



ASSERTIVE ILLOCUTIONARY ACTS STUDY OF BRITISH AND KOREAN IN KOREAN ENGLISHMAN YOUTUBE CHANNEL

Akbar Ghifari Abdullah Muhammad,

Linguistics Master Program, Airlangga University

Email Correspondence: akbar.ghifari.abdullah-2019@fib.unair.ac.id

Abstract

This study discusses the use of assertive illocutionary acts uttered by Beckham and Heung-Min in the videos of the Korean Englishman YouTube Channel. The study aims to discover the types and differences of assertive illocutionary acts used by the British, represented by Beckham, and Korean, represented by Heung-Min. This research is descriptive qualitative research as it is designed to get an in-depth understanding and analysis to describe the pattern of assertive illocutionary acts in British Culture and Korean Culture. British and Korean use assertive acts in their communication, but they use them differently. The differences occur because of cultural background differences. British tend to use assertive acts more directive. Korean mostly use assertive acts in the manner of thinking about other people's pride.

Keywords: *Assertive Illocutionary Act, British, Cross-Cultural Pragmatics, Illocutionary Act, Korean.*

INTRODUCTION

A human being is a social creature who tends to communicate and interact with one another. Communication holds a crucial role in trading thoughts or ideas among people. Buck & VanLear (2002) state that there are two types of communication, verbal and non-verbal communication. Verbal communication is communication using words as tools and it includes text, voice, or symbol. Non-verbal communication is a way of communicating by using gestures, body movements, eye contact, facial expressions o, RCT appearances as tools. Fakhurrrazi (2017) argues that if speaking activities are considered as actions, it means that in every speaking activity or speech there is a speech act in it. Hence, speech acts hold an important role in communication. Unfortunately, there are chances that they misunderstand each other and do not get the meaning of communication due to the speaker's speech.

Grice (1989) states that this kind of problem is implicature. It required the addressee to understand and know the meaning from the speaker's context. It is needed to understand the speaker's meaning in another context in the conversational context, and the non-conversational context; the addressee should understand the implicature in conversation. To deal with such

Assertive...

phenomena, people need to understand the intentions in it. As proposed by Austin (1970) these terms are related to the dimension of acts; (1) *locutionary acts* is a basic act of utterance (literal meaning), (2) *illocutionary act* is purposive utterance, (3) *perlocutionary act* is the act of interpretation that come as a result of the utterances depending on the situations. If communication is successful, the illocutionary and the perlocutionary are alike or nearly alike (Kreidler, 2013). Searle (1976) classified illocutionary acts into five characteristics: assertive, directive, commissive, declaration, and expressive.

It cannot be denied that speech acts hold an important role in daily life since these terms are inseparable from human communication. People tend to speak up and convey what is in their mind, ideas, or/and beliefs, which unconsciously causes an action to the interlocutor. They may offer arguments, descriptions, explanations, information, and so on. This description belongs to one of the illocutionary act types, namely assertive or representative speech act. It cannot be denied that in this digital era, technology changes the way of communication. Nowadays, communication can be done easily by using the internet. We can connect and make a line of communication with someone from a different country that has different culture and language.

The human being as an individual and as a part of society has different cultures to hold based on where they are born, grow up, and live. Hence, every person will hold different values and norms based on the culture they hold. Culture holds an important role in determining language norms. For example, an interaction between Korean and Japanese will be different from the interaction between Korean and American. Moreover, even if the interaction happened between the same nationality, there is the possibility that the interaction will be also different if they come from different cultures, one of them is Javanese and the other is Betawi. Even if they are from the same ethnic group, such as Java, it does not guarantee that they will have the same language norms and values because there are language variations, regional variations, and social variations (Wardhaugh & Janet, 2015). Hence, different cultures will generate different ways of speaking and different communicative styles (Wierzbicka, 2003). Looking at those reasons, this study comes to investigate the assertive illocutionary acts among British and Korean.

