

Language Facilitates Beckham's Ideas into Meaningful Sayings: Pragmatic Analysis

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Abstract

In his speech at UNICEF, David Beckham emphasized the importance of protecting the dreams and aspirations of children. He shared his experience while visiting various countries. As a public figure, Beckham utilizes his popularity to advocate for important issues. His speech at UNICEF is a prime example of how Beckham leverages his platform to have a positively impact and inspire others. This research analyses speech acts as Beckham's communication strategy to articulate the objective of his speech. The data used are words, phrases, and clauses. The research employs document analysis, where the researchers transcribe Beckham's speech and divide the transcript into several clauses. These clauses are the used to analyse the speech act utilized in Beckham's speech at UNICEF. Beckham's speech proved to be effective in influencing the audience. He utilized his popularity to encourage action in protecting children's dream. Analysis shows that the speech was not only informative but also successfully generated empathy and prompted concrete actions from listeners.

Keywords: *beckham, speech, speech act, pragmatic*



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Bahasa Memfasilitasi Ide Beckham Menjadi Ungkapan yang Bermakna: Analisis Pragmatik

Abstrak

Dalam pidatonya di UNICEF, David Beckham menekankan pentingnya melindungi impian dan aspirasi anak-anak. Ia berbagi pengalamannya saat mengunjungi berbagai negara. Sebagai seorang tokoh publik, Beckham memanfaatkan popularitasnya untuk mengadvokasi isu-isu penting. Pidatonya di UNICEF adalah contoh utama bagaimana Beckham memanfaatkan platform-nya untuk memberikan dampak positif dan menginspirasi orang lain. Penelitian ini menganalisis tindakan pidato sebagai strategi komunikasi Beckham untuk mengartikulasikan tujuan pidatonya. Data yang digunakan adalah kata-kata, frasa, dan klausa. Penelitian ini menggunakan analisis dokumen, di mana para peneliti mentranskripsikan pidato Beckham dan membagi transkrip tersebut menjadi beberapa klausa. Klausa-klausa ini kemudian digunakan untuk menganalisis tindakan berbahasa yang digunakan dalam pidato Beckham di UNICEF. Pidato Beckham terbukti efektif dalam mempengaruhi audiens. Ia memanfaatkan popularitasnya untuk mendorong aksi dalam melindungi impian anak-anak. Analisis menunjukkan bahwa pidato tersebut tidak hanya informatif tetapi juga berhasil menghasilkan empati dan mendorong tindakan konkret dari pendengarnya.

Kata kunci: *beckham, pidato, tindak tutur, pragmatik*

INTRODUCTION

Speech is an oral communication to convey ideas, messages or concepts to an audience. The activity of conveying thoughts in front of a crowd is called speech. It is typically delivered in front of an audience with the aim of providing information, influencing opinions, or inspiring. Speakers need thorough preparation, careful choice of word, and persuasive communication skills. Speech involves interaction between the speaker and the audience to deliver messages that are understood and appreciated.

Many people who have the opportunity to speak in public try to convey ideas and opinions. To know someone's idea and opinion it can be known from his or her speech. Speech is given anywhere where there are lots of people with an audience and focus on the speaker. It usually contains an important matter that must be discussed in front of many people (Nainggolan *et al.*, 2021). According to (Kanaza, Fauzia, 2020), the embodiment of a speaker's thoughts is expressed through speech. In realizing the speaker's idea, language facilitates this need, speech as spoken language by involving speakers and listeners. Speech is a way of communicating

verbally in front of many people that aims to convey something from the speaker. Compared to the written method, speech is considered better in the way of interacting and conveying messages to the audience.

Actually, everyone has the right to convey ideas and opinions because it is a human right, but this must still be limited in order to prevent chaos. People who receive public attention, such as artists, officials, activists, have a greater opportunity to convey their ideas and opinions through speeches. Speech smooth communication by speaker in expressing ideas to people. It can have function like inviting Ideas, messages, and people's views on something can be conveyed through speeches. Various persons are offered to deliver speech, one of them is Beckham.

Pragmatic is a linguistic study that explores relation between language usage and context in communication, discussing how context, goals, and assumptions influence the way messages are understood and interpreted in conversations. John L Austin introduced the concept of speech acts in his work "How to Do Things with Words" in 1962. According to Austin, utterances not only convey information but also perform actions. There are three main types of speech acts, locutionary act (physical act uttering word), illocutionary act (primary communicative act), and perlocutionary act (the impact on listener). Then Austin's theory was further develop by an American philosopher named John Roger Searle in 1969, Searle classified the speech acts introduced by Austin, the illocution was divided into five main classes including declarative is a sentence used to state fact or information, assertive is used to express opinions or statements, epressive is used to express emotions or feelings, directive is a sentence used to give orders or requests to other people, commisive is used to express a promise or to do something in future. Locutionary act is the fundamental action of speaking or creating a meaningful linguistic statement (Rismayanti, 2021). Illocutionary act speaking action expressed witha particular purpose, like declaring, asking, warning, recommending. A perlocutionary act is a speaking action that results in an impact or response from the listener, such as causing laughter, anger, or surprise

