

Felicity Conditions of Speech Acts in Emma Watson's Social Media: Pragmatics Study

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Abstract

The speaker has efficacy of speech acts referred to as the felicity condition. According to Austin (1962), when using speech acts, one must meet specific conditions related to the act being uttered. When one makes a promise to another person, for example, he or she must meet the condition that the hearer or promiser needs what is being promised, and the speaker or promiser has the intention to accomplish that need; thereby, the act of promising is valid and can be considered a felicitous condition. A felicity condition is defined as a state in which the speaker has words that meet the necessary conditions, such as proper context, customary existence, authority, and sincerity. This qualitative research deals with felicity conditions in Emma Watson's social media, i.e., Twitter. The data source of this research is tweets related to felicity conditions. There are three types of felicity conditions found in this research, representatively preparatory conditions, propositional content conditions, sincerity conditions

Keywords

felicity conditions; speech act; context; utterance; and pragmatics



I. Introduction

Social media networking is the modern way of staying in touch with people we know who live far apart, allowing us to connect instantly and keep up with each other. Weinberg (2009, p. 3) defines social media marketing as the act of enabling individuals to promote their websites, products, or services through online social networks and tap into a much wider population that may not have been available through traditional means. The popularity of social media has increased worldwide, and it has resulted in some significant changes in our lives. While the impacts of social media are arguable, one thing that everyone can agree on is that it is unquestionably entertaining. People often used to communicate by writing letters and mailing them, which took a long time, and communication could not be done quickly enough or on a consistent basis. Talking on the old-fashioned telephone was another way of communicating in the past. However, if we keep it simple, communication is now done swiftly through social media networks and the internet regularly.

In this globalization era today, the internet has revolutionized everyday human interaction and communication through the incorporation of social media. Mills (2012) says, "Social media is a component of the 'Web 2.0' phenomenon. Web 2.0 is best understood as the result of the evolution of technology and application from the internet's proverbial early days when communications were largely one-way, and the internet was used primarily for information retrieval". Social media is made up of various tools and platforms through which individuals and organizations can interact. These tools are critical to the social media network's survival and stability.

Social media is an example of a relatively recent development of information technology (Marbun *et al.*, 2020). Communication through social media promises a comfortable state of communication, where someone who cannot compose words can be someone who is very poetic, with a very relaxed appearance and state, someone can carry out communication activities with others, lecturers, or someone when we communicate with it must take care of all things, appearance and style of language, but communicating through social media do not have to pay attention to it, sit back with a cup of coffee and use casual clothes a person can carry out communication activities (Marlina, 2020).

One of the social media tools is Twitter. Twitter is popular online news yet social networking service where individuals communicate in brief messages known as tweets. According to Twitter's developer, Dorsey (2006), "we came upon the name "Twitter," and it was great." The definition consisted of a brief burst of insignificant information and bird chirps. Then, that was just what the product was. Microblogging is another term for Twitter and tweeting. Thus, some people use Twitter to find interesting people and businesses online and choose to follow their tweets. Twitter is highly popular with younger generations, with 59 percent of 18-29-year-olds using the platform. It developed similar features for its stories, such as filters and stickers, but did so in their unique style.

There are social media, include Twitter, ethics and etiquette guidelines that must be obeyed. Firstly, authenticity focuses on consumer demands and meaningful engagement That is why influencer marketing and real media complement one other. Secondly, transparency is concealing the intentions would only work against itself. Last, communication entails getting to know people as individuals and allowing others to come to know.

Ethics definition, ethics is the concept of what is good, bad, right, and wrong. In social media, the proper ethic equates to the right perspective and thinking on using social media appropriately and engaging to use social media appropriately and engage people in the right way. Etiquette is a set of standards that govern how people conduct themselves in the society. In social media, proper etiquette equates to proper behaviour. There is unquestionably a right and wrong way to utilise social media. Anyone who has ever been spammed, which is pretty much everyone, understands this notion. Theoretically, the utterances in social media can be connected with the felicity conditions depend on the context itself. Yet, this research is only concerned with the discussion of felicity conditions.

This research aims to disclose the felicity conditions of utterance from Emma Watson's social media. Emma Watson is an actress best recognized for her portrayal as Hermione Granger in the Harry Potter movie. She also campaigns for feminism and gender equality between women and men and is an ambassador for the United Nations. As a result, the majority of social media posts address this issue. Against this backdrop, several ideas or concepts are discovered in various felicity situations from 5 social media data in Emma Watson's tweets mentioned.

