

THE LANGUAGE STYLE OF Dr. ZAKIR NAIK'S SPEECH (A PRAGMASTYLISTIC STUDY OF SPEECH ACTS)

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Abstract: People are created to be a social human being, and communication becomes a very crucial thing for humans' lives to continuously share their ideas and speaks up their mind to each other. The act of communication that becomes one of the aspects of communication in pragmastylistic field is defined for speech act. This study explores the style performed by Dr Zakir Naik in his stage of speech and his intended communicative effect to his audience. By doing this research, the writer intends to find out 1) what style of speech act is used in Dr. Zakir Naik's speeches and and 2) how the context influences the choice of speech acts in Dr. Zakir Naik's speeches. The method used in this study is qualitative research method. The theory used in this study is Searle's speech acts theory (1979). The researcher observes a video of Zakir Naik's speech from youtube. This research reveals that the style of speech which Dr Zakir Naik dominantly used while he explains, informs and emphasizes the content of his speech to the audiences is illocutionary acts. There are several kinds of illocutionary acts such as: Assertive, Directive, Commissive, Expressive, and Declarative. However, assertive and directive are chosen as his favorite rethoric in his speeches. Further research is expected to investigate the critical discourse analysis on Dr. Zakir Naik's speeches in order to determine the social politic value and to analyse the specific structure of his speech more deeply.

Keywords: Style of Speech, Speech acts, Illocutionary Acts, Pragmastylistic, Linguistic.

Abstrak: Manusia diciptakan untuk menjadi manusia sosial, dan komunikasi menjadi hal yang sangat penting bagi kehidupan manusia untuk senantiasa berbagi ide dan mengutarakan pendapatnya satu sama lain. Tindak komunikasi yang menjadi salah satu aspek komunikasi dalam bidang pragmatilistik diartikan sebagai tindak tutur. Studi ini mengeksplorasi gaya yang dibawakan oleh Dr Zakir Naik dalam tahap pidatonya dan efek komunikatif yang diinginkannya kepada para pendengarnya. Dengan melakukan penelitian ini, penulis bermaksud untuk mengetahui 1) gaya tindak tutur yang digunakan dalam ceramah Dr. Zakir Naik dan 2) bagaimana konteks mempengaruhi pilihan tindak tutur dalam ceramah Dr. Zakir Naik. Metode yang digunakan dalam penelitian ini adalah metode penelitian kualitatif. Teori yang digunakan dalam penelitian ini adalah teori tindak tutur Searle (1979). Peneliti mengamati video pidato Zakir Naik dari youtube. Penelitian ini mengungkapkan bahwa gaya bicara dominan yang digunakan oleh Dr. Zakir Naik saat menjelaskan, menginformasikan dan menekankan isi pidatonya kepada khalayak adalah tindak ilokusi. Ada beberapa macam tindak ilokusi seperti: *Assertive*, *Directive*, *Commissive*, *Expressive*, dan *Declarative*. Namun, *assertive* dan *directive* dipilih sebagai rethoric favorit dalam pidatonya. Penelitian lebih lanjut diharapkan dapat menginvestigasi analisis wacana kritis pidato Dr.Zakir Naik untuk mengetahui nilai sosial politik dan menganalisis struktur spesifik pidatonya lebih dalam.

Kata Kunci : Gaya Pidato, Tindak Tutur, Tindak Ilokusi, Pragmatilistik, Linguistik

Introduction

In daily life language has a strength as a communication media for human beings. The components of informant in communication are the speaker and the audience. Their communication will literally reach the goal, if both of them can understand about what they are talking each other. The need of human beings as social creatures is an interaction to their social life with a person, people or even in community. Sometime we may meet the opportunity when we suddenly get involved in the conversation in our daily lives, we get to transmit ideas or material, while the others are receiving and reacting into it. This situation happens because of people as social human being need to liaise and unite the gist of the willing and intention in order they are be able to comprehend each other and practically communication is needed by human being as social action. Nowadays, the terms like “how to avoid misunderstanding of communication” by constructing good communication through communication of ‘feelings’, ‘moods’, and ‘attitudes are needed by people as well as factual information which cannot be separated with it”. Regarding ‘good communication’, people have to investigate the social norms rules or regulation. Again, Akhribash (2016) in the International Journal of English and Education also stated that “gives priority of the ‘speaker’s intention’ or. ‘Illocution’ is significantly work rather than only focusing on the meaning”. That’s why in conversation or speech, the speakers need to determine the style of their talking to persuade the audience.

