




Directive Illocutionary Acts in the Movie the Devil Wears Prada by Aline Brosh McKenna: A Pragmatics Study

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Abstract. This research aims to analyze the types and functions of directive illocutionary acts contained in the dialogue of the movie "The Devil Wears Prada". The problem identified is how the characters in the movie use directive illocutionary acts to achieve their communicative goals. The research method used is qualitative method with the technique of noting the dialog. The research stages include data selection in the form of dialog in the movie, classification and analysis of types and functions of directive illocutionary acts. The theory used is the theory according to Bach and Harnish (1979) about the type of directive illocutionary acts and about the function of directive illocutionary acts according to Jakobson (1960).

Keywords: Pragmatics, Language, directive illocutionary acts.

1 Introduction

Language is a communication tool that is structured in the form of units such as words, phrases (groups of words), clauses, and sentences, which are expressed orally or in writing. Meanwhile, according to (Nugraha in Nabila et al., 2022), language is an essential instrument for social communication. Language serving as a medium of communication, also serves as a form of expression, allowing people to convey their thoughts and feelings. In conclusion, language is a unique and intricate vehicle for human expression, weaving together symbols, sounds, and gestures to create a tapestry of communication. In the study of pragmatics, illocutionary speech acts are an important aspect that shows how speech not only conveys information but also carries out actions. One type of speech act that stands out in social interaction is directive illocutionary speech acts. Directive illocutionary speech acts are a type of speech act that aims to make the listener take a certain action, such as giving an order, request, suggestion, or advice.

Directive illocutionary speech acts show the dynamics of power, control, and relationships between individuals, so they are very important in everyday interactions. Speakers can influence listeners' actions directly or indirectly through directive illocutionary speech acts. Therefore, studying directive illocutionary speech acts is very important for understanding how power and authority are communicated, as well as how social relationships are formed and maintained.

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Film, as a complex communication medium, is also an extraordinary source for the analysis of directive illocutionary speech acts. *The Devil Wears Prada* (2006) is an interesting film to research. The film tells the story of a young assistant who works under the guidance of a powerful fashion magazine editor. In this film, directive illocutionary speech acts are used in interactions between characters, showing the relationship between power and intense work dynamics. This research aims to analyze the types of directive illocutionary speech acts based on the theory of Bach and Harnish (1979) and the function of directive illocutionary speech acts based on the theory of Jakobson (1960) used by the characters in the film *The Devil Wears Prada*. By analyzing the types of directive illocutionary acts such as requests, questions, commands, prohibitions, agreements, and advice, as well as their language functions, this research is expected to reveal how language is used to regulate, control, and influence actions in the context of work and power. In addition, this research will also provide insight into how the characters in the film use language to achieve their goals and build professional relationships.

Pragmatics is linguistics, which studies the use of language in relation to the context of use. The meaning of the language can be understood when the context is known. Pragmatics are the rules of language use regarding form and meaning related to the speaker's goals, context, and circumstances.

According to Parker (1986) the definition of pragmatics is that all aspects of meaning that are not discussed by semantic theory are called pragmatics. In other words, meaning in the field of semantic language is meaning that is free from context (context-independent), while meaning in the field of pragmatic language is meaning that is bound to context (context-dependent).

According to Yule (1996:47) A speech act is an utterance in which the listener must perform an action. A speaker must have a context to direct the listener through his words. In conversation, people not only produce utterances such as combining grammatical structures and words but also carry out actions through these utterances. The function of the speech act itself is to express the speaker's intentions to the listener. Actions carried out through language are called speech acts.

