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### **An Analysis Of Directives Speech Acts In Film Script Of Iron Man 2 (2010)**

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#### **ABSTRACT**

The objectives of this study are to find directives speech acts and to explain how directives speech acts which performed in the film *Iron Man 2*. This research belongs to qualitative research. This research uses purposive sampling techniques in order to analyze directives speech acts. This research instruments which used are Laptop, internet, and film *Iron Man 2*. In analyzing data, the researcher conducted the analysis by describing the context of data, identifying each utterance's directive, and classifying directives category. There are 152 directives speech acts found in the film *Iron Man 2*. In details, 152 directive speech acts comprises 6 advising, 20 commanding, 26 ordering, 76 questioning and 24 requesting. It means that directives speech acts can unfold the characterization of characters in film.

**Keywords:** directives, speech acts, and film.

#### **ABSTRAK**

Tujuan penelitian ini adalah menemukan jenis tindak tutur direktif dan menjelaskan bagaimana tindak tutur direktif dilaksanakan dalam film *Iron Man 2*. Penelitian ini termasuk dalam penelitian kualitatif. Penelitian ini menggunakan tehnik *purposive sampling* agar dapat menganalisis tindak tutur direktif. Instrumen penelitian ini menggunakan laptop, internet, dan film *Iron Man 2*. Dalam menganalisis data, peneliti menganalisis dengan cara mendiskripsikan konteks data, mengidentifikasi setiap ujaran tindak tutur direktif, dan mengklasifikasi tindak tutur direktif. Ada 152 tindak tutur direktif yang ditemukan dalam film *Iron Man 2*. Secara detail 152 tindak tutur direktif terdiri dari 6 tindak tutur nasehat, 20 tindak tutur perintah, 26 tindak tutur pesan, 76 tindak tutur pertanyaan, dan 24 tindak tutur permintaan. Hal ini mengidentifikasi bahwa tindak tutur direktif dapat mengembangkan karakter pemain film.

**Kata Kunci:** direktif, tindak tutur, dan film *Iron Man 2*.

## INTRODUCTION

The characterization in the film, other than revealed by the moving image of the non-verbal aspects, is also shaped by film dialogue, as explained earlier. The language used by a character in a dialogue can portray his or her attitude and therefore also unfolds his or her character (Desilla, 2012:30-53). In other words, the way a character speaks reflects his or her personality. In addition to this, more specifically, it is the speech acts in the dialogue that can depict the characterization of characters in films. All in all, through speech acts, the characterization of characters in a film can be unfolded (Kozloff; Phillip; Culpeper & McIntyre; Downes in Desilla, 2012:30-33).

The characters in a film that reveals his emotion and his personality through not only action but also, and more importantly, through dialogue is Tony Stark. More successful than the predecessor, *Iron Man 2* (2010) is one of phenomenal superhero movies that are produced by Marvel Studio. It is the sequel of *Iron Man* (2008) and also the predecessor of *Iron Man 3* that is out in 2013. It is originated from comic that is also produced by Marvel. It tells about the life of one of Marvel superheroes named Tony Stark and how he protects the world from the villains. He is a genius playboy who created robot armors which is later known as Iron Man. As any other superhero movies, *Iron Man 2*, other than telling about the fights between Iron Man (Tony Stark) and the villains, it also depicts a romance story of the main characters, Tony Stark and his ex-assistant Pepper Potts.

Based on [www.imdb.com](http://www.imdb.com), one of reliable online source of movie reviews, *Iron Man 2* is said to be a good movie for various reasons. First, it presents a clear and untwisted story to the audience. This is important for superhero movies with PG13 age rating because some viewers are kids who might not enjoy too complicated story. Second, it contains good actions scene with minimum overshoot violence. All the violence scenes are made digital and mostly do not depict cruel hit with a lot of blood. Third, the portion of romance story of the main characters fits the expectation from a superhero movie. It is not too much. Finally, the film other than showing a good storyline also contains many humorous as well as entertaining conversations.