The successful communication requires the motives understanding behind utterances, as it is very crucial for it. However, the relationship

between the surface form of an utterance (the semantic meaning) and its underlying purpose is not always straightforward, for example: “can you pass the salt?”, this sentence is slightly known as an introgrative sentence and express a question. The speaker purpose in asking question is usually for getting the answer, but in this case the speaker does not need the answer instead giving a request to pass the salt.

The exploration of speech acts use in a speech is “an investigation into the communicative force or power that is used to accomplish varying ends or goals in different circumstances” (Searle, 1969). “Such investigation is important to the understanding of the intentions of the communicator with reference to his or her linguistic choices and the context within which the communication is taking place” (Medhurst, 2010). Communicative functions can be use in determining the goals of a given speech, it also can be used in exhibiting the kinds of speech acts performed since the verbal actions accomplished with utterances are constituted by speech acts itself.

Navyantika (2014) investigated Illocutionary Acts Used by Mr. Henry Higgins on George Bernard Shaw’s Pygmalion. In her qualitative type of reearch, she intends to find out the illocutionary acts used by Mr. Henry Higgins in the Pygmalion drama. Her study used the illocutionary acts theory by Searle (1976). As she concluded in her study that “illocutionary acts could not be done without considering the aspect of the speech situation”, she demanded to analyze speech context as the one aspect of it. She also said that “the context describes the situation where the illocutionary act of utterance happens”. She found that Mr. Henry Higgins mostly use directive illocutionary acts rather than other type

of it, she also found that Mr. Henry Higgins use declarative illocutionary acts a few times and Mr. Henry Higgins once use indirect illocutionary acts in his utterance when he has conversation with other characters. There is a similarity and a difference as well between the previous study of Navyantika and the present study, both of the study use the same theory of Searle's illocutionary acts while the difference is the research object, setting, and event.

In this research, the researcher uses Dr. Zakir Naik's speech as the object. Dr. Zakir Naik is an Indian Islamic preacher and he was born in Mumbai (18 October 1965). Zakir Abdul Karim Naik was known as Bachelor of Medicine, exactly in Surgery. In 1991, he started his 'dawah' (proselytizing or preaching of Islam), and in that year, he founded IRF (Islamic Research Foundation). IRF is a non-profit organization for making charitable trust and promoting Islam. Naik admitted on July 2006 in Arab News about "Spreading God's Word Is His Mission" because he was inspired by Ahmed Deedat (Ahmed Hoosen Deedat) who was a 'South African writer' and 'public speaker' of Indian descent, Ahmed Deedat is also a Muslim missionary whom Naik met in 1987. The reason why the researcher chooses Naik's speech is because he has stolen the world's attention in his debates event and lectures. He has been labeled as a "controversial Indian Islamic preacher Even in his country, India, and he has been accused by the government for triggering disaffection among other religion and inciting youth through his speeches (BBC News, 2016). However, the researcher assumes that the power of media gives accusation to Zakir Naik.

Despite of that, the researcher

believes that there are relationships between rhetoric and pragmatics. As speaker meaning is studied in pragmatic for achieving a goal, contextual meaning, and invisible meaning, an orator in using words and symbols is used in rhetoric to achieve a goal. Alkhirbash (2016) stated that "ancient discipline of rhetoric and the new discipline of pragmatics distribute a certain representative of "intentionality" of the speaker".

The above explanation made the researcher specifically crafted the following research questions:

- 1) What style of speech act used in Dr. Zakir Naik's speeches?
- 2) How does the context influence the choice of speech acts in Dr. Zakir Naik's speeches ?

The researcher hopes that this research will be able to give some contributions to the readers for better understanding about the illocutionary acts in rhetoric or in speech.

