

ABSTRACT

Pragmatism, according to William James, is an attitude of orientation. It means that a pragmaticist turns away from first principles, categories, supposed necessity, and looks toward last things, consequences, fruits, or facts. If this orientation is followed, the "cash-value" of words (=language) is set by rules of usage which govern people in communicating intended meanings. This philosophical concept leads to the understanding that the focus of a pragmatic study on language is on the interrelation of principles of language structure and principles of language usage.

This study on directives is an attempt to answer the following questions: (1) What are the linguistic units used to convey the directive meaning? (2) How do they function in communication? The objective of solving the two problems is to provide a description of the interrelation of the formal structure of linguistic units and their function to transmit the directive meaning.

The description of that interrelation is the answer of the assumption that the directive function of language is realized by means of various linguistic units, and various linguistic units can convey a single directive meaning if the units conceive the same directive illocutionary force.

In order to provide the relatively comprehensive description, this study must be based on the field linguistic data. The data originate from directive utterances which have been produced both orally and writtenly. The data were obtained by means of the observation method and the interview method.

The collected data, then, were analyzed in accordance with the correspondence method. In the framework of this method, each linguistic unit was categorized into linguistic classes, and then it was compared one with

another. This comparison is aimed at finding out the correspondence of each unit with the addresser's intended meaning: the directive meaning.

From the research findings it is obvious that there is not one-to-one correspondence between the syntactical form of a sentence and its function in discourse. The directive function need not have to be expressed by means of imperatives. To express this function, the addresser has a freedom of choosing a variety of linguistic units under the condition that each unit has the directive illocutionary force.

In performing the directive speech acts, the addresser engages in a rule-governed behaviour, specially the Cooperative Principle and Politeness Principles. According to Grice, participants of communication have to converse in a maximally efficient, rational, cooperative way. They should speak sincerely, relevantly, and clearly while providing sufficient information.

Although it is difficult to distinguish absolute politeness from relative politeness, Politeness Principles consisting of six maxims try to answer the tendency of being so indirect in conveying the intended meaning. The most relevant maxim of PP to the directive meaning transmission is the Tact maxim which minimizes cost to the addressee and maximizes benefit to the addressee.

The intended effect of a directive speech act is that the addressee carries out the required action. However, the effect of a directive locution and an illocution may vary. One of the possible effects is the addressee's paradoxical behaviour, that is, the behaviour of being obedient or disobedient. The success of the directive speech act depends on this behaviour.