The theory of speech acts is partly taxonomic and partly explanatory. It must systematically classify types of speech acts and the ways in which they can succeed or fail. It must add together with the fact that the relationship between the words being used and the force of their utterance is often oblique. For example, the sentence 'This is a pig sty' might be used non literally to state that a certain room is messy and filthy and, further, to demand indirectly that it be straightened out and cleaned up. Even when this sentence is used literally and directly, say to describe a certain area of a barnyard, the content of its utterance is not fully determined by its linguistic meaning--in particular, the meaning of the word 'this' does not determine which area is being referred to. A major task for the theory of speech acts is to account for how speakers can succeed in what they do despite the various ways in which linguistics meaning underdetermines use (Bach: 2019).

Some linguists (Boori: 2019) have attempted to classify illocutionary acts into a number of categories or types. David Crystal, quoting J.R. Searle, gives five such categories: representatives, directives, commissives, expressives, and declarations.

There are various kinds of speech acts, yet the following, classified by [John Searle](#), have received particular attention: (1) representatives commit a speaker to the truth of an expressed proposition. Paradigm cases: asserting, stating, concluding, boasting, describing, suggesting, (2) commissives commit a speaker to some future action. Paradigm cases: promising, pledging, threatening, vowing, offering, (3) directives are used by a speaker who attempts to get the addressee to carry out an action. Paradigm cases: requesting, advising, commanding, challenging, inviting, daring, entreating, (4) declarations affect an immediate change of affairs. Paradigm cases: declaring, baptising, resigning, and firing from employment, hiring, arresting, and (5) expressive express some sort of psychological state. Paradigm cases: greeting, thanking, apologising, complaining, and congratulating (ELLO: 2019).

As stated earlier, each of them benefits only from speech act or pragmatics phenomenon in figuring out the construal of the characterization of the characters. For that matter, it is necessary to look at all speech acts exploited in the dialogue to get a better picture of the characterization. The limitation of this paper is directives analysis in the film *Iron Man 2* to be made in order to avoid broader and unfocused discussion. The objectives of this study are to find directives speech acts and to explain how directives speech acts which performed in the film *Iron Man 2*. The findings of the research are expected to enrich the comprehension and understanding of pragmatics, particularly about directive speech act and its classification. It is also expected to give an additional reference to other researchers in pragmatics who are interested in analyzing directive speech acts and its classification. This study is expected to be an insight and reference for those who are interested in doing research on the same topic. Practically, the research findings will be useful for: (1) English Department: this research is expected to give contribution to the study of linguistics, particularly pragmatics; (2) English Department students: this research can be used as a reference for English students who want to conduct research on literary works especially movies based on speech acts, particularly directive speech acts and the classification; and (3) the readers: the research hopefully gives more understanding to the readers about directive speech acts and the classification.

## METHODOLOGY

Qualitative research is defined as a [market research method](#) that focuses on obtaining data through open-ended and conversational communication (Bhat: 2019). This research is qualitative research because focuses on obtaining data through open-ended and conversational communication from the script of the film *Iron Man 2*. Santosa (2012:42) states that data is object of research or the reality that is made the focus of research. Data of this research were taken from dialogue in the film *Iron Man 2*.

Qualitative data collection allows collecting data that is non-numeric and helps us to explore how decisions are made and provide us with detailed insight. For reaching such conclusions the data that is collected should be holistic, rich and nuanced and findings to emerge through careful analysis (Bhat: 2019). In this research, the researcher are taking notes, which are also known as field notes, they are helpful in maintaining comments, environmental

contexts, nonverbal cues etc. These filed notes are helpful and can be compared while transcribing audio recorded data. Qualitative data analysis is such as notes, videos, audio recordings images, and text documents. One of the most used methods for qualitative data analysis is text analysis. There are images also that are used in this research study and the researchers analyze the context in which the images are used and draw inferences from them.

Purposive sampling technique (also known as judgment, selective or subjective sampling) is a sampling technique in which researcher relies on his or her own judgment when choosing members of population to participate in the study. Purposive sampling is a [non-probability](#) sampling method and it occurs when “elements selected for the sample are chosen by the judgment of the researcher. Researchers often believe that they can obtain a representative sample by using a sound judgment, which will result in saving time and money” (Black: 2010). This research uses purposive technique because researcher only focus on directives speech acts in the film Iron Man 2. In the last decade, text analysis through what is shared on social media platform has gained supreme popularity (Bhat: 2019). In this research, the researcher employs a purposive sampling technique. Selection of the sample is directed to the data that have important relation with the problem being observed in the purposive sampling. Therefore, the researcher uses the data by selecting them so that this kind of sampling will ease in analysing the data related to the field study. The data used in this research are the selected-data containing directives speech acts employed the characters in the Iron Man 2.