Speech Acts

There are 2 great philosophers who gave many contributions to the speech act theory, they are John Langshaw Austin and John R. Searle are. The concept of speech acts was firstly proposed by J. L. Austin (1962) in his book 'How to Do Things with Words' that has further development, he divides three acts in single speech act or an event; they are Locutionary act, Illocutionary act, and Perlocutionary act. John R. Searle then further developed and classified Austin's theory. "Speech acts are "group of utterances" in a single communicational function" according to Searle's statement on his book 'Expression and Meaning '(1979), she argues that "the taxonomy used by J. L. Austin is imperfect, especially that theory of Austin is lack of clear criteria

for distinguishing one kind of illocutionary force from another". Then, there are five types of speech act exactly on the illocutionary act proposed by Searle (1979); they are Assertive (or Representative), Directive, Commissive, Expressive, and Declarative (Declarations).

a) **Speech Act Theory by Searl**

Searle provided Speech Acts, as a further developing from Austin's theories, exactly on Illocutionary Act into five categories; they are Assertive (or Representative), Directive, Commissive, Expressive, and Declarative (Declarations). (See Searle, 1979, Yule, 1996, Alkhirbash, 2016. See also Milal, 2014). Here, five categories of illocutionary acts advanced by Searle:

1) Assertives

Searle states that assertives (or Representatives) are those kinds of speech acts which the speaker asserts a proposition to be true; like stating, asserting, reporting, denying, and concluding (See also Alkhirbash 2016) In assertive category, the speaker also describes a state of affairs (general situation and circumstance connected with someone or something) or an event. Assertives use verbs such as affirm, state, and conclude. Searle a that assertive (or representation) is the type of speech act that is true according to the speaker; as stating, reporting, asserting, denying, and concluding (See also Alkhirbash 2016, p. 91). In a strict category, the speaker also describes a situation (general situation and circumstances related to someone or something) or it also can be an events. Assertive uses verbs such

as affirming, stating, and concluding. Examples:

- When affirming: "We have no doubt to do this because we are experienced since 20 years ago"; "Yes means yes, no means no".
- When stating: "The earth is flat" or "the sun is rising from east".
- When reporting: "The incident happened on 2nd December, while ..."; "You just ask the question when you need to know about..."
- When concluding: "In a brief, I would say that ..."; "In short ..."; "So, the fast food is not good for your health".

2) Directives

As Searle stated about directives, there are type of speech acts which the speaker tries to order the hearer/ listener doing something; like ordering, commanding, requesting, instructing, suggesting and challenging. Directives use verbs such as command, request, beg, invite, suggest, ask, and challenge. Examples:

- When instructing: "Speak aloud, brother!"; "Can you mention your name, please!"
- When suggesting: "I suggest you do this"; "Would you stand up" or "Would you speak aloud!", "I think you should ..."; "Why don't you".

3) Commissives

According to Searle, commissives are type illocutionary acts carried out by the speaker to take action in the future; such as promising, swearing, guaranteeing, threatening, and offering. Commissives use verbs such as guarantees, promises, swear,

warrant, promises, vows, and undertake. Examples:

- When promising: “I promise you will be in a safe condition if you...”
- When guaranteeing: “If you join that course, you will get some benefit for your insight”

4) Expressives

An Illocutionary points in the expressive category are “the speaker expressing his feelings” (Yule, 1996) or “expressing a certain attitudes” (Searle, 1979); “such as greetings, praise, congratulations, thanks and leave” (See also Alkirbash, 2016). Expressive uses verbs such as respect, congratulate, apologize, thank you, hate, and also regret. Examples:

- Greetings: “Hi, how have you been!”; “Good evening, everyone!”
- Congratulating: “Congratulation for passing the test”; “Happy birthday, brother!”
- Complimenting: “Good job”; “Good idea”; “What a beautiful dress of you, sister”.
- Regretting: “I am so sorry for it”
- Leave-taking: “Thank you for your attention”

5) Declarative

As Searle stated about declarations. Declarations change the status or external conditions, or change the circumstances and take action by uttering speech; such as naming, designation, and announcements. Declaratives use verbs like names, sentences, and announce. Example:

- Naming: “... then, let us call this plan A”; “I name this

yacht, Triangle”

- Appointing: “I appoint you as my advisor” (superior talk to his subordinate).
- Announcing: “You are fired!”; “I sentence you 8 months in prison”; “You are the second greatest lord!”.

b) Rhetoric

According to Merriam Webster's Dictionary, rhetoric is “the art of speaking or writing effectively”. Rhetoric is “the study of the principles and rules of composition formulated by critics in ancient times and or the study of writing or speaking as a means of communication or persuasion”. Furthermore, the definition of rhetoric, that rhetoric is “the art and skill of speaking or writing formally and effectively, especially as a way to persuade or influence people”. Ancient Greek philosopher Aristotle stated in his book 'Rhetoric' in Roberts' (2008) Art of Rhetoric, that “rhetoric can be defined as the ability to observe in certain situations the ways of persuasion available” (See also Aristotle, 350 BC, Book I Part 2).