Using pragmatic approach, the researcher elaborates the speech act findings for proving how language shape Beckham's idea into meaningful sayings. This research attempts to find speech acts expressed by David Beckham's speech in 2019 in New York at the International Children's Day event at UNICEF as the reflection of his spirit in motivating people for children's developments. David Beckham's speech was chosen as the focus of the study because it had a significant impact. Beckham, as a public figure and former famous footballer, utilized his board platform and

substantial influence to address important issues, including children's rights. Beckham's speech at UNICEF is a real example of how a prominent figure can leverage their popularity to make a positive impact and inspire others. In analysing the speech act in Beckham's speech in UNICEF, the goal is to identify the actions performed by Beckham through the use of language in his speech. This research analyzes whether Beckham provides factual statements, request support, expresses emotions, or commits to specific actions in his speech by analysing the speech act, this research tries to know what are implied in his messages, purposed and impacted by Beckham through his speech.

In his speech at UNICEF, Beckham delivered a message to the audience, including world leaders, UN officials, and the global community, about the importance of giving a voice to every child and ensuring that their rights are respected and protected. In his speech, Beckham employs a variety of speech acts to inspire action and bring about change in supporting the rights of children worldwide. Analyzing the speech acts in Beckham's speech at UNICEF help to understand how Beckham strives to motivate and mobilize the audience to respond children's right. By using diverse speech acts, Beckham aims to participate in supporting children's rights. His speech in intended to inspire concrete actions and positive changes in protecting and advancing the rights of children worldwide.

There were some previous studies analysing speech. Many researchers were motivated to study speech. Jannatussholihah and Triyono (2020) analyzed the Indonesian president's speech by the title *An Analysis Of Linguistic Modality in The MPR Session at the Inauguration Ceremony*, and found that the president used several linguistic verbals to convey his will and power. Kanaza and Fauzia (2020) analyzed Meghan Markle's speech, she used Jakobson's theory, with a percentage of 32% conative function in 6 utterances, 26% emotive function in 5 utterances, 21% referential function, 16% phatic function, 5% phatic function. Nainggolan *et al.* (2021) analyzed President Joe Biden's victory speech and found that he used 44 metaphorical sentences, 34 personifications, 5 hyperboles, 2 similes, and 1 litotes for a total of 86 figurative sentences. Simanjuntak *et al.* (2022) analyzed video of Muniba Mazari's speech. This study found that 25.41% of the percentage functioned as interpersonal when giving speeches. Hussain, Shahwar and Basit (2020) found that Imran Khan's first speech as the prime minister of Pakistan mainly consisted of commissive speech act, categorizing them into representative (27.083%), expressive (1.041%), declarative (7.291%), directive (25%), and commissive (39,583%).

METHODOLOGY

It uses linguistic data to observe and analyze language patterns. Nassaji (2020) states that qualitative research is observational, focuses on non numeric data, aims to comprehend and investigate rather than elucidate and control variables. It is contextual and interpretive, highlighting growth progression or trends over final outcomes. Collecting data is just the beginning of the research process. Once gathered the information needs to be organized and thoughtfully examined. Qualitative research materials are inherently unstructured and extensive, with a significant portion being text based, such as verbatim interview or discussion transcripts, field notes, or other written document (Mezmir, 2020). The data are in the form of utterance by Beckham speech speech in UNICEF.

The data are derived from the transcript of David Beckham's speech on the UNICEF *YouTube* channel in November 2019 in New York at the World Children's Day event hosted by UNICEF. The data are in the form of utterance by Beckham speech speech in UNICEF. The researcher analyzes the speech to explore the communication strategies employed by Beckham in conveying the purpose of the speech. The analysed data include words, phrases, and clauses found in Beckham's speech. The data collection process involves document analysis, where the researchers transcribe Beckham's speech and divide it into several clauses to analyse the types of speech acts used by Beckham.

FINDINGS AND DISCUSSION

Based on the analysis, it is concluded that Beckham expressed 5 types of speech act, including declarative, assertive, expressive, directive and commissive.

Table 1. Table of Findings Data

NO.	Types of Illocutionary Act	Quantity
1.	Assertive	47
2.	Directive	10
3.	Commissive	4
4.	Expressive	1
5.	Declarative	0

In the analysis of the illocutionary acts in Beckham's speech, the dominant type is the assertive speech act. Assertive speech act dominates as the primary communication strategy used by Beckham. Assertive speech acts, as defined by John Searle in the theory of speech acts, are used to express opinions or facts. Beckham extensively

employs this type of speech act to advocate for the importance of protecting the dreams and aspirations of children worldwide. The use of speech assertive speech act in this speech allows Beckham to firmly convey messages about children's rights and their protection. The use of assertive speech acts clearly and firmly conveys Beckham's objective in the speech. For instance, in his speech, Beckham may use statements such as "For almost fifteen years I have worked with UNICEF as a global Goodwill Ambassador supporting their work for children around the world" or "I have travelled to many places around the world with UNICEF and heard first hand from children who are calling out for change". These statements do not only convey information but also motivate listeners to take action and support the issues that Beckham deems important. Assertive speech act also indicates Beckham's clarity and commitment in advocating humanitarian issues, particularly related to children rights. The use of assertive provides a strong foundation for the messages he aims to convey. Through this approach, Beckham did not only emphasize the importance of protecting children's rights but also encourages listeners to participate in positive change to support the development of children worldwide. For example: 1) *For end to violence and end to war, an end to the political and cultural division that destroy communities, tear families apart and endanger children's lives every single day*, 2) *Because the future doesn't belong to us, it belongs to children*.