Sutopo explains that in a qualitative research the main instrument is the researcher himself (2010: 35). The researcher collects the data, analyzes the data and presents the result of the analysis. The researcher is supported by some instruments that are helpful in collecting data. The instruments of the research include the devices used to support the research. This research instruments which used are Laptop, internet, and film Iron Man 2. The analysing data the researcher conducted the analysis by describing the context of data, identifying each utterance’s directive, and classifying directives category.

## FINDING AND DISCUSSION

The tables of the categorization of the type of directives speech acts found in the movie script of film Iron Man 2 (2010) are shown below:

Table 1: Types of Directives Speech Acts

Type of Speech Acts	Speech Act Paradigm	Number
Directives (152)	Questioning	76
	Ordering	26
	Requesting	24
	Commanding	20
	Advising	6

Researcher finds there are 5 directives speech acts types. There are 152 directives speech acts found in the film *iron man 2*. in details, 152 directive speech acts comprising of 6 advising paradigm speech acts, 20 commanding paradigm speech acts, 26 ordering paradigm speech acts, 76 questioning paradigm speech acts and 24 requesting paradigm speech acts. It means that directives speech acts can unfold the characterization of characters in film. Analyzing of directives speech acts types are as follows:

### 1. Advising

There are five speech acts under this paradigm. They are classified as advising because Stark intends to offer suggestions about a course of action to be taken by his partner of speaking in them. Two speech acts are chosen to be discussed in this section to represent the explanation of the idea of their categorization based on the context of the conversation in the film.

First, in datum number 4, when Ivan Vanko do a mistakes than Stark say “I suggest you apologize”, Stark’s intention is very clear. He offers a course of action as a solution to do by his partner of speaking in the scene, who is Ivan Vanko, his enemy. His utterance is sincere and there is no further implication behind it so the speech act is a direct speech act in this case. Stark’s intention in offering suggestion about a course of action someone should take in the speech act makes this speech act categorized as advising paradigm.

Next, like in datum number 4, datum number 5 (“You should get lost”), is also a form of Stark’s expression in offering a solution for a course of action to be taken by his partner of conversation. The partner of speaking in this context is the same with that of data number 4. He is Ivan Vanko. Stark suggest Ivan to get lost rather than force his ways to avenge his father. As in datum number 4, datum number 5 is also an advising paradigm because it contains Stark’s intention of offering a solution.

The two data discussed above and also the rest of the data in this paradigm are also Directive in nature because the speaker tends to get the addressee do something. In this case, it is advising. They are also direct speech acts because the illocution meaning is exactly the locution meaning of the speech act.

### 2. Commanding

There are twenty speech acts under this paradigm. They fall into this category because they are the manifestation of Stark’s authoritative order. What makes this different from the ordering paradigm is that in this paradigm, the authoritative order comes from someone whose position is officially above the addressee. Two instances of all data are discussed to represent all data in the categorization based on the context around the scene in the film.

First, datum number 1, “Check palladium levels!”, is Stark’s command to Jarvis, his machine system powering all Iron Man suits and devices technology. Stark intends to give an authoritative order to Jarvis to check the palladium level in his body that is killing him. This chain of transmit of authoritative order is from a boss to his assistant. Therefore, it is classified as commanding paradigm.

Next, in datum number 7, “Highlight the unisphere!”, Stark’s intention is also similar with that in datum number 1. He means to give an authoritative order to Jarvis to simplify the landscape of map area of the Stark Industry that turns out to be a riddle to be solved in order to invent a new element for his source of power left by his father. Therefore, it is also classified as a commanding paradigm.

The two discussed speech acts and the rest of the data under commanding paradigm have the same way of deciphering the intention and the way of categorization. Besides, they all are Directives in nature because the speaker tends to get the addressee do something. In this case, it is advising. They are also direct speech acts because the illocution meaning is exactly the locution meaning of the speech act.