Illocutionary Acts In Dr. Zakir Naik Speech

Illocutionary acts become the style of Dr. Zakir Naik Speech, and he chooses assertive and directive as his favorite rhetoric in his speeches, and sometimes he also uses expressive. Below are the explanations of investigation in illocutionary acts used in Dr. Zakir Naik speech. However, the researcher will only discuss 15 utterances from Dr. Zakir Naik Speech.

Utterance 1

"Can we hear non-Muslim question? Non-Muslim sister who like to ask the question?" Directive: Asking the

audience by invite them to ask the question.

Utterance 2

"Yes sister, most welcome!"

Directive: Asking the interlocutor to ask the question.

Utterance 3

"Masha Allah, sister that is very good question."

Expressive: Touching interlocutor's emotion by giving a compliment and an appreciation.

Utterance 4

"She said that she believes in one God. The God of Prophet Ibrahim, and which Prophet would she chooses; because the God of Ibrahim is the God of everyone. God of Moses is God of Jews. The God of Jesus Christ Peace be upon Him is the God of Christian, and the God of Muhammad is the God of Muslim".

Assertive (Reporting and concluding): He reports the interlocutor's beliefs by saying "She said that...".

Utterance 5

"Correct sister, is that you believe?" Directive : Asking and giving emotion.

Utterance 6

"If you believe Moses Peace be upon Him and you believe the God of Jews, only. Then, you don't have to believe Jesus and Prophet Muhammad Peace be upon Him. So, you will not be fulfilling everyone. If you believe Jesus Christ Peace be upon Him and God of his, and if you are Christian. Then you have to believe only Jesus Christ Peace be upon Him you don't have to believe in Prophet Muhammad Peace be upon Him. But if you believe Prophet Muhammad Sallallahu Alaihi Wassalam and you become a Muslim, you will have to a hundred percent believe in all the Prophet, Abraham, Moses, Jesus, and Muhammad Peace be upon Them All."

Dr. Zakir Naik as the speaker tries to build trust and credibility from the utterance above in the three sentences. The speaker states in these three sentences and concludes in each sentence. First, in the sentence "If you believe Moses Peace be upon Him and you believe the God of Jews, only. Then, you don't have to believe Jesus and Prophet Muhammad Peace be upon Him". Second, in the sentence: "So, you will not be fulfilling everyone. If you believe Jesus Christ Peace be upon Him and God of his, and if you are Christian. Then you have to believe only Jesus Christ Peace be upon Him you don't have to believe in Prophet Muhammad Peace be upon Him". Third, he concludes in the sentence: "But if you believe Prophet Muhammad Sallallahu Alaihi Wassalam and you become a Muslim, you will have to a hundred percent believe in all the Prophet, Abraham, Moses, Jesus, and Muhammad Peace be upon Them All".

Utterance 7

"Sister, will you respect all the Prophet or not?"

Directive : Asking and also challenging.

Utterance 8

"So, the only where you can respect all the Prophet is by accepting Islam."

Assertive (concluding and claiming). He concludes by the word "So, ..." and claiming by the phrase "... by accepting Islam".

Utterance 9

"Islam means submitting will to Almighty God; and the Qur'an says in Surah Imran [3]:67 "Ibrahim was not a Jew or Christian, he was a Moslem. Moslem means submitting your your will to god. It mentions in Surah Imran [3]: 52, that " Isa Alaihi Wassalam, Jesus Christ Peace be upon Him was a Moslem."

Assertive: He clearly asserts firmly by providing the facts in the Qur'an's

Chapters and Verses.

Utterance 10

"Hope the answer your question, sister."

Expressive : He gives leave-taking and involves interlocutor's emotion by saying "sister".

Utterance 11

"Very good question."

Expressive: He appreciates the quality of interlocutor's question.