As mentioned before, in different societies and communities people speak differently and the differences are profound and systematic. The differences in cultural background between

England and South Korea will generate various language behaviors. In South Korea, there is an etiquette called *kibun*. There is no literal English translation for *kibun*. The closest terms to define it are pride, face, mood, feelings, or state of mind. Korean think it is important to maintain a comfortable atmosphere even if it is needed to tell white lies. Korean need to save other people's faces. They need to keep the balance of other people's *kibun* and their *kibun*. In Korea, social harmony is crucial and it makes communication can be complicated because they dislike refusing (Song, 2005). British does not have something similar to *kibun*. They have an interesting mix of communication styles encompassing both understatement and direct communication. They tend to use qualifiers in communicating with other people such as 'perhaps', 'possibly', or 'it could be. British communication style can be classified as direct but modest because they see people as equal to themselves in rank or class (Higgins, Smith, & Storey, 2010). The different cultures of communicating will generate different ways of asserting. Hence, the asserting illocutionary act is proposed in this study.

In conducting this study, some previous studies on illocutionary acts are used. The first previous study discussed the assertive illocutionary acts of the main character in *My Sister's Keeper* movie. This study was written by Indraswuri (2015) and aimed to discover the assertive acts from the main character in the movie. This study shows that there are six assertive acts used by the main character. The acts are used to have specific meanings based on the situations. The second one is a study of expressive and commissive illocutionary acts and their intended meanings in Steel's *The Cottage*. The study was conducted by Putu et al. (2017) to discover the illocutionary acts, specifically commissive and expressive, that happened in *The Cottage*. It found out that there are five commissive acts and four expressive acts. The third one is a study that focuses on the pattern of compliments in Instagram photo comments. This study investigates the pattern of compliments and responses on the topic of skill or ability used on Instagram. The result of the study reveals that mostly the compliments and the responses use minimal syntactic patterns with the dominant use of adjectives.

Considering those previous studies above, the present study is conducted to explore and compare the assertive illocutionary acts in Korean and British culture through 영국남자 Korean Englishman video based on the following reasons. First, the previous studies only investigate the act from one culture, but this study will investigate British and Korean assertive

Assertive...

illocutionary acts. Second, this study also compares the differences between British assertive illocutionary acts and the Korean assertive illocutionary acts.

RESEARCH METHOD

This study is categorized as qualitative research. Qualitative research is based on descriptive data without using quantification and statistical procedures. This study used the documentation method to collect the data by watching the video thoroughly, making the transcription, and selecting the samples. The data were obtained from videos in 영국남자 Korean Englishman YouTube channel. 영국남자 Korean Englishman is a YouTube channel created by British, Joshua Carrot and Oliver Kendal, which has been broadcasting since 2013 until the present. The content of the channel mostly introduces Korean cultures to British people and vice-versa. The channel has 8.85 million subscribers, and 398 videos counted until 19th May 2020. To solve the research problems, purposive sampling is used to obtain samples for the research. Hence, criterion-based sampling is applied in this study besides purposive sampling. Pragmatics research data are always in the form of utterances, including the contexts of the text in written form or orally. Hence, two videos are selected to consider the guest, background, and activities in the video.

The first video is an interview video of David Joseph Beckham, a retired British football player who played for the various big clubs around the world. The video was published on 23rd October 2019 under the titled 한우 + 치즈 조합 처음 먹어보고 영국 못 갈 뻔한 데이비드 베컴?! (형님 푸파셨군요..!!) with an English title as DAVID BECKHAM Tries Korean Beef for the First time!!? (He's a foodie!!!) (영국남자 Korean Englishman, 2019). The video length is 13 minutes and 17 seconds, with 24 assertive utterances found. The second video is the interview of Son Heung-Min, a Korean football player that plays for Tottenham Hotspur FC under the titled 영국음식이 진짜로 얼마나 맛없는지 보여주는 손흥민!! (입맛은 아직 100% 한국인), which translated as Son Heung-Min Tries British FISH-HEAD PIE!! (영국남자 Korean Englishman, 2020). The video was uploaded on 22nd January 2020. The

video is 14 minutes and 56 seconds long. Fourteen assertive utterances can be found in the video. Through direct observation of the videos, the researcher re-transcribed the available transcripts found in the videos. The taken data were from the interactions that occurred in the JOLLY YouTube channel and the utterances are classified as their own. The researcher also examined the social aspects and cultural backgrounds of the assertive speech acts conveyed by Heung-Min and Beckham.