### 3. Ordering

There are 26 speech acts categorized as ordering. They are grouped into this paradigm because, like in commanding, they are the manifestation of Stark’s authoritative instruction. In ordering, the authoritative instruction is not necessarily an official order giving by someone of a higher position. Two instances of the data are discussed in this section to give a picture of the categorization based on the context of the conversation in the film.

First, datum number 7, “Do not inflate your nostrils”, is Stark’s instruction of prohibition towards her girlfriend who was having a cold. Stark feels irritated and annoyed by the sound of her girlfriend inflating her nostrils and therefore he instructed her not to do that. The instruction is not an official order here. Thus, this speech act is identified as ordering.

In datum number 12, “Give me the case!”, Stark’s intention is similar to the datum number 7. He is at the time in a critical moment for being suddenly ambushed by Ivan Vanko during his F1 race. Her girlfriend and her assistant are rushing to help him but then they are gotten into the fight as well. While being pushed, Stark yells to her girl friend ordering her to give him the case containing his Iron Man suit. It is ordering because it is an authoritative instruction that is not officially given by someone of a higher position in an official matter.

### 4. Questioning

There are 76 speech acts in this paradigm category. They are grouped into this category because Stark’s intention in saying them is to ask question to the partner of speaking. Two instances of the data are taken to be discussed in this section to represent the idea of the categorization based on the context of the conversation in the film.

First, in datum number 4, “Where are you from?”, Stark means to ask where the girl delivering the court order to him is from. He is interested in pretty girls and the girl is quite beautiful. That is why he wants to know where she is from. Next, in data number 39, “What do you want from me?”, Stark’s intention is to ask Ivan Vanko of what he wants from him until he attacks him in such a brutal and vengeful way. Both datum number 4 and number 39 and also the rest of the data in this category adopt the same intention that is to ask question the partner of speaking. Therefore they are identified as questioning. They are also Directive in nature because

they get the addressee to do something for the speaker. Their illocution meaning is the same with their locution meaning, which makes them direct speech acts.

#### 5. Requesting

There are 23 speech acts of requesting. They are identified into this paradigm because Stark's intention in them is to ask his partner of speaking politely or formally to do something for him. Two instances are discussed in this section as samples of categorization based on the context of the conversation in the film.

First, datum number 3, "Can I see a badge?", is Stark's request to the lady delivering the court order to him. He is doubtful of who she is and therefore he utters the speech act with the intention of asking her politely of her identity. In datum number 7, "Pepper, I need you to run the company", Stark sincerely asks her girlfriend politely and formally at the time to replace his position as CEO in his company. Both datum number 3 and number 7 and also the rest of the data in this category are the realization of Stark's intention of asking his partner of speaking to do something for him politely and formally. Therefore they are all categorized as requesting. Requesting is Directive in nature too because it gets the addressee to do something for the speaker. All of the speech acts in this category are also direct speech acts because their illocution is exactly the same with the locution.

## CONCLUSION

There are 152 directives speech acts found in the film *iron man 2*. in details, 152 directive speech acts comprising of 6 advising paradigm speech acts, 20 commanding paradigm speech acts, 26 ordering paradigm speech acts, 76 questioning paradigm speech acts and 24 requesting paradigm speech acts. It means that directives speech acts can unfold the characterization of characters in film. They are used to give leads to the viewers of what is happening and what is going to happen in the next scene or the next plot of the story line of the film.

Based on the analysis of directive speech acts, the researcher proposed some suggestions for the reader as follows: (1) For the students, particularly the English Department students who interested in conducting research related to pragmatics, such as speech acts study. They are expected to explore directive speech acts classification in accordance with various ideas of other experts. Besides, it expected to them to analyzed directive speech acts in other media such as movie, novel, short story or folk. Moreover, they are also expected to employ other subjects such as lecturer, university students, senior high school teacher and so on. (2) For other researchers, it is expected to conduct future research related to the topic with various analyses. It is also expected that the other researchers can take this research as a reference for conducting similar research and broaden the theory applied in this research.

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