



Revealing Politeness Through Illocutionary Act Approach in World Health Organization Staff's Responses at Corona Virus Press Briefing

Farah Larissa Aryanti

farah.17020154012@mhs.unesa.ac.id

Department of English Language and Literature, Faculty of Language and Art
Universitas Negeri Surabaya, Surabaya, Indonesia

Received: 19 December 2020 Accepted: 21 May 2021

DOI: 10.24256/ideas.v9i1.1888

Abstract

This study revealed politeness through illocutionary acts theory in a corona virus press briefing held by WHO (World Health Organization). Taken from a video press briefing entitled "Live from WHO Headquarters - COVID-19 daily press briefing on March 20th, 2020" uploaded in World Health Organization YouTube Channel, this study was (1) discovering how the illocutionary act and indirect speech act by Yule (1996) represented then (2) linked to the politeness and the universality of indirect speech acts by Brown, et. Al. (1987). The method used qualitative descriptive. This study contributed (1) theoretically to provide a sample of politeness through illocutionary act and indirect speech act taken from a situation in press briefing and (2) practically to give an example of politeness that could be a reference of polite communication when a speaker utters and hopes an action were done by the hearer. The results were (1) politeness in communication could avoid conflict by using indirect speech acts; (2) using generalization and giving resolution without abusing at a certain situation could give politeness in utterances.

Keywords: illocutionary act; politeness; press briefing; response; world health organization

INTRODUCTION

The produced language by the speaker is the activity to act a speech which has a function in any situation of interaction including press briefing. On March 20th, 2020, WHO, the competent organization to overcome the pandemic of corona virus, held a live press briefing (Yadav, 2013). Press Briefing is a press activity between the speakers and the audiences in question and answer session (Bogdan, 2018). The press briefing was found in YouTube as the platform of creative industrial sector, including reporting corona virus outbreak (Holland, 2016). This pandemic is the obligation of WHO, thus the WHO held a press briefing and uploaded through World Health Organization YouTube Channel. The video is

entitled "Live from WHO Headquarters - COVID-19 daily press briefing 20 March 2020". The responses of WHO were in some extent of utterances. These extent utterances were interesting to be analyzed through pragmatic scopes, they are politeness and speech act (Cumming & Sharvit, 2016; Rahardi, 2015; Robinson, 2015).

Politeness is the way to convey the utterance as polite as possible which is needed to minimize conflict with other (Brown & Levinson, 1983). According to Saragih (2019), politeness is to avoid communication breakdown and misunderstanding between the speaker and hearer. In politeness, there are three sociological variables as the guidance of creating polite interaction. They are (1) social distance (D) is influenced by the similarities or differences of age, gender, and socio-cultural background to stand for the purpose of an action between the speaker and the hearer ; (2) relative power (P) is the degree in which the hearer can impose his own want, desire or face over the speaker's want ; (3) rating of imposition (R). The perceived interferences of FTA (Face Threatening Act) by speakers for negative that require assistance or requests for services including the provision of opportunities or time and charges that require material or non-material goods such as information and positive faces that assess by the amount of threat given to positive faces listeners (Brown et al., 1983, pp. 36–33). Face Threatening Act (FTA) is a threat that requires a statement that the violation or verbal improvement in politeness (Brown et al., 1987, p. 66). These factors can reveal the reason why politeness frequently used in a certain interaction.

In politeness, there is a relation between politeness and the universality of indirect speech act (Brown et al., 1987, pp. 132–211). When a negative tension is happened to a speaker, he or she might compromise of conventional indirectness to the hearer. It has gained a great deal of consideration from linguists, because through the usage of words, phrases, sentences, and utterances, linguists find indirectness at certain extents to indicate politeness. The conventional indirectness transmits the conflict of interests, and thus satisfies all of them primarily (Brown & Levinson, 1983, p. 132). At the indirect speech acts which are expressed by the assertion or questioning of their precise conditions, it can be made becoming some generalizations about their relative politeness (Brown et al., 1987, p. 134). Thus, this is the bridge from politeness to indirectness of speech act in interaction through the universality of indirect speech act.