Data collection in this study will go through three stages. Firstly, the researcher watched the videos on the JOLLY YouTube channel numerous times. By watching numerous times, the researcher would be familiar and able to take notes of the interactions that happened in the videos. Secondly, the researcher also re-transcribed the data because some parts of the videos did not have transcription. Lastly, the researcher codified the data based on the categories and take notes on the participants' background knowledge.

Then, collected data were analyzed using Searle's (1976) speech act classification theory to find assertive illocutionary acts. After collecting the data, it was followed by analyzing the data. The data were presented in the form of sentences. The utterances which were analyzed were in bold and italic types. There were some steps taken in the process of analyzing the data. First, identifying the type of assertive illocutionary act within the video and the context of the situation that influences the meanings of the illocutionary act at the same time while watching the video. When the data was found, it was noted down with the time stamp it occurred. After identifying the type of assertive illocutionary act in the video, the data were classified by its types based on Searle's (1976) illocutionary acts classification. Afterward, the intended meaning of the act within the video was also explained. The data will then be compared between Beckham's assertive illocutionary acts and Heung-Min's to know the differences between British and Korean assertive illocutionary acts.

FINDINGS AND DISCUSSION

Searle (1976) stated that the "assertive act is an illocutionary act that commits the speaker to something's being the case, to the truth of the expressed proposition." It also means that it is representing some situations. The actions that belong in these categories are classified as *asserting*, *reporting*, *explaining*, *suggesting*, and *refusing*. The collected data are transcribed and analyzed using Searle's speech act classification.

Assertive...

Asserting

Asserting is the most dominant act uttered by Beckham and Heung-Min in the interviews. Asserting is defined as an act of stating the right information and fact (Turnbull et al., n.d.). The forms of asserting are claiming, stating, affirming, and so forth.

Data 1. Asserting Utterance by David Beckham I

- Beckham : “Thanks for having me down!”
- Josh : “No, thank you so much for filming with us! Privileged.”
- Beckham : “Pleasure”
- Josh : “Now you've been to Korea several times before, and you've had Korean food, I presume, many times.”
- Beckham : **“Yes, I am a fan of food in general so, wherever I go around the world, I always try to find the hole in the wall places actually, so.”**
- Josh : “I love that! The places where locals go...”

Based on the context of the situation, the dialogue in data 1 occurred between Josh and Beckham. The conversation took place in a hotel in Seoul, South Korea. In this conversation, Josh assumed that Beckham already visited South Korea several times and already tried Korean dishes before. Beckham directly but implicitly asserted that he had tried several Korean dishes that can be seen in the bold sentence above. The utterance implied that Beckham intended to state that he already tried a couple of foods when he visited South Korea in the past. Beckham uttered the asserting utterance because he wanted to tell Josh that he is a food lover and always tries to eat traditional food when he visits.

Data 2. Asserting Utterance by David Beckham II

- Josh : “It is a soybean-based soup. It has got a bit of tofu in there, got a bit of meat.”
- Beckham : “I like the kick”.
- Josh : “It has got some spice to it. You're alright with that?”
- Beckham : **“That's a perfect amount of spice.”**

The dialogue from data 2 occurred when Beckham tried one traditional stew from South Korea, namely *doenjang jjigae* (Korean soybean paste stew). This assertive act is categorized as claiming because he believes that the amount of spice in the stew is perfect. Turnbull et al. (2015) define claiming as an act of saying something that is although it is not proven yet, and it is based on someone's perspective. In data 2, Beckham feels that the spice in the stew is perfectly suitable for his taste.