Also, some researchers focused on the felicity requirement in the speech act (e.g., Al-Husseini and A-Shaibani, 2016; Hadiati, 2019; Adnyasuari, 2017; Ogborn, 2020; Toumi, 2010). Hadiati (2019) studied the felicity conditions in Banyumasan daily conversation in several speech acts, including directive, declarative, expressive, representative, and commissive. The research discovered that Banyumasan's felicity conditions are realized in representation, directions, commissives, expressive, and declarations. Then, Yuliarti (2021) analyzed about fulfilling felicity conditions in speech acts in Winfrey's speech *Learn from Every Mistake*. She recognized that all of the statements in Winfrey's speech, "*Learn from Every Mistake*," were felicitous in essential condition.

II. Review of Literature

Pragmatics is fascinating to study since it considers not just the meaning but also the "context". Pragmatics is the study of how people think about what they've heard. It has more to do with deciphering what individuals are trying to say. To put it another way, pragmatics is the study of the meaning of the speaker's and listener's context. Pragmatics is an aspect of language behaviour, according to Dardjowidjojo in Ocktarani (2013, p. 246). Pragmatics is very tightly linked to the context or setting in which something is uttered; hence speakers must pay attention to the context. Pragmatics, according to Leech (1983: 6), is the study of meaning with speech contexts. Yule (1996) says that pragmatics should also include features of context such as whom individuals are talking to, when, where, and under what conditions, which will impact the way they speak and what they intend to express, in line with Leech's assertion.

The speech act, which is commonly studied in foreign language teaching research, is highlighted in that it reflects usage issues encountered by people from various cultures. However, it is also necessary to describe the speech act strategies used in the utterance. The findings of such studies can demonstrate comprehension of communication conflicts within the same culture. Representatives, expressives, directives, commissives, and declarations are the five categories of speech acts; nevertheless, in some literature, Searle only mentions the felicity conditions of directives and commissives (Searle, 1970; Renkema, 2004).

A felicity condition is defined as a state in which the speaker has words that meet the necessary conditions, such as proper context, customary existence, authority, and sincerity. It takes its name from a Latin root – "Felix" or "happy" Hendar (2019). Certain felicity conditions should be met in order for the speech acts to be adequately and successfully executed. According to Austin (1962), the context and duties of players must be recognized by all parties; action must be carried out thoroughly, and people must have good intentions. First, it overcomes those that cannot be handled by using conditional truth sentences; second, Austin's work is more understandable and accessible than other philosophical work at the time; third, it has high consistency because Austin develops his theory over a long period of time; and fourth, it provides an umbrella for the study of today's pragmatic analysis.

The speaker's efficacy of speech acts referred to as the felicity condition. Austin (1962) states that one must meet specific conditions related to the act being uttered when using speech acts. When one makes a promise to another person, for example, he or she must meet the condition that the hearer or promiser needs what is being promised, and the speaker or promiser has the intention to accomplish that need; thereby, the act of promising is valid and can be considered a felicitous condition.

There are four types of pre-conditions, according to *Speech Act: An Essay in the Philosophy of Language* (1970) written by Searle. Firstly, preparatory condition alludes to the speaker's and hearer's intention and knowledge. They reveal what the speaker indicates during the act's performance. When performing any illocutionary act, the speaker suggests that the act's preliminary requirements are met. Then, propositional condition constraints that pertain to the topic of the utterance; it must be about future matters that influence the speaker's future actions. For example, at hand, the prepositional substance is unmistakable: "you should not be late." in the case of a warning. Next, sincerity condition conducts a felicitous deed, the actor must have a specific psychological attitude toward the propositional content of the utterance. For example, when a person makes a promise, he or she must intend to keep it. Last, essential condition is its aim to persuade the hearer to

execute the planned act. This means that you say what you mean and that the utterance is performative for both the speaker and the listener.

Context is an essential component of pragmatic utterance analysis because it aids speakers in achieving conversational goals. It is broadly defined as any situation in which a text, both spoken and written, is present. It could be things like who the speakers are, where the conversation takes place, what the themes are, and how it is delivered. The speakers and the listeners interpret utterances based on the context—social gestures, body language, and tone of voice (the pragmatics). The social language abilities that we utilize in our daily interactions with others are referred to as pragmatic language. This encompasses what we say, how we say it, our nonverbal communication (eye contact, facial expressions, body language, and others), as well as the appropriateness of our interactions in a specific circumstance. The language function is separated into two categories when it comes to the context of language use: referential function and affective function Holmes (2001).