Yule (1996) said that every action showed throughout the speech can be concluded as speech acts. In this study, every action showed through speech is divided into three actions, they are (1) locutionary act is the basic act of utterance producing the meaningful linguistics expression ; (2) illocutionary act is uttered to make a statement, an assertions, an offer, an explanation, or for some other communicative purposes ; (3) perlocutionary act is the contention of the speaker to the hearer that he may feel or get effect of what speaker intended (Yule, 1996, pp. 48–49). Illocutionary act is interesting to be analyzed since it contained the intention to do what speaker's wants. Illocutionary act is enclosing utterances of some functions in mind carrying purposes to the hearer to do an action of what speaker intended (Austin, 2003; Searle, 1979; Yule, 1996). There are five types of speech acts acts, they are (1) declarations are the speech of pronouncing statement contained the particular context and condition and make the words change the

world by condition that the speaker causes situation to sentence, to inform, to define without intending response from the hearer ; (2) representatives are the speech based on what speaker trust and make words fit the world by condition that speaker believe on situation he uttered to define, to state, to report, to conclude, to assert ; (3) expressives are the utterances state in public of the speaker felt and make words fit the world to express pleasure, pain, like, dislike, joy, or sorrow ; (4) directives are the speech that used to direct the hearer as what speaker intends and make the world fit the words to command, order, request, suggest and etc. ; (5) commissives are related to how the speaker make a commitment with the hearer to do some future actions and make the worlds fit words to promise, threaten, refuse, pledge (Searle, 1969, pp. 54–64).

Relating to this study, there were three previous studies with qualitative method. (1) “Illocutionary Speech Acts Use by Joko Widodo in First Indonesia Presidential Election Debate 2019” by Rosyidi; Mahyuni; Muhaimi (2019), with the purpose was to find elements of illocutionary speech acts, and the results were found 13 data of illocutionary acts, with 6 assertives, 3 directives, 3 expressives, and 1 commissive. (2) “An Analysis of Speech Act Used in London Has Fallen Movie” by Tutuarima; Nuraeningsih; Rusiana (2018), with the aims were to find out the kinds of speech act used in London Has Fallen Movie and to find the way of speech act and the classifications of illocutionary act used in London Has Fallen Movie and the results revealed that 1) the most dominant speech was illocutionary act with 33 data, (2) the most dominant categories were directives 32 data and expressive 23 data. (3) “A Pragmatic Analysis of Positive Politeness Strategies on Ted Talk Video By Eddy Zhong” by Saragih; Rahayu; Azizah (2019) with the purposes of this research were to find and to analyze the positive politeness strategies in the speech on TED Talk video “How School Makes Kids Less Intelligent”, resulted 15 strategies of politeness, and other 32 occurrences with the highest rank of joking 9 times, identity marker 6 times, seeking agreement 3 times, and exaggerating as the lowest data rank.

As the study gaps and novelty, the researcher had enclosed them in this part. The research gaps in first and second previous studies presented the data in numbers but did not explain what could be concluded from the results and did not explore the purpose of presenting the numbers of data. Whilst, this study revealed of how illocutionary acts contribute to politeness analyzed through indirect speech acts done by WHO general staff. In the third previous study elaborated the positive politeness and its strategies applied and presented the data in numbers of categorization. Meanwhile, this study connected between the indirectness-illocutionary act and politeness in utterances.

In this study, the researcher tend to analyze (1) what are the classification and function of illocutionary acts used by WHO general staff to answer the audiences’ questions? ; (2) how do the illocutionary acts relate to the staff’s politeness? The researcher tend to choose the video of live press briefing, titled “Live from WHO Headquarters – COVID-19 daily press briefing 20 March 2020” with more than 1.2 million views of the month as one of the phenomena in speech acts (Gill, 1979; Rosyidi et al., 2019). The reason of choosing this video was representative classification of speech acts as cited from Brown and Levinson (1987) could be analyzed through politeness as long as they were consisted by the

sociological factors and the universality of indirect speech act. The aims of study were to find the types, purposes, and politeness as the universality of indirect speech acts through illocutionary acts of WHO's responses in press briefing. The responses contained indirect speech acts indicated the bridge to reveal politeness in an interaction such as press briefing which is being the novelty of this study (Brown & Levinson, 1988, p. 132; Yule, 1996, pp. 54–55).