Data 3. Assertive Utterance by Heung-Min I

- Josh : “Today, we are in England. So, I thought it would be a good idea to test how well you know British food..”
Heung-Min : “Scary”.
Josh : “You’re gonna be fine
Heung-Min : **“I’m a little bit scared. But I don’t know British food that well.”**
Josh : “You don’t”
Heung-Min : **“No, because I always eat the same sort of food. I just didn’t have the time to try a lot of foods.”**

Based on the situation context, the dialogue between Josh and Heung-Min happened in the interview that was located at the hotel in London, England. Heung-min was invited to interview while trying several types of traditional or unique British dishes, but he did not know about the dish. Hence, he stated that he was afraid of what he would taste. In data 3, he uttered assertive utterances twice, this utterance **‘I’m a little bit scared. But I don’t know British food that well’** and this utterance **‘No because I always eat some sort of food. I just didn’t have the time to try a lot of foods.’**. These utterances are categorized as an assertive type of stating because Heung-Min clearly said that he always has the same kind of food to eat, and he does not know well about British food.

Data 4. Assertive Utterance by Heung-Min II

- Josh : “You’ve never seen this before”
Heung-Min : “Yeah...”
Josh : “Wow...If you’re new to this...”
Heung-Min : “I’ve never seen this before”
Josh : “Oh, I think you might be in trouble then!”
Heung-Min : **“Really, this is my first time!”**
Josh : “ Actually, you can get sausage rolls even in places like stadiums. But sausage rolls in the stadium are a little bit longer and have less meat.”

The conversation from data 2 occurred with the context of the situation Heung-Min tried a mysterious dish that Josh brought. He gave it a taste for the first time. The utterance said by Heung-Min is categorized as an assertive type of stating because he wanted Josh to know that he had never seen the sausage roll before, even though they sell it in the stadium. Hence, the utterance in data 4 is categorized as assertive acts.

Reporting

Reporting is one of the types of assertive illocutionary acts that has the purpose of informing someone about something that has been done Turnbull et al., (2015). The addresser tries to inform the addressee about things that happened in the addresser's life.

Data 5. Reporting Utterance by David Beckham III

- Beckham : **“I'm a big meat fan. So, Korean barbecue was one of the things I was looking for while I was here. So...”**
- Josh : “I heard that you're a fan of kimchi as well.”
- Beckham : **“I am, I am, but I like it spicy. I had some kimchi yesterday evening. That's the first time I tasted it, but it's not been spicy.”**
- Josh : “Okay, maybe it was white kimchi? Very different, right?”

In data 5 mentioned above, two assertive utterances were uttered by Beckham. The context of the situation is that Josh and Beckham are trying to grill some signature cuts from the Korean barbecue. While waiting for the meat to be done, Beckham tells Josh that he likes to eat meat. Beckham wants Josh to know that he likes eating meat by saying he is a big meat fan. The intended meaning of the utterance is that Beckham wants Josh to give him enough meat to eat. He thinks that Josh should know that fact. Another assertive utterance follows this utterance. The following utterance has an intention that Beckham can eat kimchi, and he is fine eating kimchi. Moreover, he tells Josh that he prefers to eat spicy food than bland ones. Both utterances in data 5 are categorized as an assertive act of reporting.

Data 6: Reporting Utterance by Beckham IV

- Beckham : “Yeah, and the funny story about that game was I had to borrow those boots.
- Josh : “Really.”
- Beckham : **“Yeah, because there was a player, he was called Charlie Miller. Those were the only boots that were available so, they had ‘Charlie’ on them. On the tongue.”**
- Josh : “That is hilarious! I had no idea!”