III. Research Method

The method used in this research is qualitative research. Differences in quality, rather than quantity, are the emphasis of qualitative research studies. Rather than numbers, the outcomes are expressed in words or visuals. The research is bounded by time, and the processes of data collection are also conducted during a continuous period of time (Creswell, 1994). Qualitative research is used to analyse the data of felicity conditions on Twitter of Emma Watson, and count how many types of felicity conditions are found in this research. In making the felicitous speech, four rules were fulfilled. In the five classifications of speech acts: declaratory, representative, expressive, directive, and commissive, the four felicity conditions were propositional content, preparation circumstances, sincerity conditions, and essential conditions (Yuliarti, Indah, Januarius Mujiyanto, Mursid Saleh, 2021, p. 3).

IV. Results and Discussion

The finding shows that the felicity conditions found in Emma Watson's social media contains three types felicitous conditions. They are preparatory conditions, propositional content condition, sincerity conditions.

4.1 Preparatory Condition in Assertive Act

Data 1

Emma Watson: *Dear Fans, rumours about whether I'm engaged or not, or whether my career is "dormant or not" are ways to create clicks each time they are revealed to be true or untrue. (Twitter, May 18th, 2021)*

Based on data 1, as a necessity of a spoken utterance, the speaker met preparatory condition about her fans expecting and disputing about her engagement in social media because she lives secretly and does not frequently appear in the entertainment industry. Her utterance stated above is a statement to disprove the rumours. So, the preparatory condition was the speaker's authority and belief that fans should not trust the issue about the speaker because it was not in accordance with the reality.

4.2 Sincerity Condition in Commissive Act

Data 2

Utterance: *If I have news – I promise I'll share it with you.*
(Twitter, May 18th, 2021)

The context reveals the sincerity condition of the utterance in data 2 related to data 1. What the speaker says is meant to be said. Emma Watson commits to sharing the rumour about her marriage if there are news updates about her. Furthermore, the sincerity condition provides no assurance that when a person makes a commitment, he or she intends to keep it. Moreover, the utterance of the sentence in data 2 indicates the preparatory condition that the future circumstance is defined as a situation that does not exist at the moment of utterance but will endure for a longer period of time, in which the speaker promises the hearer news. At the present time, the speaker has not had the latest news from her own love story, but when she has news, she is going to share it with her followers as she promised. In addition, sincerity condition completes this utterance above. Based on the context, it has to do with certain conditions the hearer expects to see in a message given the context.

4.3 Prepositional Condition in Directive Act

Data 3

Emma Watson: *In the mean time please assume no news from me just means I'm quietly spending the pandemic the way most people are – failing to make sourdough bread (!), caring for my loved ones and doing my best not to spread a virus that is still affecting so many people.* (Twitter, May 18th, 2021)

As shown in data 3, the statement was felicitous it referred propositional condition in directive act due to that the future action and the context of the statement itself. Emma Watson requested her followers for the next to not assume news from her because she was quietly spending the pandemic with her loved ones and prevented to not spread the coronavirus disease. Also, the utterance above was to advise her followers about what they should do in pandemic era; stayed and did activities at home, cared with each other, and reduced the number of people affected by coronavirus.

4.4 Sincerity Condition in Expressive Act

Data 4

Emma Watson: *... And again, thank you to everyone working so hard to keep us safe and well.* (Twitter, May 18th, 2021)

Based on data 4, the context of the utterance happened when the cases of Coronavirus are on the rise around the world. The utterance referred to the sincerity condition in expressive act due to the speaker really intends what she said. It could be seen from the speaker's action to thanking to people who are working so hard to keep each other healthy and safe from coronavirus disease.

4.5 Preparatory condition in Expressive Act

Data 5

Emma Watson: *Great to see @GoodOnYou_App updating their ratings...*
(Twitter, May 27th, 2021)

The preparatory condition of felicitous conditions in expressive act utterance above defines a situation in which the present speaker genuinely utters words in a specific manner to express the speaker's intention with the mentioned app. Moreover, Emma Watson praised the mentioned app about updating their ratings.

V. Conclusion

After conducting the study of five utterances on Emma Watson's Twitter, it shows that from four types of felicity conditions. The researcher only found three types of felicity conditions. Each of the following conditions must be met in order to be fortunate: preparatory condition, propositional content condition, sincerity condition, and essential condition. The relationship between speakers and listeners and the ongoing context is very important so that the message conveyed is clear and easy to understand. These can significantly boost the impact of speaking on individuals while also eliminating misunderstandings in acts of speech. Given the relevance of the felicity condition in pragmatic studies, the analysis of the felicity condition provides numerous opportunities for pragmatic researchers to conduct deeper research to gain a better understanding of the felicity condition by using various linguistic data.

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