

THE ORDER OF COMMUNICATION ACTS IN ONLINE NEWS (The Application of Pragmatics' Speech in Journalism)

Zakie Asidiky

STBA Yapari-ABA Bandung
asidiky@stba.ac.id

ABSTRACT

This article investigates the order of communication acts in online news as the application of Pragmatics on speech analysis in Journalism, This research aims to analyze and describe the communication acts used in a selected news on Jakarta Post and to find out the order of communication acts. In the news '*Taxi protest turns violent as drivers target other drivers*', the writer found 5 (five) communication acts used in the narration. They are *to describe, to report, to explain, to refer to* and *to tell*. The speech act which is adopted by the used communication acts in the news narration is *Representative*. Meanwhile, the order of communication acts in the news is started by *To tell* and ended by *To refer to*.

Keywords: *speech act, communication act, journalism*

I. INTRODUCTION

Today, mass media, often considered as a media of communication, has already widely developed, evolved and even changed into many different forms, for example, newspaper that can be read and accessed either in printed-out or online form. One significant change in newspaper is the use of internet technology in publishing the news.

Reading online newspaper has become something important to some people. To them, online newspaper has already been a solution to get up-to-date news. The online news websites are now able to provide a lot of information that people need such as sports news, political news and much more. In narrating the news, the narration in online news must use the clear language to make their readers understand about what are happening and also have to provide the factual news, so that their

readers are not confused about the information available on the website. The language used in narrating the news can also be considered as the communication acts or be defined as the specific actions in narrating the news. The communication acts used in the narration represent the meaning of the news writing itself.

Communication acts (also known as communicative acts) or the specific actions are the speech acts which are developed and used in the news narration. The speech acts theory is a well-known linguistic theory in pragmatics. The pragmatics is a study which discusses the meaning and specifically examines the system of signs in the language usage. It is similar to what Levinson (1983:5) says that pragmatics is the study of language usage.

This research aims to analyze and describe the communication acts used in a selected news report on Jakarta Post and to find

out its order of communication acts in that news. The Jakarta Post website is an online news website that uses English as news language.

II. LITERATURE REVIEW

There are several theories used in this research. The main theories used are the Searle's speech acts and communication acts adopted from Searle's speech acts which are stated by Grunwald.

1.1 Speech Acts

The speech act theory was firstly proposed by Austin. Then, the theory was developed steadily by Searle. The speech acts can be used in all linguistic communications and they are not just a symbol, word or sentence. Black (2006:17) says that the term of speech acts does not refer simply to the act of speaking, but to the whole communicative situation, including the context of the utterance.

Black (2006:17) also says whenever people produce an utterance they are engaged in three acts. A locutionary act is the production of a well-formed utterance in whatever language one is speaking. The illocutionary act is the meaning one wishes to communicate: the illocutionary force we attach to a locutionary act is the meaning we intend to convey. The perlocutionary act is the effect of our words.

There are actually five types of speech acts stated by Searle. *Representative, Expressive, Directive, Commissive, and Declaration*. *Representative* speech acts are the statements and descriptions. In this kind of speech act, the speakers offer their view of the world as they understand it. *Expressive* speech act reveals the speaker's attitude, such as congratulating, condoling, or expressing pleasure. *Directive* speech act is essentially commands. *Commissive* speech act commits the speaker to some future course of action. It includes promises, it depends on how the hearer will be affected by the proposed act. *Declaration* speech act depends upon the status of the speaker, and the precise circumstances surrounding the event. This kind of speech act is institutionalised in a

society. Declaration speech act includes sacking a worker, performing a marriage, and sentencing a criminal.

1.2 Communication Acts (a.k.a. Communicative Acts)

In *communication*, Leeuwen (2008:286) states that the linguistic utterance seen as a unit of social action with three simultaneous elements. They are locutionary act, illocutionary act and perlocutionary act. The locutionary act is an act of referring to something that exists or is going on in the world or the mind, the illocutionary act is an act of communicating some kind of interactive intent, such as 'persuading' or 'teaching', and the perlocutionary act is the act of achieving some communicative goal, such as 'convincing' or 'imparting knowledge'.

