

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Everyone must have seen films in their lives. Film is a form of entertainment. Films are useful not only for entertainment but also for education. We can learn many things by watching films. Besides, film is also used as mass communication.

According to Oxford Advanced Learner's Dictionary, film is "a series of moving pictures recorded with sound that tells a story, shown on television or at the cinema/movie theater."

The world's first film is a screenshot for two-second of people walking around entitled Roundhay Garden Scene. This screenshot was made by a Frenchman named Louis Aime Augustin Le Prince. The shot was taken on 14 October 1888 at Oakwood Grange in Roundhay, West Yorkshire, England.

Now, there are many kinds of films, such as comedy, action, romance, animation, horror, and thriller. Some people think that a horror film is the same as a thriller. In fact, they are different. Although both of them create a tension, a thriller and a horror film have some differences. "In horror film plots, evil forces, events, or characters, sometimes of supernatural origin, intrude into the

everyday world. Horror film characters include vampires, zombies, monsters, and a range of other fear-inspiring characters” (<http://www.artandpopularculture.com>). The characters in the following horror films: Dracula, Frankenstein, The Mummy, Dr. Jekyll and Mr. Hyde.

Unlike the characters in a horror film, the characters in a thriller film are human, ordinary people. They can be a person who is drawn into danger by accident, for example because of witness a murder. Besides, the sound effects or the background music of a thriller film can give tension to the audience. A thriller film produces feelings of excitement through its dangerous actions such as crime and espionage (Dictionary of Library and Information Science 718).

Although a thriller is different from a horror film, there is a sub-genre of the thriller which relates horror to thriller. It is called horror-thriller. In a horror-thriller, the conflicts experienced by the characters are mental, emotional, and physical.

If we look at the cover of a film case, we will find the summary of the film. We usually read the summary to find out what the film is about. Besides the summary, there is also a slogan which is commonly placed under the film title. Based on Oxford Advanced Learner’s Dictionary, a slogan is “a word or phrase that is easy to remember, used for example by a political party or an advertising to attract people’s attention or to suggest an idea quickly.” A slogan is used to arouse the audience’s curiosity so that they will watch the film. It is also made as a clue for the audience in guessing the story of the film and the outcome of the story.

It is not easy to understand a film slogan. Sometimes the slogan maker uses a sentence or a phrase which does not suit the title or the genre of the film.

Sometimes the audience needs to watch the film first in order to understand the slogan. For this reason, the audience seldom cares about the slogan. However, every slogan makes the film seem more interesting to watch.

I choose the slogans of thriller films because they are different from those of the other kinds of film. Thriller film slogans are usually the most difficult to understand because it is not as clear as slogan of other genres, for example in the animation film entitled Finding Nemo. The slogan of this film is *there are 3.7 trillion fish in the ocean. They are looking for one*. If we connect it to the title of the film, it is clear that they are looking for Nemo. In my opinion, the slogan in thriller film is arranged implicitly in order to arouse the audience's curiosity; thus, they want to watch the film. One of the ways to help understand it is to see the slogan from the speech act point of view.

Since I have learnt about some theories of speech act, when I read a film slogan, I can get the meaning of the slogan easily. Understanding the illocutionary act of the slogan is also helpful in getting an idea about the film story.

Based on the fact I have mentioned above, I am writing the thesis entitled "Illocutionary Acts on Thriller Film Slogans". By writing this thesis, I want to show that a film slogan is interesting to read and understand, especially that of a thriller film. I write this thesis in order to find the speech act classification that the slogan makers usually use in their film slogan and how the slogans reflect the film story. I also want to show that not all film slogans reflect the outcome of the story because a slogan is usually made to impress the audience so that they will want to watch the film.

Word count: 808

1.2 Statement of the Problem

1. What kind of speech act is used in the slogan related to the story of the film?
2. What is the illocutionary act of the slogan?
3. What is the significance of the slogan in relation to the story?

1.3 Purpose of the Study

1. To identify the speech act classification used in the slogan.
2. To find out the illocutionary act of the slogan.
3. To show the significance of the slogan in relation to the story.

1.4 Method of Research

First, I search the posters of thriller films and write down the slogans. Then I classify the slogans based on the speech act classifications and relate each slogan to the story of the film. After that I try to find out the illocutionary act of the slogan. Then I try to find the way the slogan reflects the film to find the significance of the slogan. Finally, I write the research report.

1.5 Organisation of the Thesis

This thesis consists of four chapters. Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organisation of the Thesis are presented in Chapter One as the Introduction. Theoretical Framework is presented in Chapter Two. The discussion is presented in Chapter Three. The last chapter, Chapter Four, contains the conclusion. Last are the

Bibliography and the Appendix. The Appendix contains the posters of the thriller films that I use as the data.