METHOD

According to Miles and Huberman, as to find the human complex definition, qualitative was described the phenomenon in Corona Virus Outbreak Press Briefing occurred in natural setting (Huberman, et. al., 2014). Relating to data collected, documentation was taken from the video of *World Health Organization Youtube Channel*, named "Live from WHO Headquarters - COVID-19 daily press briefing 20 March 2020" to catch up the data. In order to collect the data (1) found the most viewed video in Press Briefing during March 2020 ; (2) looked for the video Press Briefing during March 2020 to be analyzed ; (3) focused on the each question by the audience and answer by WHO the WHO ; (4) transcribed the responses.

The technique of analyzing data used to obtain the static data. There were three steps for analyzing, *data condensation*, *data display*, and *conclusion drawing and verification* (Miles, Huberman, & Saldana, 2014). This study used data condensation by transcribing WHO's responses in a press briefing to be identified its classifications, functions, and to be revealed politeness through illocutionary acts. Each datum would be presented as answer to determine the result of condensed data. In order to give security of speakers' names, the researcher used data coding Dr. A, Dr. B, Dr. C as the spokespersons. By providing these codes, it eased researcher and kept the name of speakers (Elliott, 2018; Skjott Linneberg & Korsgaard, 2019).

Data display represents the way of show the data. This study used table to present the data and. The data were presented in representatives of various purposes of classification utterances found in order to give varied examples. The steps were divided in to two. First, the data would be presented in *description staff, times, utterances, classification, function of illocutionary acts*. Second, *the data would be presented in description staff, times, politeness*.

Conclusion drawing and verification would be used to confirm the credibility of the phenomenon relating to certain theories. Based on the theory used, there is a particular way of handling any research query.

Results and Discussion

Data of Utterances

Datum (1)

Dr. A : I think the simple in the Director General's comment is it's a message of hope it's a message that this virus can be suppressed we can brake chains of

transmission, so I think there is a message of hope there from China and that's a message of hope to many countries around the world, who very low numbers of cases right now and who can turn this virus back. We've seen the damage this virus is doing in health system in, in, in a number of countries but we've also seen that this virus can be pushed back. So that's the I suppose the implication that we see for, for this but it's going to take time, it's going to take effort, and it's going to take solidarity, and it's going to take coordination at community level, a government level, at international level to make this happen.

Datum (2) Utterances I

Dr. A : I think it's it's celebrations and gatherings particularly religious gatherings ones that celebrate renewal or are obviously very important, we may need to change the way we celebrate things for now and in countries like Iran. As we've seen and it's not just any way in Iran, where we might have religious gatherings, we have other gatherings around the world. So, whatever reasons we have to come together and there can be very good reasons we need to listen to local authorities, we need to listen to national authorities, and if national authorities believe that those gatherings represent a risk to those individuals but more importantly to the vulnerable people, they will go to visit after the gathering. Then, I think we really do have to take it upon personal responsibility. This is not about the responsibility of government, this is about each individual making a decision to protect themselves and protect others. We shouldn't always have to have a government telling us to do that this is about personal responsibility.

Datum (2) Utterances II

Dr. B : But if I can just said, you may have heard us use the phrase "physical distancing" instead of "social distancing", about keeping a physical distance from people, so that we could prevent the virus from transmitting to one another that's absolutely essential, but it doesn't mean that socially we have to disconnect from our loved ones, from our family.

Datum (3) Utterances I

Dr. A : We don't know how much we're going to need because we don't know how fast this is going to develop, it's safe to say that the supply chain is under huge pressure we're working with the pandemic supply chain network to maximize the amount of flow of PPE into a protected supply chain for PPE for health workers around the world but, it's now just the PPE itself, it's getting the PPE now to countries we have issues with flight, we have issues with getting access, so we're going to need a human architecture in effect, we're going to need air bridges that allow us to bring stuff to countries to help in a system, and that stuff maybe lab tests that stuff maybe PPE, that stuff, maybe expertise, it's coming increasingly difficult for us to move material around because even ships and cargo, I think as we speak over 100.000 merchant seamen are currently sitting in ports all over the

world and can't either come into the country they are in or move on in the ships they are on, so we have some serious issues within the supply chain.