The conversation in data 6 talks about one of the great games played by Beckham; it was when he played for Manchester United and scored 60 yards goal against Wimbledon. Beckham wanted to tell Josh the truth about the boots he wore at that game. He told Josh whose boots he wore to score 60 yards goal. The intended meaning of the utterance is that Beckham wants to tell the story behind the boots worn at that game. He wanted to tell Josh that even he borrowed

the boots, it did not affect his performance. Beckham also implicitly conveyed his thought about the boots; he thought that the boots were good. Hence, the utterance from data 6 is categorized as an assertive act of reporting because Beckham purposely told Josh about an event that he had in the past.

Data 7. Reporting Utterance by Heung-Min III

Josh : “Give it a look.”
Heung-Min : “Ah! Toast beans, yeah?”
Josh : “Yeah! Beans on toast! Exactly!”
Heung-Min : “**That’s what we have every breakfast in the training ground as well.**”
Josh : “Really? Do you guys have beans on the toast?! That’s an English classic!”

The context of the situation of data 7 is Heung-Min was given a tray with a dish inside it. He did not know what kind of dish was inside the tray. Hence, Josh asked him to take a look at it. After knowing what was inside the tray, Heung-Min tried to inform Josh that he usually has it for breakfast. Heung-Min intended to give information to Josh that he never tried before. He thought that he did not need to give it a taste because he already had it.

Data 8. Reporting Utterance by Heung-Min IV

Josh : “It’s easier to use words.”
Heung-Min : “**But it was really helpful. They speak so fast, then I go to the players, looks like they’re speaking so slow.**”

Data 7 contains an assertive reporting act. The context of the situation is that Josh asked Heung-Min how he learned German when he moved to Germany. Heung-Min told Josh that he learned German by watching SpongeBob SquarePants. Hence, in data 7, he implied that his teammates' speaking is slower than what he learned. He gave Josh information that watching SpongeBob helped him learn German and made him think other people spoke slowly.

Explaining

According to Turnbull et al. (2015), explaining is described as telling somebody about something in detail in a way that is easy to understand. The addresser usually utters explaining sentences to describe something. It is the addresser's way to make the utterance to be clear and understandable for the addressee. The utterances that use an assertive act of explaining are presented as follows.

Data 9. Explaining Utterance by David Beckham V

Assertive...

Josh : “Okay, interesting! I didn’t know that!”
Beckham : “**I always cook at home with the kids on the barbecue, so.**”
Josh : “Really”
Beckham : “**Yeah. Even when it’s raining. We always pick different cuts of meat and we go out to the barbecue.**”
Josh : “That’s awesome.”

The conversation that happened in data 9 is the conversation continuation from data 5. It has the same context of the situation as the previous data. In data 9, Beckham wants to report to Josh that he usually cooks and does a barbecue with his kids despite the bad weather. The intended meaning of the utterances is to convince Josh that he is a huge fan of the meat. The reason he uttered it is to strengthen his previous utterances that he is a fan of meat.

Data 10. Explaining Utterance by David Beckham VI

Josh : “You know, I’ve heard, the Beckham of Korea, Son Heung-min.”
Heung-Min : “**Great player. You know some so many great players are Korean that played in Europe that played obviously all over the world, but I always find that players that I played against, obviously they play with passion, but there are determination and a love of the game. And that's why I always find there's a real strength and depth with the way they play and the way they enjoy the game as well.**”
Josh : “Oh, sure! Okay, yeah! I’m so glad you like this”.

The data context of the situation is Josh was asking Beckham about his thought on Heung-Min that has a nickname, the Korean David Beckham. Josh wanted to know Beckham's opinion about him and his nickname. Therefore, Beckham explained to Josh what he thought about Heung-Min. He gave quite a detailed explanation of his thoughts on Heung-Min. As a result, Josh had an idea of how Beckham thought about Heung-Min and his nickname as the Korean David Beckham. Therefore, this utterance is categorized as an assertive act of explaining because Beckham gave detailed information about his thoughts on Heung-Min.