Locutionary acts are basic actions in communication, namely when someone utters or produces a meaningful linguistic expression. This is the most basic level of speech acts, where a person utters words or sentences with grammatical structure and understandable meaning. Locutionary acts include physical aspects of speaking, such as the pronunciation of words, as well as aspects of the meaning contained in these words. This is the initial stage in the communication process, where the speaker produces a statement or sentence that has meaning in a particular language. Austin (1962),

According to Austin (1962:37) "The illocutionary act, namely the performance of an act in saying something as opposed to the execution of the act of saying something and will refer to the doctrine of the various types of functions of language referred to here as the doctrine of 'illocutionary force'". Perlocutionary acts refer to the effect or impact produced by someone's speech on the listener or situation. Every perlocutionary act always involves some consequence or result of what is said. So, when someone speaks, they not only say words but also produce certain effects, such as convincing, scaring,

or making someone do something. Perlocutionary acts relate to what is achieved through the utterance, be it a change in the listener's attitude, thoughts, or actions.

Types of Illocutionary Speech Acts

1. Assertiveness is an illocutionary speech act used to express the speaker's beliefs. This illocutionary speech act makes the speaker's utterance false or true.
2. Commissive are illocutionary speech acts that are used to express the speaker's future actions.
3. Expressive is a type of illocutionary speech act that functions to express the speaker's feelings or emotions.
4. A declaration is an illocutionary speech act used to change the world by saying a few words to the listener.
5. A directive is an illocutionary speech act that is used to persuade the listener to do something in the future. Directives have the aim of eliciting an action from the listener. For example, requesting, urging, ordering, ordering, prohibiting, directing, warning, and so on.

Types of Directive Illocutionary Speech Acts

Bach and Harnish (1979) describe the types of illocutionary speech acts, which are divided into six categories, including:

1. Request
In this type of directive illocutionary speech act, it has the function of asking, encouraging, requesting, pleading, inviting, calling, informing, and urging.
2. Question
3. Order
4. Prohibition
5. Agreement
6. Advice

Function of Directive Illocutionary Speech Acts

Based on the theory of Jakobson (1960), he has defined six functions of language, consisting of:

1. Expressive Function
2. Conative Function
3. Referential Function
4. Metalingual Function
5. Poetic Function
6. Phatic Function
- 7.

According on the background information provided above, the following issues might be noted:

1. What kinds of directive illocutionary speech acts appear in the movie *The Devil Wears Prada*?
2. What are the functions of directive illocutionary speech acts in the film *The Devil Wears Prada*?

2 Methods

The research method applied in this research is a qualitative method because this research aims to describe the types and functions of directive illocutionary speech acts contained in the dialogue of the film *The Devil Wears Prada*. Qualitative methods can be defined by Moleong (2010): qualitative research methods are a research process that produces descriptive data in the form of words, both written and spoken, from individuals and observed behavior. Based on the definition above, qualitative descriptive research explains research methods that produce descriptive data through various sources, such as text, speech, and human behavior.

3. Results and Discussion

3.1 Request Directive Illocutionary Speech Acts

Data 1

Context:

Emily immediately held and pulled Andrea when she just arrived at the office. Emily wanted to ask Andrea for an explanation about yesterday's events. Then, Andrea told Emily about visiting Miranda's house on Emily's orders yesterday to deliver books. He stated that he accidentally went upstairs and this made Emily surprised and annoyed at him.

Emily : *"Go! Go!"*

Andrea : *"Okay, before you start freaking out, it wasn't such a big deal. The twins said hello, I said hello back, then I went upstairs and gave the book to Miranda--"*

Emily : *"You went upstairs? Oh my God. Why didn't you just climb into bed with her and ask for a bedtime story?" (48:27-48:42)*

When Emily grabbed Andrea, Andrea knew that Emily was angry with her because Emily had an annoyed expression. Seeing Emily's annoyed expression, Andrea immediately said, "Okay, before you start freaking out..." This utterance shows a type of request-directive illocutionary speech act. Andrea begged Emily to listen to her explanation first as to why she was able to go up to the top floor of Miranda's house, even though Andrea was absolutely not allowed to do so. In the conversation above, the directive illocutionary speech act shows the function of expression. In Emily's words, "You went upstairs? Oh my God." Showing that he reacted with surprise to Andrea because he had dared to go upstairs to Miranda's house without Miranda telling him to.

3.2 Directive Illocutionary Speech Acts Questions

Data 2

Context:

Andrea, who came in on her first day of work, was greeted by Emily and she told her a little about Miranda. However, Andrea instead asked who Miranda was, who was the editor of a famous fashion magazine.