Datum (3) Utterances II

Dr. C : Shortage of supply of PPE could be addressed. And as a result, that because of lack of political commitment one. The supply is short to because the supply is short. Some countries are closing borders and burning exports and that cannot be a solution. And the solution with proposing if there is political commitment and we need political commitment.

Datum (3) Utterances III

Dr. B : Members of our team are having teleconferences across our infection prevention and control networks where there is a very serious discussion about the use of medical and surgical masks. We need to ensure that we prioritize the use of these surgical masks for our Frontline workers. So please if you don't need to if you're not caring for a sick person at home, then there is then you don't need to be wearing a mask. So again, please prioritize the use of these masks for the our Frontline workers.

Results

The Result of Classification Illocutionary Act : Representatives in Utterances (Speaker (S) believes Words (X))

In accordance with Datum (1), (2), and (3) , there were found classification in representatives with the purposes of assertion, definition, and statements (Searle, 1969) (see Data of Utterances). Representatives could be found as what the speakers (S) believe (X), so they urged the hearer based on their belief (Yule, 1996). In datum (1), Dr. A (S) believed this pandemic needed to take solidarity, effort, coordination (X). The purpose of this utterance was to assert that this pandemic could be suppressed as long as the hearers do his belief (Searle, 1969).

In datum (2), Dr. A (S1) and Dr. B (S2) gave speeches what they believed on the responsibility (X1) and physical distancing (X2) (Yule, 1996). (S1) defined what he believed that there no one who was struggle the most (Searle, 1969). As (S1) said, the responsibility of national authorities should be taking in a serious attention, yet everyone needed to take responsibilities for themselves (X1). (S2) defined how a physical distance should look like. The physical distance in her statement means that the hearer needed to keep connected from their loved ones and family socially, not physically (X2).

In datum (3), Dr. A (S1) believed supply chain as the shortfall (X1), Dr. C (S2) believed lack political commitment a shortfall (X2), Dr. B (S3) believed the limit capacity of surgical mask as shortfall (X3) (Yule, 1996). These utterances were to state their beliefs for sure, and if those shortfalls were solved, the pandemic might not get worse (Searle, 1969).

Discussion

I. Function of Illocutionary Acts-Representatives Used by WHO to Answer the Questions

Table 1. Classification and Function of Illocutionary Acts

Number of Datum	Time	Participant	Representatives		
			Assertion	Definition	Statement
Datum 1	14.48-16.24	Dr. A	✓		
Datum 2	13.41-21.02	Dr. A ; Dr. B		✓	
Datum 3	32.33-40.31	Dr. A ; Dr. C ; Dr. B			✓

In accordance with Datum (1), (2), and (3) , there were found classification in representatives illocutionary acts with the purposes of assertion, definition, and statements (Searle, 1969) (see Result) . Representatives could be found as what the speakers (S) believe (X), so they urged the hearer based on their belief (Yule, 1996).

Datum 1 : Representatives Assertion

The representative of illocutionary act at this response was taken from Dr. A who made an assertion (see Table 1. Classification and Function of Illocutionary Act). The assertion is Dr. A believed that the virus (COVID-19) could be broken if the human beings were having good attitude. What he believed, if as human beings take a huge effort, grab society effort, have good coordination and solidarity, supply chains and other, the human beings would combat this virus together.

In datum (1), Dr. A (S) believed this pandemic needed to take solidarity, effort, coordination (X). The purpose of this utterance was to assert that this pandemic could be suppressed as long as the hearers do his belief (Searle, 1969).

Datum 2 : Representatives Definition

In datum (2), Dr. A (S1) and Dr. B (S2) gave speech what they believed on the responsibility (X1) and physical distancing (X2) (see Table 1. Classification and Function of Illocutionary Act) (Yule, 1996). He defined of how crucial the roles of each individual,

..this is not about the responsibility of government, this is about each individual making a decision to protect themselves and protect others...