Explaining Utterances Uttered by Heung-Mi

Data 11. Explaining Utterance by Heung-Min

JOSH : Would you recommend that? As a way to learn a new language?
HEUNG-MIN : **It was really difficult cuz Spongebob speaks so fast and I mean... I just tried it because I needed it. Cause I was so desperate, although I**

couldn't understand and I would just guess what they're saying from the pictures. That's how I understood because animation is much easier to understand than drama or films, so that was my strategy.

JOSH : It's easier to use words.

The data has a context of a situation in which Josh was confirming to Heung-Min that he learned German by watching tv shows. As a result, Josh asked him whether learning a new language through tv shows was a good way or not. Afterward, Heung-Min told Josh good and bad things about learning language through tv shows, especially animation. Heung-Min felt that it was difficult for him to learn a language through animation because the way they talk is fast. However, it is easier to use animation as media than dramas or films. The utterance gives detailed information on how Heung-Min felt learning through watching SpongeBob. Hence, the utterance in data 11 is categorized as an assertive act of explaining.

Data 12. Explaining Utterance by Heung-Min

JOSH : What is a day in the life of Son Heung-min in London like?

HEUNG-MIN : Well, on a normal day, I would wake up at 7:30, get dressed and ready, and go training, then come home when I'm done at about 2, 3 in the afternoon. Then I just rest, and I sleep at about 9 or 10 o'clock. I sleep early, to be ready for the next day. That's a normal day and on game days, the routine is a bit different. So, I sleep a little later, at 8, have breakfast, and relax until I get ready and go to the stadium. And also, I always shave before a game. I've recently started to shave with the new Skintech. It's really good! This... I have very sensitive skin so, very sensitive. So, if my skin is irritated after every time I shave, it not only looks bad but feels like I'm doing it wrong.

The situation context for the above data is that Josh asks Heung-Min how he does his daily activities like a football player. Hence, Heung-Min tells Josh what he usually does when there are a game and no game life. He gives Josh pretty detailed information on what he does daily. As a result, the utterance in data 12 is an assertive act of suggesting.

Suggesting

Turnbull et al. (2015) define suggesting as an act of giving choices to the addressee. In this act, the addresser gives an idea or proportion to be considered by the addressee. The assertive act of suggesting is only found in Beckham's data. There are no suggesting actions that can be found in Heung-Min's utterances data. The following is suggesting data uttered by Beckham.

Data 13. Suggesting Utterance by Beckham

JOSH : I mean, what's going through your mind?!

Assertive...

BECKHAM : I mean I had a good sleep the night before. So, I felt good, ready for it.
JOSH : Wow!
BECKHAM : **You might need to turn that up a little bit.**
JOSH : Sorry, you're teaching me how to do this!

This data happened when Josh was grilling some meats for him and Beckham. While grilling, he also interviewed Beckham and asked him some questions. However, Beckham noticed that the heat was too low for the meats. Hence, he asked Josh to turn the heat a bit up to make sure that it was well-cooked. This utterance is categorized as an assertive act of suggesting because by uttering the sentence, Beckham gave some advice act for Josh to turn the heat up. He did not force Josh to turn up the heat, but he let Josh choose an action by giving him a suggestion.

Based on the data analysis, to be more understandable, the data can be concluded as a percentage in the table below:

Table 1. Assertive Classification Of David Beckhams' Utterances And Son Heung-Min's Utterances.

Assertive Classifications	David Beckham (British)	Percentage	Son Heung-Min (Korean)	Percentage
Asserting	10	41.6%	7	50.0%
Reporting	8	33.3%	3	21.4%
Explaining	5	20.8%	4	28.5%
Suggesting	1	4.1%	0	0.00%
Refusing	0	0.00%	0	0.00%
Total	24	-	14	-

The contained data in table 1 shows that both speakers use certain acts proposed by Searle (1976). It can be seen that both British and Korean frequently produce illocutionary acts without realizing, whether in formal or informal situations. . Yule (1996) stated that illocutionary acts are interlocked speech acts. Dibdyaningsih (2019) stated that people also perform utterances when they do communicate. Searle (1976) classified illocutionary into five types, those are assertive, directives, commissive, expressive, and declarations. Further, this study focuses on the finding of assertive illocutionary acts. There are five types of assertive acts; asserting, reporting, explaining, suggesting, and refusing. However, there are only four types of assertive illocutionary acts are found in the research data.