Utterance 12

"Because if you only believe in god, there are various explanations of God. Explanation given by Jew will different, explanation by Christian will different, explanation by Hindu will different. The explanation given by Prophet Muhammad Peace be upon Him is the last and final revelation and he has been provided in all the Scriptures. He has been provided in the scripture of the Jews, he has been provide in the scripture of the Christians, he has been provide in the scripture of the Hindus, and all the scriptures says that the last Messenger to come is Prophet Muhammad Peace be upon Him." "So, by believing in Prophet Muhammad Peace be upon Him, you are believing in other religion also; that the last and final Messenger Is Prophet Muhammad Peace be upon Him. It's like a venn diagram. The way Prophet Muhammad Peace be upon Him explain Allah is clear, God. Like go to Bible the clear God is one, but Christians believe in trinity."

Assertive : He answers and gives statement that only Prophet Muhammad explains the God clearly by giving some support that "explanation given by Jew will different, explanation by Hindu will different, will explanation by Christian will different, then he gives supporting details also.

Utterance 13

"Correct?"

Directive: He gives a simple question to Interlocutor, is she agree with that statement or not, (although the illocution may tended to make sure that the Interlocutor had clearly understood).

Utterance 14

"Because Jesus Christ never teach Christianity, sister. The word 'Christianity' does not exist everywhere in the Bible." Assertive: He claims that Jesus Christ never teach Christianity and then asserts that The word 'Christianity does not exist everywhere in the Bible'.

Utterance 15

"And you can hear my video cassettes; but once you convinced don't delay. We don't know how long we will live."

Directive: He suggests the interlocutor to hear his video cassettes and suggests if she is being convinced don't delay (to accept Islam). He reminds the interlocutor by saying "If you're convinced don't delay.

From the explanation of the utterances above, we can assume the influence of illocutionary acts used by Dr Zakir Naik in his speech. Dr Zakir Naik used assertive acts to ultimately inspire sense of deciding the believe. With his expressive acts, Dr Zakir Naik intend to show gratitude and express optimism on his believe based on his knowledge. While Dr Zakir Naik's performance of directive acts is intended for soliciting public cooperation and responsibility.

Conclusion

Directive are dominantly used in Dr Zakir Naik's performance, there are more directive acts than any other acts. Directives alone represent approximately 38.23% of the total

number of 13 acts; the rest are 26,47% Assertive of the total number of 9 acts, 35,29% other 3 types of illocutionary by the total number of 12 acts. Therefore, in conclusion, the speech acts analysis carried out on Dr Zakir Naik's performance has made it more apparent the preponderance of Directive illocutionary acts in Dr Zakir Naik speeches. That is to say that the data indicates that Dr Zakir Naik has a greater tendency to use more directive acts mainly to put into his speeches. Thus, the rationale behind the dominant use of directive acts in Dr Zakir Naik speeches. Primarily, he uses it to simply describe to their audience about the believe perspectives and, secondarily, it is to inspire confidence for his audience in the believe they had considered.

The use of assertive acts comes second. It is employed to inspire the audience to consider their belief by explaining the right rules that is stated in each holy book. The least frequently used are expressive act. To convey his emotions that represent his appreciation and gratitude for the audience.

To conduct this study, the researcher also considered few other thing grammarily. (Israel Peace & Botchwey, 2017) argues about his research "These illocutionary speech acts are with felicity conditions that are influenced by both the grammatical elements like the subject, mood and time of the VP and the social context, including the occasion during which the speeches were made, the personality of the speaker and the social status of as well as power relation between the interlocutors".

The reasons why the writer conducts this research is to know the issues of alternative assessment, the process of doing it, the problem teacher get when they are assessing the

students, whether it can be approved or not helping teacher, whether it has bad impact or good impact, whether it has positive motivation or negative motivation, and whether it has success or unsuccessful in English language teaching learning activities.

From the interview section and the explanation above, we may conclude that the use of alternative assessment has a good impact to the both teachers and students, it also gets the good response from the students because alternative assessment is also referred as performance test or innovative assessment that are used to determine what students can and cannot do, in contrast to what they know or do not know. Authentic or alternative assessment meaning an alternative to standard test and exam, provide a true process of a test. In other words, an alternative assessment measures applied proficiency more than it measures the knowledge.

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