He figured the responsibility out that there no one who is struggle the most. As he said, the responsibility of national authorities should be taking in a serious attention. He defined those national authorities needed to be concerned by each individual, including who wanted to celebrate through gathering the mass. He added the definition of the purpose of why each individual needed to take responsibility. He gave the purpose if each individual took responsibility, it could protect the individual himself and protect other as automatically. He preferred to define everyone’s responsibility and the purpose behind. (S1) defined what he believed that there no one who was struggle the most (Searle, 1969). As (S1) said,

the responsibility of national authorities should be taking in a serious attention, yet everyone needed to take responsibilities for themselves (X1).

(S2) defined how a physical distance should look like. She defined how a physical distance should look like. The physical distance in her statement was meant the hearer needed to keep connected from their loved ones and family socially, not physically. She said that the speaker and hearer, mentioned as "we", needed to make distance from people, thus it could stop transmitting the virus from one to another. On the other words, she did not only say that everyone needed to keep a physical distance, yet she defined of what physical distance that would not have bad impact to socialize from the loved ones or family. The physical distance in her statement meant that the hearer needed to keep connected from their loved ones and family socially, not physically (X2).

Datum 3 : Representatives Statement

In datum (3), Dr. A (S1) believed supply chain as the shortfall (X1), Dr. C (S2) believed lack political commitment a shortfall (X2), Dr. B (S3) believed the limited capacity of surgical mask as shortfall (X3) (Yule, 1996) (see Table 1. Classification and Function of Illocutionary Act). The statement of S1 was about the shortfall in his version. He did not know what shortfall pace during the pandemic exactly. He stated the shortfall would be safely to say came from the supply chain. The use of statement here was to direct the hearer to believe that the central shortfall came from supply chain in S1 opinion. Moreover, there were several factors stated by S1 as well about the issues of flight and getting access to distribute the health equipment. He tried to make his own version statement that the basic one of shortfall during pandemic is the supply chain.

S2 gave an agreement to S1 as the previous spokesperson that the supply chain could be addressed as the central shortfall. That is the representative of illocutionary act. Then, the function of representatives could be seen from the next utterance below,

...And as a result, that because of lack of political commitment one, the supply is short to because the supply is short...

He stated the result of the shortfall of supply chain. He said that the shortfall was caused by the lack of political commitment. It was depth discussion of shortfall itself. From the supply chain as the surface shortfall, to the cause of supply chain itself, S2 believed that the political commitment was more crucial which made supply chain as the shortage. He tried to encourage the hearer by saying "*And as a result*" which sounds encouraging and finds the core of the shortage.

The utterances was used by S3 stated that,

Members of our team are having teleconferences across our infection prevention and control networks where there is a very serious discussion about the use of medical and surgical masks. We need to ensure that we prioritize the use of these surgical masks for our Frontline workers.

This is a statement in illocutionary act in which it was proof from the previous statement, about the control network of health equipment. Moreover, if it was taken a look to the context of what shortfall of pandemic overcome, the answer was automatically as representatives. Since S3 stated the statement as representatives at the first sentence. Thus, it could be seen that the next sentence can be categorized as representative of the shortfall in her own version with the function of statement. These utterances were to state their beliefs for sure, and if those shortfalls were solved, the pandemic might not get worse (Searle, 1969).

II. The relation between Classification-Function of Illocutionary Act and Politeness

Table 2. Politeness and Sociological Variables

Number of Datum	Time	Sociological Variables			Politeness
		Social Distance (D)	Relative Power (P)	Rating of Imposition (R)	
Datum 1	14.48-16.24	Dr. A			<ul style="list-style-type: none"> - Generalize about the message of hope to other countries as well - Give resolution and enlighten that this pandemic can be pushed back
Datum 2	13.41-21.02	Dr. A			<ul style="list-style-type: none"> - The use of “we” implies that this warning requires for everyone, including WHO - Generalize the responsibility to everyone, not the local authorities only
		Dr. B			<ul style="list-style-type: none"> - The use of “you” implies the imposition - Give another resolution about physical distancing not to be a reason for disconnecting from family
Datum 3	32.33-40.31	Dr. A			<ul style="list-style-type: none"> - Give a depiction of how the process of supply chain is affected by the pandemic
		Dr. C			<ul style="list-style-type: none"> - Only mention “some countries” without saying which exact countries closing the border and burning export
		Dr. B			<ul style="list-style-type: none"> - Say “please” to support his previous definition of how important surgical masks are for the frontline workers - The use of “you” implies the imposition

Those utterances were spoken indirectly which meant there were implicit explanation (Yule, 1996), sociological variables as considerations, generalization, and resolution of in answer (Brown et al., 1987).