Emily : *“Miranda sacked the last two girls after only a few weeks. We need to find someone who can survive here. Do you understand?”*

Andrea : *“Yeah. Of course. Who’s Miranda?”*

Emily : *“Oh my God, I will pretend you did not just ask me that.”*

(04:03-04-14)

The conversation above can show the type of question-directive illocutionary speech act. When Andrea said, "Who's Miranda?" shows that she doesn't know who Miranda is, which surprises Emily because Miranda is an editor at a famous fashion magazine who will be Andrea's boss.

In Emily's speech, "Oh my God..." This speech shows a directive illocutionary speech act with an expressive function, because she shows an emotional reaction by being surprised because of Andrea's question which she thinks is clear so there is no need to ask it again.

Data 3

Context:

When Andrea and her father were having dinner at a restaurant, Andrea's father took out an envelope containing money for Andrea to pay the rent for her room. Her father and mother didn't want Andrea to have difficulty paying the rent for her room, so Andrea was very surprised by what her father gave her. .

Richard : *“Here,”*

Andrea : *“What’s this?”*

Richard : *“I don’t want you to get behind in your rent.”*

Andrea : *“How did you- I’m gonna kill mom. Thank you.”*

(27:29-27:41)

The type of directive illocutionary speech act in the conversation above is included in the question type. When Andrea said, "What's this?" This form of question arose when his father took out an envelope to give Andrea whose contents he did not know.

In Andrea's words, "I'm gonna kill mom." Shows that the speech includes a directive illocutionary speech act with a poetic function. This sentence seemed as if he wanted to kill his mother and father, but in fact he was showing his gratitude and affection for his parents so he said this sentence.

Data 4

Context:

Andrea, her friends and her boyfriend were gathering for dinner at a restaurant. Nate asked about the bag Andrea gave Lily, to which Doug answered.

Nate : *“Why do women need so many bags? You get one, it holds all your junk, aren’t you done?”*

Doug : *“Fashion is not about utility, Nate. An accessory is merely a piece of iconography used to express individual identity.” (39:15-39:29)*

In Nate's words, "Why do women need so many bags?" included in the type of directive illocutionary speech act of questions because he was surprised and asked why women need so many bags, even though if they only had one bag it could hold a lot of things.

Doug's reply shows that there is a directive illocutionary speech act with a referential function. Doug responded to Nate's question by saying, "Fashion is not about utility, Nate. An accessory is simply a piece of iconography used to express individual identity." He said that because he was providing information and facts about fashion to Nate who doesn't understand style and trends. Fashion is not about utility, but accessories that convey individual identity.

Data 5

Context:

Andrea wanted to talk to Miranda about something very urgent, so she called Miranda first. This clearly shocked Miranda and she unilaterally cut off the phone call to Andrea because she was about to attend an important meeting.

Andrea: *"I need to talk to you. Right away. It's about Jacqueline Follet, she-"*
 Miranda: *"(memutus sambungan telepon secara sepihak pada Andrea)"* Andrea
 : *"Sh*t, sh*t, sh*t, sh*t!!"*

In Andrea's words, "I need to talk to you. Right away." This utterance is included in the type of question-directive illocutionary speech act, because he asked Miranda to talk to him seriously because what Andrea meant was about something very important.

The conversation above shows that directive illocutionary speech acts have an expressive function. Miranda didn't let Andrea continue her sentence because it was already the meeting time, so she unilaterally hung up on Andrea. Andrea was annoyed by this, he said, "Sh*t, sh*t, sh*t, sh*t!!" This remark was a form of reaction so that he uttered swear words.

4. Conclusion

Based on research findings taken from the film *The Devil Wears Prada* (2006) using the theory of Bach and Harnish (1979) on the types of directive illocutionary speech acts and Jakobson (1960) on the function of directive illocutionary speech acts as a basis, conclusions were drawn there are Request Directive Illocutionary Speech Acts and Directive Illocutionary Speech Acts Questions.

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