Applying the theory of speech acts, Osika (2008:39) on his journal article explains that the J.L. Austin's speech act theory can be used to describe the communication acts. It assumes that within each speech act there are levels of performing the activity. Osika also says that according to symbolic interaction theory the function of communication act is divided into twofold. The first one, communicative function or informative function refers to understanding of what has been uttered, merely to the use of signs. The other function that is performative one is fulfilled by changing the reality.

In this case the communication act refers to the performance of the definite action. Further, Osika (2008:43) says that within the communication act there are several levels of performance of a given action. Each act consists of locutionary and illocutionary acts that are related to the activities performed by sender/speaker and perlocutionary act performed by receiver/hearer and related to the interpretation of illocutionary act. Such approach is different from that one presented by classical speech act theories. It makes possible to capture the interactive character of communication acts.

Meanwhile, in Journalism, Grunwald (2005:66) states that there are two types of communication act adopted from the speech acts theory, the first is the documentative and

the second is summarizing type. The documentative type includes *to report*, *to quote*, *to refer to* and *to describe*. These acts have the purpose of documenting what is said by the sources (*to report*, *to quote*), who the source are (*to refer to*), and what the journalist, by observation, experience or otherwise, has made himself sure is true (*to describe*). This type of journalism communication act is hereafter called the *documentative* type.

Meanwhile, Grunwald (2005:66) states that the second type includes *to announce*, *to sum up*, *to tell*, *to explain*, *to argue*, *to evaluate*, *to characterize*. These acts are where the journalist chooses to increase the distance to his subject matter, and -as narrator- go into the text to coordinate information and to express the central point of the story. This is called the *summarizing* type of journalistic communication act.

To make the Grunwald's theory of communicative/communication acts clear, the researcher finds out the meaning of every communication acts in *Cambridge Advanced Learner's Dictionary*. The first is the explanations of communicative acts in documentative type. *To report* means to give a description of something or information about it to someone, *to quote* means to repeat the words that someone else has said or written, *to refer to* means to direct someone or something to a different place or person for information, help or action, often to a person or group with more knowledge or power. The last is *to describe*. *To describe* communication act means to say or write what someone or something is like.

Meanwhile in summarizing types there are 7 (seven) communications acts. The first is *to announce*. This kind of communication act means to state or make known, especially publicly or to show that something is going to happen. The next is *to sum up*. It means an action or objects which sum something or someone up represents the most typical qualities of that person or thing or quickly form an opinion about someone or something. The next is *to tell*. It means to say something to someone, often giving them information or instructions. The 4th communication acts in this type is *to explain*. *To explain* means to make something clear or easy to understand by describing or

giving information. The next is *to argue*. It means to give the reasons for the opinion, idea, belief, etc., or to speak angrily to someone, telling them that you disagree with them or to show that something is true or exists. The next is *to evaluate*. It means to judge or calculate the quality, importance, amount or value of something. The last is *to characterize*. It means something which characterizes another thing is typical of it or to describe something by stating its main qualities.

III. RESEARCH METHOD

This research is conducted through the qualitative method. Sugiyono (2013:8) states that qualitative method is often called the natural research because it is conducted in natural setting or can be called as ethnography method because it is used to make a research in culture anthropology because the collected data and its analysis are various. Meanwhile, Bhattacharjee (2012:113) says that the emphasis in qualitative analysis is "sense making" or understanding a phenomenon, rather than predicting or explaining. A creative and investigative mindset is needed for qualitative analysis, based on an ethically enlightened and participant-in-context attitude, and a set of analytic strategies.

From the above theories, the qualitative method can also be interpreted as the descriptive data which are observed, spoken or written. It is made to understand what the subject study does in form of words and language in nature context by any other natural contexts. The datum used in this research is one online news which is taken from Jakarta Post website.

The title of the selected news is '*Taxi protest turns violent as drivers target other drivers*'. The news was published on March 22, 2016. The reason why the writer uses that news is when the news was published in a lot of mass media, it became the hot topic to discuss because the protest was due to the competition between online transportation mode and conventional transportation mode.

IV. FINDINGS AND DISCUSSION

There are 12 (twelve) clauses in the news entitled '*Taxi protest turns violent as driv-*

ers target other drivers'. The news was published on March 22nd, 2016. The writer has found 5 (five) kinds of the communication acts used in the news. The following is the result of this research.