Datum 1 : Politeness in Assertion

Datum (1), Dr. A wanted to explain the purpose, yet he gave his general assertion first by saying the meaning of the message of hope itself first (see Table 1. Classification and Function of Illocutionary Act). This utterance mentioned in the form of indirect speech act with purpose in asserting (Datum (1)) . The utterance contains indirectness was the utterance,

I think the simple in the Director General's comment is it's a message of hope it's a message that this virus can be suppressed we can brake chains of transmission, so...

After "so", it means the purpose of utterance. Dr. A said "so" in order to deliver the purpose of "message of hope". Instead he said the purpose directly at the very first speech, he gave an assertion the meaning of the message of hope itself first. Then, he continued his speech,

so I think there is a message of hope there from China and that's a message of hope to many countries around the world, who very low numbers of cases right now and who can turn this virus back.

There was a generalization as the product of indirect speech act that the message of hope itself did not mean the hope only for China, but also the hope to many countries (Yule, 1996). In addition, he said the resolution "*who can turn this virus back.*" means this virus is actually could be pushed back with the effort that made this utterance included as politeness strategy (Brown et al., 1987).

This utterance involved relative power as the influence from Dr. A. The relative power (P) works on this utterance since Dr. A was the competent person in this press briefing. He was a WHO and spokesperson in press briefing COVID-19 20 March 2020. Thus, Dr. A had a power to assert that this pandemic needed effort, took solidarity, took coordination at a community level, a government level, at international level to make solution. The power used by Dr. A was to keep the negative face and to make the hearer feel comfortable to listen. It was proven by the words used contained optimistic to reach the condition free from virus COVID-19.

Another aspect of sociological variables used was relative power (P). The relative power (P) worked on this utterance since Dr. A was the competent person in this press briefing. He was a WHO and spokesperson in press briefing COVID-19 20 March 2020. Thus, Dr. A had (P) to assert that this pandemic needed an effort, took solidarity, took coordination at a community level, a government level, at international level to make solution. The words used contained resolution to reach the condition free from virus COVID-19 (Brown et al., 1987).

Datum 2 : Politeness in Definition

Datum (2), Dr. A and Dr. B intended to explain their purposes, yet they gave the general definition and resolution. Dr. A gave an opinion that religious gatherings celebrated with the ones were very important at the first then explained that there were other gatherings around the world. The utterances ere mentioned by Dr. A and Dr. B have different aspect of sociological variables. Dr. A's utterance

contained relative power (P). Meanwhile, Dr. B contained rating of imposition (R).

The finding in Dr. A utterance (Datum (2) Utterances I).

This utterance contained a purpose of definition (Datum (2) Utterances I). The definition was about religious and mass gatherings in the middle of the pandemic. Dr. A gave an opinion that religious gatherings celebrate with the ones were very important at the first. In addition, he explained that there were other gatherings around the world. Dr. A defined indirectly the purpose of utterances by explaining first the significant of religious or other gatherings with the ones. He defined in this utterance as the continuance of the previous explanation about the religious or mass gatherings, elaborated of the risk of each individual after gathering, and added to the hearer that the hearer needed to listen to national authorities about the risk of gatherings.

This case was the relative power (P) of Dr. A as the spokesperson in press briefing. He said that he thought the hearer and him needed to take it upon the personal responsibility means that he tried to urge the hearer to forget the personal responsibility. He gave another resolution that this pandemic needed responsibility from everyone to protect themselves. Thus, it could protect the other automatically. He added another (P) by saying the hearer should not always have to have a government told to do any protection because this was the personal responsibility (Brown et al., 1987).

The finding of Dr. B utterance (Datum (2) Utterances II).

