

## CHAPTER FOUR

### CONCLUSION

In this chapter, I would like to draw some conclusions based on the analysis that I have carried out in the previous chapter. After doing the analysis of illocutionary acts on thriller movie slogans and seeing the film slogans through the speech act point of view, I find that every slogan can be classified into at least one type of speech act. Some of them can even be classified into more than one type of speech act. In my opinion, it can happen because the slogan maker wants to impress and show the audience that the film is the best film ever. The film is absolutely the best and of high quality; therefore, people must watch it or they will be curious until they watch the film.

Based on the theory there are five types of speech act, *declarative*, *representative*, *directive*, *expressive* and *commissive*. I conclude that not all the above types of speech act can be applied to the slogan. It depends on the slogan itself and on the aim of the slogan.

I find there are three types of speech act that the slogan makers usually choose and use in their slogan to support the film and to attract the audience's attention. They are *representative*, *directive* and *commissive*.

From 14 data that I have analysed, I conclude that *representative* is the type of speech act which is used most frequently by the slogan makers. *Representative* is used in ten out of fourteen data in my analysis. In my opinion, it can happen because a slogan is made to promote or to describe a product. In the same way, a film slogan is made to describe, to represent or to give a hint to the audience about the story of the film. Another type of speech act which can be found in my analysis is *commisive*. It is used in eight data. *Commisive* in film slogans states a promise to show something to the audience if they watch the film. It also contains a threat that can arouse the audience's curiosity and eagerness to watch the film. The other type of speech act that is used by the slogan makers and which can be found in my analysis is *directive*. It is used in four data in my analysis. *Directive* in film slogans states the speaker's desire to the hearer to do something. In film slogan, the desire of the speaker can be advice which, if neglected, will have some consequences. People will feel curios about the consequences, so that they will watch the film to find out.

I find that *representative* is used in data 1, 2, 3, 4, 6, 8, 10, 12, 13 and 14; *Commisive* is used in data 2, 3, 5, 7, 8, 9, 12 and 14; *Directive* is used in 7, 9, 11 and 12.

From my analysis, I find a film slogan which applies all the three types of speech act, which is data 12. This data applies *representative*, *commisive* and also *directive* altogether. The slogan in data 12 gives a hint to the audience about the story of the film; besides, the slogan contains an order and also offers a promise to the audience.

I do not find the other two speech act classifications. They are *declarative* and *expressive*. In my opinion, it happens because *declarative* is usually said by someone who has an institutional role, such as a priest when he or she pronounces a husband and a wife in a church or a judge when he passes a sentence to a person in a court. Therefore, these types of speech act are not suitable for a thriller film slogan.

I also find that a slogan may not reflect the outcome of the story, for example in data 2 and 5; the slogans only reflect part of the story. I conclude that it happens because the slogan maker wants to impress the prospective audience and to invite them to watch the film. Yet, the audience must feel disappointed after watching the film when they realise that the slogan does not match the outcome of the story.

I hope that people who read my thesis will realise that sometimes a film slogan can help in giving a hint about the story so that they can understand the story more easily. Yet, they must still be careful in reading a film slogan because not all slogans represent the outcome of the story.

For other researchers who are interested in analysing film slogans, I advise that they analyse the slogans of action film as they may be classified into *declarative* or *expressive*. In the film entitled The Hulk, for example, the slogan of the film: *don't make me angry* is classified into *expressive* because it states the speaker's feelings. Another example is the slogan *prepare for glory!* from the action film entitled 300. This slogan is classified into *declarative* because the speech change the situation from peace to war and the speaker, who is a king,

wants glory in this war. The speech is uttered to his soldiers. He wants them to give him a victory.

A researcher can also analyse the misinterpretation of illocution in a film. Sometimes the speaker's intended meaning can be interpreted differently by the hearer. This situation is usually found in a comedy. Wrong interpretation of the speaker's speech can happen because of many factors, for example when the hearer is an idiot or the ability to think is low, or perhaps the hearer does not focus on the speaker's speech. Misinterpretation of a speech can create a funny situation in a film and this will make an interesting topic to analyse.

As a closing remark, I would like to point out that a film is not only an entertainment; it can also be useful for education. A film has many elements which are worth analysing linguistically.

Word count: 983