Hornby & Crowther (1995) defines asserting as the act of expressing truth and factual information. The forms of assertive acts can be in the forms of claiming, stating, confirming, and so on. Reporting illocutionary act is defined as an act to provide information about

something that has been done and completed. Explaining is defined as a way of telling something with great details in it. The speakers frequently use extensive sentences to make the story clear enough for the listener to understand. Suggesting is defined as a statement that something is to be chosen. The speakers frequently express an idea or a plan to be considered by the hearer. Refusing is defined as an act of stating that someone will not perform something that has been asked. Some various circumstances and scenarios make the individual decide on something.

According to the data, Beckham uses four out of five assertive acts in the interview session. Meanwhile, Heung-Min uses three out of five assertive acts in the interview. Both do not use the assertive act of refusing in the interview sessions. Moreover, it is not found the assertive act of suggesting uttered by Heung-Min. Additionally, asserting becomes the most dominant act uttered by Beckham and Heung-Min with the total number of Beckham counts 10 per 24 (41.6%), and Heung-Min is counted 7 per 14 (50%). It shows in specific ways, both Beckham and Heung-Min tend to state the statements as the way to claim, declare, affirm, and so forth.

There are some differences in uttering assertive illocutionary acts between British and Korean. According to The differences cannot be separated from cultures and values. British that is part of western culture has different ways of uttering assertive acts than Korean that are part of eastern culture. Korean, as a part of eastern culture, shows that in uttering assertive utterances, they tend to show affection toward the addresser. They tend to make the atmosphere comfortable for the addresser and the addressee. This act is related to Korean etiquette *kibun*. However, in British culture, they tend to speak directly but are still modest. They utter what they want to make the atmosphere comfortable modestly and still.

It is further explained by Hall (1989) that Asians and Europeans have differences in their communication styles, which are heavily affected by their respective culture. He explains that there are two classifications of communication style, which are Low Context and High Context. Low Context communication style is classified as being dramatic, dominant, animated, relaxed, attentive, open, friendly, contentious, and impression-leaving. High context, however, is in contrast with Low Context is classified by being indirect, inferring meaning, interpersonal sensitivity, using feelings to guide behaviour, and using silence. In a *High Context* culture, such as South Korea, people tend to speak information implicitly during

Assertive...

communication. People in Korea also be more concerned about long-term relationships and loyalty and have fewer rules and structures implemented. As for *Low context*, people who adhere to this culture, such as the UK, tend to exchange information explicitly and rarely make the conversation implicit or hidden. According to Hall (1989), Asian cultures tend to adhere to high context communication styles, while European cultures tend to adhere to low context communication styles. In a further observation, Gudykunst (2003) found that European Americans reported tending to be more dramatic, more open, and more precise than Asian Americans, while Asian Americans reported being more indirect than European Americans.

CONCLUSION

Based on the findings, there are 38 assertive speech acts used by Beckham and Heung-Min in the videos. The utterances are divided into 24 illocutionary acts uttered by Beckham and 14 illocutionary acts uttered by Heung-Min. In details, Beckham uttered 10 (41.6%) asserting, 8 (33.3%) reporting, 5 (20.8%) explaining, and 1 (4.1%) suggesting. In Heung-Min's data, it included 7 (50%) asserting, 3 (21.4%) reporting, and 4 (28.5%) explaining. The most widely used is an assertive illocutionary act. In contrast, refusing is never used by Beckham or Heung-Min in the videos.