“But if I can just said, you may have heard us use the phrase “physical distancing” instead of “social distancing”, about keeping a physical distance from people,

The rating of imposition (R) indicated through the use of “you”. It means that there was a special purpose for “you” as the hearer whose had heard the phrase “*physical distancing*”, the speaker would not be included in. Instead of saying directly that physical distancing was different with social distancing, Dr. B gave definition of what physical distancing is and the aim behind it, as he said, “*social distancing, about keeping a physical distance from people*”. Dr. B gave an explanation that physical distancing was just about the different place. Nonetheless, the hearer could keep socially close to the loved ones by contacting through the modern technology. So, the hearer might not feel the distance from the feeling with the loved ones. The rating of imposition (R) indicated through the use of “you”. It means that there was a special purpose for “you” as the hearer whose had heard the phrase “*physical distancing*”, the speaker would not be included in (Brown et al., 1987).

Datum 3 : Politeness in Statement

Datum (3) Dr. A, Dr. C, and Dr. B explained implicitly about the shortfalls through making generalization and resolution. Dr. A’s statement of belief was proven through the words “*it’s safe to say that*” means Dr. A believed that the supply chain was being the main shortfall of the pandemic, though he did not want to (Yule, 1996). Dr. A used generalization to make politeness strategy in delivering the speech (Brown et al., 1987). It was proven from the words “*so we’re going to need a*” ; “*we’re going to need*” after stating the supply chain as shortfall. He did not only mention the shortfall itself, yet he used to generalize with resolution. Thus, the generalization heard more polite from the hearer (Brown et al., 1987).

Moreover, these utterances involved relative power (P) to encourage the hearer that the hearer needed to do what the speaker said (Brown et al., 1987).

Dr. C explained implicitly through giving a deeper cause of shortfall and resolution after it. These utterances were all fulfilled the requirements of politeness which were implicit to make the hearer feel comfortable, to make generalization, and to give resolution. These utterances involved (P) that there was "we need political commitment". It means a power to encourage the hearer. He encouraged by saying political commitment in order to give another cause to be considered as a shortfall by the hearer (Brown et al., 1987).

Dr. B's all utterances involved rating of imposition (R) indirectly. The use of "if you"; "if you're not" ; and "then there is then you" made the rating of imposition (R) is getting bigger because of "you" word. "you" here could be seen as straight point, yet Dr. B still explained indirectly by generalizing and giving explanation about the mask, and the reason why it should be not used for the common people, not frontline workers.

Conclusion

In a nutshell, there were two aspects can be taken in this study, (1) contributed to the knowledge about how WHO represented the responses based on the certain purposes of utterances in illocutionary acts could be delivered politely, and (2) suggested of how the utterances delivered politely in other communicative purposes. Relating to this study, the politeness in illocutionary acts were analyzed through two aspects. First, WHO represented the answers used illocutionary act since there were some actions in representatives as speech act classification since the speakers carried out statement, definition, and assertion as communicative purposes to do action toward the hearer. The spokespersons brought up the purposes of their utterances in the form of representatives. The representatives were in the pattern of speakers (S) believed object (X) which had functions of (1) assertion ; (2) definition ; (3) statement at all responses. Second, the utterances contained the purposes of action delivered politely by the WHO. The politeness in assertion, definition, and statement were delivered by using generalization and giving resolution that were influenced by sociological variables. For instance, in assertion and statement, the WHO's utterances were influenced by relative power (P) to emphasize that WHO was the most competent speaker in this press briefing as spokespersons, yet they still used generalization to make them polite. The WHO's utterances were influenced by relative power (P) to emphasize as the most competent speaker and rating of imposition (R) to give clear explanation to the hearer using generalization and resolution. By understanding the relevance of illocutionary acts, indirect speech acts, and its impact to politeness in question and answer occasion, hoping that it can be a reference the way of polite communication when the speaker intend to utter hoping an action done by the hearer. The value can be applied in other real communicative purposes from this study is that using generalization and giving resolution make the utterances become polite. For the further study, the researcher suggests to unravel how the use of politeness in

speech acts by the speaker impacts toward hearer's face in a real situation since it is applicable to the attitude in communication.