The types of communication act used in the news

There are totally 5 (five) types communication acts used in the narration of the news. They are *to describe*, *to report*, *to explain*, *to refer to* and *to tell*. The types of communication acts used in the narration are different. The *to describe*, *to report* and *to refer to* are categorized as the documentative type. The *to tell* and *to explain* are the summarizing type. The communication acts found in the narration of the news have the similar the speech act. The speech act used in the communication acts found is representative. It is because the clauses written on the news are delivered to the readers based on the journalist's observation.

Meanwhile, if the communication acts used in that news are viewed from the speech act theory, the speech act used in those communication acts is *Representative*. It is because the communication acts used in that news are the statements and descriptions about something.

'To describe'

The '*to describe*' communication act functions as an act that describes the real situation happened on the field. It is written based on the journalist's observation or sight on the field where the news comes from. This communication has been found in the following clause:

- 1) The cars had broken windows and mirrors and damaged bodies.

The '*to describe*' communication act functions to make a description about a situation happening in an area. The clause (1) is the journalist's observation. The function of the '*to describe*' communication act is to give the readers the descriptions of what have been in the real situation and what have really been happening in the field, so that, after reading the

clauses, the readers will be able to get the information about where the situation takes place. In (1) the readers are given the description of cars that have been damaged. The clause clearly describes the real condition of the broken cars.

'To report'

Besides '*to describe*' communication act, '*to report*' communication act is also used in the narration of the news. There are totally 2 (two) clauses as '*to report*' communication act in that news. In this kind of communication act, the clauses on the news are the additional information about the news or can also be what the sources say about the news to make the news' description clear. In *to report* communication act, the clauses in the narration commonly use the *reported speech* techniques. The following is the clauses considered as *to report* communication act.

- 2) One driver, who refused to be named, said the vehicle he was driving was damaged by other taxi drivers protesting in the Gatot Subroto area. The protestors stopped his car abruptly on the road. (to report)
- 3) "My passengers were forced to get out. My car was bumped and the protestors threatened to hit my passengers if they refused to get out," the driver told kompas.com, adding that he wanted to make a police report on the damage as evidence for repairs by his company. (to report)

In (2), the clause uses reported speech. The information conveyed to the readers comes from what is said by the source. Meanwhile, in (3), the clauses are full of what the sources said about the news. The quotation marks ("...") mean the clauses are full of sources' report. Although (2) and (3) have a similar communication act, the forms of writing are different. The form of writing used in (2) is *indirect reported speech* without using quotation marks and in (3) the form of writing used in the clause uses quotation marks or *direct reported speech*.

To explain

Meanwhile, *to explain* communication act is also used in the narration of the news. There are totally 2 (two) clauses of *to explain* communication acts in the news narration. In this kind of communication act, the clauses in the news give the readers the information about something informed on the news and function to make something clear or easy to understand by describing or giving information about them.

To explain communication acts can be found in the following clauses:

- 4) The violence was the continuation of last week's protests where thousands of taxi and bus drivers opposed the mushrooming number of ride-hailing applications in big cities.
- 5) Last week they conducted peaceful protests at the State Palace, City Hall and the Communication and Information Ministry.

In clause (4), the clause gives the explanation about the reason why the protest is being conducted. The clause gives the reader the information about the main reason of the protest. Meanwhile in (5) the clause gives the reader the explanation about the previous peaceful protest which took place at the State Palace, City Hall and the Communication and Information Ministry. The information in (4) and (5) are essential to the readers because they are given the clear information about the protest on the news.

To refer to

To refer to communication act is used to relate the information on the news to the public's responses against the protest. There are 5 (five) clauses of *to refer to* communication acts in the narration.

The following is the clauses categorized as *to refer to* communication acts:

- 6) The public strongly opposed the protest. They voiced their opposition to the violence through social media accounts such as Twitter, Facebook and Path.
- 7) A social media user named Bayu uploaded a photo of taxi drivers forcing a

passenger to get out of a vehicle in the middle of Jl. Gatot Subroto.