Directive speech act is a type of speech act used to give instructions, commands or request to the audience to do something. In the context of communication, directive speech act is used to provide guidance or direct the actions of the audience. The use of directive speech act in communication can help facilitate effective interactions and ensuring that the messages conveyed are understood and responded well. For example: 1) *So please, join me in this mission for children*, 2) *Let's listen to our young people*.

Commissive act are also present in Beckham's speech. Beckham uses commissive acts to make promises or commitments to do something in the future. Through commissive acts, Beckham shows his willingness to take action and commit to support his goals. For example: 1) *Together we promise to work harder to protect your dreams*, 2) *We promise to listen to you*.

Beckham's language is also less in expressive function on a pragmatic view. Expressive is a type of action used to express emotions, feelings, or subjective attitudes of the speaker. Although not dominant, the use of emotional expressions remains important in conveying the intended message. Emotional expression helps Beckham to communicate his care, concerns, and enthusiasm in supporting children

development. The use of expressive acts also helps in creating a more open and emotionally connected between the speaker and the audience. Emotional expression can also influence the audience emotionally, bringing them closer to the message being conveyed and encouraging them to respond positively to the humanitarian goals. Therefore, although expressive acts are not dominant, the use emotional expression provides a sense of care that enriches the meaning and impact of the messages conveyed. Emotional expression helps to deliver messages more deeply and build a strong emotional connection with his audience. For example: And *thank you* for being here today.

In Beckham's speech, another type of illocutionary act that is not expressed is declarative. Declarative speech acts are used to convey factual information with the intention of bringing about change. The reason for use less declarative speech due to the main focus on the messages Beckham aims to convey, which often require the use of assertive to express beliefs, perspectives and call to action. While conveying factual information is important, declarative speech are not the main focus. The dominance of assertive speech acts in this study show Beckham firm and persuasive communication approach in addressing important issues.

The analysis of speech act in Beckham's speech reveals the use of various types of speech act, including assertive, directives, commissives and expressive, which help Beckham conveying important message, motivating audience to take action, and inspiring positive change.

DISCUSSION

Implications of Most Speech Acts

Assertive speech act is characterized by the expression of a strong opinion, point of view, or statement with confidence and conviction. When Beckham predominantly uses assertive speech acts in his speech, this can significantly impact the audience. This can have a significant impact on the audience. Beckham's use of assertive speech acts can create a sense of authority and credibility, because he confidently conveys beliefs and opinion. This can influence the audience by instilling a sense of trust and confidence in the message conveyed. Beckham's use of assertive speech acts establishes a sense of authority and credibility, as he confidently conveys his beliefs and opinions to act or support the issues he advocates, such as protecting children's dreams and aspirations. The dominance of assertive speech acts in Beckham speech can create a persuasive and convincing tone, attract the audience attention, and emphasize the importance and urgency of the issue being discussed. By using

assertive speech act effectively. Beckham can effectively convey his message, engage the audience, and encourage them to act in accordance with child rights advocacy. The impact of assertive on the audience is likely to be empowering, inspiring, and influential. This can create a strong connection between Beckham's message and the audience, motivating individuals to support and act in support of the protection and advancement of children's rights.

Implication of Less Used Speech Acts

Declarative speech acts, in speech act theory, are typically used to bring about a change in reality through pronouncements such as 'I declare' or 'I resign.' In the context of a speech act it provides along with building credibility and understanding among the audience. When declarative speech acts are not used, the audience may perceive the speech as containing more factual statements. Avoiding declarative speech may make the message less informative or less clear, potentially affecting the audience's perception of the content presented. Without declarative statements to provide factual information, the speech may focus more on opinion, belief, and persuasion.

CONCLUSION

Assertive speech acts dominate Beckham's utterances. Among them, there is not any declarative speech acts are found. The other speech acts vary in number but are far from dominant. They cannot dominate his utterances. This shows diversity in the types of speech used in the communication context, but still with the dominance of assertive speech acts. This research has uncovered a variety of ways in which Beckham acts with language to convey ideas about conveying messages, protecting the dreams, rights, and aspirations of children around the world, in front of world leaders, UNICEF official and the entire global community. This research is also able to show the impact of using speech act types on communication goals and the meaning that is build.

Further research can be carried out by focusing on several aspects. Analyzing the influence of speech context such as facial expression, body language, intonation, and comparison with other public figures on communication strategies in a speech. The speech succeeded in encouraging the audience to act and how this affected what was said. Analyze how to utilize social media to strengthen the message in his speech and its influence on the effectiveness on his communication strategy.

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