References

- Purwati, D. (2020). The Effects of Lecturers' Formal and Informal Talks on Students' Understanding of the Material in the Language Learning Process. *IDEAS: Journal on English Language Teaching and Learning, Linguistics and Literature*, 8(1), 93 - 104. doi:<https://doi.org/10.24256/ideas.v8i1.1315>
- Austin, J. L. (2003). How To Do Things With Words. In *How To Do Things With Words*.
- Bogdan, N. (2018). *A Conceptual Approach on Press Conference*. (October). <https://doi.org/10.29358/sceco.v0i21.317>
- Brown, P., Levinson, S. C., Johnson, D. M., & Yang, A. W. (1987). Politeness: Some Universals in Language Usage (Studies in Interactional Sociolinguistics 4). *TESOL Quarterly*, 22(4), 660. <https://doi.org/10.2307/3587263>
- Cumming, S., & Sharvit, Y. (2016). Faithfulness and de se. In *Perspectives in Pragmatics, Philosophy and Psychology*. https://doi.org/10.1007/978-3-319-21395-8_22
- Elliott, V. (2018). *Thinking about the Coding Process in Qualitative Data Analysis*. 23(11), 2850–2861.
- Gill, J. H. (1979). Speech Act Phenomenology. In *International Studies in Philosophy* (Vol. 11). <https://doi.org/10.5840/intstudphil19791121>
- Holland, M. (2016). How YouTube Developed into a Successful Platform for User-Generated Content. *Elon Journal of Undergraduate Research in Communications*, 7(1), 53–64. Retrieved from https://www.nordicom.gu.se/sv/system/tdf/kapitel-pdf/04_holland.pdf?file=1&type=node&id=39126&force=%0Ahttps://www.nordicom.gu.se/en/publikationer/young-creative
- Huberman, M. (2014). *Qualitative Data Analysis*. Retrieved from <http://library1.nida.ac.th/termpaper6/sd/2554/19755.pdf>
- Live from WHO Headquarters - COVID-19 daily press briefing 20 March 2020 <https://www.youtube.com/watch?v=6BOKgSCPD4E&t=2032s>. Accessed on April 2020.
- Rahardi, K. (2015). Menemukan Hakikat Konteks Pragmatik. *Prosiding Prasasti*. <https://doi.org/10.20961/PRAS.V0I0.63.G47>
- Robinson, P. (2015). *The Policy-Media Interaction Model: Measuring Media Power during Humanitarian Crisis*. (September 2000). <https://doi.org/10.1177/0022343300037005006>
- Rosyidi, A. Z., Mahyuni, M., & Muhaimi, M. (2019). Illocutionary Speech Acts Use by Jokowi in First Indonesia Presidential Election Debate 2019. *International Journal of Multicultural and Multireligious Understanding*, 6(2), 735. <https://doi.org/10.18415/ijmmu.v6i2.760>
- Saragih, I. I., Rahayu, I., & Azizah, N. (2019). A Pragmatic Analysis of Positive Politeness Strategies on Ted Talk Video By Eddy Zhong. *ELLITE, Journal of Education, Linguistics, Literature and Language Teaching*, 1–15.
- Searle, J. R. (1969). A formal theory of speech acts. In *Linguistics and Philosophy*. <https://doi.org/10.1007/BF00603220>

Farah Larissa Aryanti

Revealing Politeness Through Illocutionary Act Approach in World Health Organization Staff's Responses at Corona Virus Press Briefing

Searle, J. R. (1979). *Studies in the Theory of Speech Acts*. In *Philosophy*.

<https://doi.org/10.1213/01.ane.0000250225.96165.4b>

Skjott Linneberg, M., & Korsgaard, S. (2019). Coding qualitative data: a synthesis guiding the novice. *Qualitative Research Journal*, 19(3), 259–270.

<https://doi.org/10.1108/QRJ-12-2018-0012>

Tutuarima, Z., Nuraeningsih, N., & Rusiana, R. (2018). An Analysis of Speech Act Used in London Has Fallen Movie. *Vision: Journal for Language and Foreign Language Learning*, 7(2), 122. <https://doi.org/10.21580/vjv7i23022>

Yadav, M. K. (2017). Structure and Functions of the World Health Organization. *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)*, 22(9), 15–41.

<https://doi.org/10.9790/0837-2209011541>

Yule, G. (1996). *Pragmatics*. In *Pragmatics*.

<https://doi.org/10.4324/9781315760483-11>