- 8) "In front of my eyes. A mother who was carrying her baby was forced to get out of the taxi," he wrote in the photo caption, as quoted by *tempo.co*.
- 9) Damaged Blue Bird taxis were seen on Jl. Gatot Subroto, driving slowly on the right side of the road, *kompas.com* reported.
- 10) "Taxi protest turned anarchy. Let us reject anarchic taxis #TolakTaksiAnarkis," said Twitter user @ignatiusEry, as quoted by *Tempo.co*.

The clause (6) refers to the readers the public's responses in social media. Their responses are the disagreement of the protest conducted by the taxi drivers in Jakarta. The clause (7) refers to a photo uploaded by a social media user. The clauses (8) and (10) refer to what *tempo.co* quoted. The clause (9) refers to what *kompas.com* reported.

To tell

The clauses in *to tell* communication act function to give the readers the core information related to the news' title. The information given to the readers seems to be the up-to-date news or a lot of people almost do not know it yet. The following are the clauses which are categorized as the *to tell* communication act:

- 11) A protest against ride-hailing applications conducted by drivers from the Land Transportation Drivers Association (PPAD) turned violent on Tuesday as several taxi drivers allegedly attacked other taxis carrying passengers.
- 12) However, Tuesday's protest conducted by around 10,000 drivers in Greater Jakarta turned to anarchy as drivers took to the streets and stopped other taxis who were not taking part.

It is clear that the clauses (11) and (12) are the central points on news. They give the readers the information about the protest conducted on Tuesday, March 22nd 2016. Alt-

though the clause (12) in the order of communication act is not placed at the first clause in the narration but it becomes the main information.

The order of Communication Acts in the news

The order of communication acts used on the news entitled '*Taxi protest turns violent as drivers target other drivers*' can be described in the following table.

Table 1. The order of Communication acts in the news

	Clauses	Communication Acts
1	A protest against ride-hailing applications conducted by drivers from the Land Transportation Drivers Association (PPAD) turned violent on Tuesday as several taxi drivers allegedly attacked other taxis carrying passengers.	To tell
2	Damaged Blue Bird taxis were seen on Jl. Gatot Subroto, driving slowly on the right side of the road, <i>kompas.com</i> reported.	To refer to
3	The cars had broken windows and mirrors and damaged bodies.	To describe
4	One driver, who refused to be named, said the vehicle he was driving was damaged by other taxi drivers protesting in the Gatot Subroto area. The protestors stopped his car abruptly on the road.	To refer to
5	"My passengers were forced to get out. My car was bumped and the protestors threatened to hit my passengers if they	To refer to

	refused to get out," the driver told <i>kompas.com</i> , adding that he wanted to make a police report on the damage as evidence for repairs by his company.	
6	The violence was the continuation of last week's protests where thousands of taxi and bus drivers opposed the mushrooming number of ride-hailing applications in big cities.	To explain
7	Last week they conducted peaceful protests at the State Palace, City Hall and the Communication and Information Ministry.	To explain
8	However, Tuesday's protest conducted by around 10,000 drivers in Greater Jakarta turned to anarchy as drivers took to the streets and stopped other taxis who were not taking part.	To tell
9	The public strongly opposed the protest. They voiced their opposition to the violence through social media accounts such as Twitter, Facebook and Path.	To refer to
10	"Taxi protest turned anarchy. Let us reject anarchic taxis #TolakTaksiAnarkis," said Twitter user @ignatiusEry, as quoted by <i>Tempo.co</i> .	To refer to
11	A social media user named Bayu uploaded a photo of taxi drivers forcing a passenger to get out of a vehicle in the	To refer to

	middle of Jl. Gatot Subroto.	
12	"In front of my eyes. A mother who was carrying her baby was forced to get out of the taxi," he wrote in the photo caption, as quoted by <i>tempo.co</i> .	To refer to

At the first clause, the *to tell* communication act is used in the narration. Meanwhile the order of communication acts in the narration is *to tell – to refer to – to describe – to refer to – to refer to – to explain – to explain – to tell – to refer to – to refer to – to refer to – to refer to*.

V. CONCLUSION

In the news *'Taxi protest turns violent as drivers target other drivers'*, the writer found 5 (five) communication acts used in the narration. They are *to describe, to report, to explain, to refer to* and *to tell*. The speech act which is adopted by the used communication acts in the news narration is *Representative*. Meanwhile, the order of communication acts in the news is started by *To tell* and ended by *To refer to*.

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