant that David’s performance had nothing
positive evaluation. This act fulfilled Nguyen (2005) negative evaluation as a criticism strategy.

[David, BGT 2008]

(Music) (David performed dancing)

(Simon pushed the red buzzer that means “NO”, then followed by another judges)

Simon : “David, look, the truth is, you are completely and utterly useless.”

(The crowds laugh)

Piers : “For me no.”

(002/PIE/DC/DIS)

Simon : “Absolutely not.”

(David runs into the back stage)

David : “Fuck off!”

The 002DC was displayed by the speaker; Piers criticized the addressee, David, “For me no”. It was said by Piers directly after the first criticism which was said by Simon. This direct criticism aimed to give disagreement about David’s success in Audition, and it was clear that David would not be allowed to pass the audition, it can be shown with its utterance “..no”, it explained clearly that the speaker disagreed with David’s performance. So, David Couldn’t escape tho the next stage This act fulfilled Nguyen (2005) direct criticism strategy.

[David, BGT 2008: effect of criticism]

(Music) (David performed dancing)

(Simon pushed the red buzzer that means “NO”, then followed by another judges)

Simon : “David, look, the truth is, you are completely and utterly useless.”

(The crowds laugh)

Piers : “For me no.”
Simon: “Absolutely not.”
(David runs into the back stage)
David: “Fuck off!”
(001/DAV/EF/ANGRY)

Analysis,

The 001EF was conveyed by the addresssee, David. David said “Fuck off!”. It was concluded as a verbal effect, its effect came after the 001 DC, 002DC, 003DC were displayed by the judges. Then he showed his anger to the judges with saying “fuck off!, he was walking out from the stage with his middle finger pointed to the judges. Its effect was included as a verbal effect.

In this sub chapter, the researcher elaborates the discussion from the data analysis and research finding. It was taken by 35 criticisms strategies and 30 effects of criticisms. at present study, the researcher analyzes the criticisms used by the judges and their effects used by the contestants in Britain’s Got Talent. Here, there are two points that are discussed by the researcher; 1) the criticisms strategies used by the judges, 2) the effects of criticisms which were showed by the contestants.

In this study, the researcher used Nguyen (2005) to analyze the criticisms strategies. According to Nguyen (2005), there are two kinds of criticisms strategies, namely; dicert criticisms and indirect criticisms. Both of criticisms strategies have different way. Direct criticisms consisted of 6 types, they are; negative evaluation, disapproval, expressions of disagreement, statement of the problem, statement of difficulty, consequences. The judges tend to use direct criticisms strategy in delivering criticism. In the category of direct strategy, negative evaluation is the main choice to express criticism. From 35 data of criticisms, 57, 14 % was categorized into negative evaluation. The tendency of using negative evaluation may indicate that the judges prefer judging negatively. Some of negative evaluation was delivered by the judges with rude. For example:

You sounded like three cats being dragged up the motorway.
(10DC)
- Girl, if I peal honest with you, it’s one of the worst group I’ve ever heard in my life. (07DC)

According to the example above, it can be seemed that the judges delivered criticism negatively, and a bit rude. Meanwhile, Indirect criticisms consisted of 8 types, they are; correcting, indicating rules and standards, demand for change, request for change, giving advice/suggestion for change, expression of uncertainty, and asking/ presupposing. The indirect strategy giving advice was applied mainly in the data. This finding supported the previous studies conducted by Suharno (2015), Farnia, Maryam and Hiba Qusay Abdul Sattar (2015).

The researcher found the types of criticisms strategies based on Nguyen (2005) theory. The most appearing was negative evaluation as a kind of direct criticism. According to Brown and Levinson (1978) and Thomas (1995) in Taguchi the level of directness is determined by contextual factors such as power and social distance between the interlocutors, and the degree of imposition involved. In a situation which is more formal, a speech act involves high degree of imposition and is addressed to a person who has a more power. In a such situation, indirectness strategy is required to protect the interlocutor’s face. On the contrary, when the speech act doesn’t involve the high degree of imposition and is delivered to a low degree of imposition, indirectness criticism is smaller.

In Britain’s Got Talent, the judges didn’t involve the high- lower degree of imposition, so most of the criticisms were delivered directly. The judges criticized the contestants without considered whether the contestants had more power or not, and it can be shown that indirectness criticisms were smaller. There were some contestants with different day job, and they are older than the judges. But it didn’t influence the judges in delinvering criticisms, especially negative evaluation which was said negatively. For example:

- “Well, I am gonna be honestly with you girls, I like you but everything was wrong, what you’re wearing, mm.. the music was terrible, and the reason why no one has ever be successful playing tambourine before, because the quite in limited instrument.” (18DC)
- “It was ridiculous chosen action on the stage.” (27DC)
From the example above, the researcher found that there were no high degree of imposition which had more power should be criticized by the judges indirectly to avoid face treathlete.

This study also analyze some effects of criticisms. There were no basic tools to guide the analysis of the effects. The researcher found some effects based on the contestant’s utterance and expressions which can be described clearly. It was mostly focus on the effects verbally which can be shown by their utterance. In this present study, the researcher found some effects which were delivered verbally with different categorization. From 30 data of effects, most of contestants delivered some effect angrily (43.33%), for example:

You sing, I’ll judge you! (11EF)
Fuck off! (01EF)
Trust me, I can be as bad as you like. (12EF)

According to the examples above, the effects were delivered by the contestants with an anger, it didn’t involve whether the judges had a higher power or not, whether they are older or not, it were conveyed directly and verbally by the contestants after getting criticisms.

4. CONCLUSION

After analyzing Britain’s Got Talent in the previous chapter, the researcher found complicated strategies and functions to show the actual meaning of delivering criticisms and their effects.; then, the researcher comes to conclusion. The conclusion according to the question that are what criticisms strategies and their effects used in Britain’s Got Talent.

The frequent appearing criticisms strategies in the data is negative evaluation. This direct criticisms were mostly chosen by the judges because it was so meaningful for the contestants, it was an evaluation for the contestants. Negative evaluation was a common strategy to deliver someone’s inability, and it was acceptable. However, some contestants getting angry afterwards. Negative evaluation was a direct criticism which was used to evaluate the hearer in order to make them better.
The most appearing of criticisms’s effect was an anger. It was a common effect from the hearer when they got unpredictable comment and criticism from the judges, they performed their talent and the result was out of expectation. It seemed like the judges underestimated the contestant, and the contestants showed their angry directly. Here, an anger expression often using swearing words as an effect of criticism.

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