This study investigates the differences between British and Korean in uttering assertive illocutionary acts. This study reveals that British and Korean use the same assertive illocutionary acts. However, there are some differences in how they utter the acts. The differences have happened because there are cultural and values differences in each culture. First, Korean culture tends to make the atmosphere more comfortable by thinking about the interlocutor's pride. They only say what they need to say, not what they want to say. In other words, Korean culture utters assertive illocutionary acts while doing face-saving because of their *kibun* etiquette. Second, the British tend to use assertive acts directly. They utter things that they want but in modesty.

REFERENCES

Austin, J. (1970). *How to do things with words: the William James lectures delivered at Harvard University in 1955*. <https://ixtheo.de/Record/1105545040>

Buck, R., & VanLear, C. A. (2002). Verbal and nonverbal communication: Distinguishing

- symbolic, spontaneous, and pseudo-spontaneous nonverbal behavior. *Journal of Communication*, 52(3), 522–541. <https://doi.org/10.1093/joc/52.3.522>
- Dibdyaningsih, H. (2019). An Analysis of Teacher Speech Act in Giving Motivation for English Students. *JELTII (Journal of English Language Teaching and Islamic Integration)*, 2(02), 218–229. <https://doi.org/10.31227/osf.io/yzh34>
- Fakhrurrazi. (2017). Dinamika Pendidikan Dayah Antara Tradisional dan Modern. *Jurnal At-Tafkir*, X(2), 100–111.
- Grice, H. (1989). *Studies in the Way of Words*.
[https://www.google.com/books?hl=en&lr=&id=QqtAbk-bs34C&oi=fnd&pg=PA1&dq=Grice,+P.+\(1989\).+Study+in+the+Way+of+Words.+Cambridge:+Harvard+University+Press.&ots=QrzjajZqtg&sig=rCkg1TyKE7Fe_ymU_nX-5OpN5Vo](https://www.google.com/books?hl=en&lr=&id=QqtAbk-bs34C&oi=fnd&pg=PA1&dq=Grice,+P.+(1989).+Study+in+the+Way+of+Words.+Cambridge:+Harvard+University+Press.&ots=QrzjajZqtg&sig=rCkg1TyKE7Fe_ymU_nX-5OpN5Vo)
- Gudykunst, W. (2003). *Cross-cultural and intercultural communication*.
<https://www.google.com/books?hl=en&lr=&id=-5sjpr1ypmcC&oi=fnd&pg=PP9&dq=gudykunst+cross+cultural&ots=GFj196JFVY&sig=p5pftzwCke1jJy6PlmUmAqCQ0TM>
- Hall, E. T. (1989). *Beyond culture*. Anchor.
- Hornby, A. S., & Crowther, J. (1995). *Oxford advanced learner's dictionary of current English*. Oxford University Press.
- Indraswuri, V. (2015). the Study on the Assertive Illocutionary Acts of the Main Characters in My Sister ' S Keeper Movie Script By Nick Cassavetes and Jeremy Leven, Film My Sister ' S Keeper Oleh Nick Cassavetes Dan Jeremy Leven). *Repository.Une.Ac.Id*.
<https://voxy.com/blog/index.php/2011/04/inspirational-quotes-for-language-learners/>,
- Kreidler, C. (2013). Introducing English Semantics. In *Introducing English Semantics*.
<https://doi.org/10.4324/9781315886428>
- Putu, A. A., Dewi, R., Made Rajeg, I., & Netra, I. M. (2017). Commissive And Expressive Illocutionary Acts And Their Intended Meanings In Steel's The Cottage. *Humanis*, 16(3), 7–14.
- Searle, J. R. (1976). A classification of illocutionary acts. *Language in Society*, 5(1), 1–23.
<https://doi.org/10.1017/S0047404500006837>
- Turnbull, J., Lea, D., Parkinson, D., ... P. P.-I., & 2010, U. (n.d.). Oxford advanced learner's dictionary. In *doc1.bibliothek.li*. Retrieved July 6, 2020, from
<https://doc1.bibliothek.li/aav/FLMA142353.pdf>
- Yule, G. (1996). *Pragmatics: Oxford University Press*.