



## AN ANALYSIS OF ILLOCUTIONARY ACTS IN VLADIMIR PUTIN'S ELECTION VICTORY SPEECH

<sup>1</sup>Rela Sabtiana\*, <sup>2</sup>Otto V. Siregar

<sup>1,2</sup> Department of English Literature, Faculty of Communication and Language, Universitas Bina Sarana Informatika, Indonesia

### ABSTRACT

Illocutionary acts are a key category of speech acts, frequently analyzed in pragmatic studies to investigate the conveyed meaning of a speaker's words. These acts are particularly intriguing because of their significant impact on the interpretation of utterances. This study aims to conduct an in-depth examination of the various classifications of illocutionary acts employed in spoken discourse, focusing on a speech delivered by a world leader. Specifically, the analysis draws on Vladimir Putin's 2024 election victory speech, meticulously studied through qualitative analytical methods. The research employed Searle's framework to categorize and interpret the speech's illocutionary acts. The analysis identifies five distinct classifications: assertive (or representatives), commissive, expressive, directive, and declarative. The findings highlight a dominance of assertive/representatives with 20 instances, followed by expressive acts with 10 instances, commissive acts with 5 instances, and a single instance, each of directives and declaratives. This comprehensive analysis sheds light on the intricate linguistic strategies employed in the speech, demonstrating how illocutionary acts contribute to meaning-making and rhetorical effectiveness. The study offers insightful information about how these activities are applied in contemporary political discourse, enriching our understanding of the interplay between language, intent, and influence.

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\*Correspondence: Corresponding  
rela.sabtiana@gmail.com

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### ABSTRAK

Tindak tutur ilokusi merupakan kategori utama tindak tutur yang sering dianalisis dalam kajian pragmatik untuk memahami makna yang tersampaikan dari kata-kata pembicara. Tindak tutur ini sangat menarik karena dampaknya signifikan terhadap penafsiran ujaran. Kajian ini bertujuan untuk melakukan pemeriksaan mendalam terhadap berbagai klasifikasi tindak tutur ilokusi yang digunakan dalam wacana lisan, dengan fokus pada pidato yang disampaikan oleh seorang pemimpin dunia. Secara khusus, analisis ini mengacu pada pidato kemenangan pemilihan umum Vladimir Putin tahun 2024, yang dipelajari dengan cermat melalui metode analisis kualitatif. Penelitian ini menggunakan kerangka kerja Searle untuk mengkategorikan dan menafsirkan tindak tutur ilokusi. Analisis ini mengidentifikasi lima klasifikasi berbeda: asertif (atau representatif), komisif, ekspresif, direktif, dan deklaratif. Temuan ini menyoroti dominasi tindak tutur asertif/representatif dengan 20 contoh, diikuti oleh tindak tutur ekspresif dengan 10 contoh, tindak tutur komisif dengan 5 contoh, dan satu contoh, masing-masing berupa direktif dan deklaratif. Analisis komprehensif ini menyoroti strategi linguistik rumit yang digunakan dalam pidato tersebut, yang menunjukkan bagaimana tindakan ilokusi berkontribusi pada penciptaan makna dan efektivitas retorika. Studi ini menawarkan informasi mendalam tentang bagaimana aktivitas ini diterapkan dalam wacana politik kontemporer, yang memperkaya pemahaman kita tentang interaksi antara bahasa, maksud, dan pengaruh.

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**Kata Kunci:** *wacana, tindak ilokusi, pragmatik, tindak tutur, ujaran*

## INTRODUCTION

Pragmatics is a subdomain of linguistics that goes beyond details of utterances relevant to individual speech events and investigates intentional actions by speakers within specific contexts. Unlike semantics, which studies the differences between types of expressions, pragmatics focuses on the differences between tokens of utterances, taking context and effects into consideration (Mey, 1993). This field is commonly known as pragmatics, though it is not a singular discipline. It is typically divided into two categories that address different aspects of language use. Near-side pragmatics deals with determining the literal meaning of utterances, including disambiguation, reference-fixing, and presupposition management. It considers factors such as context, speaker intentions, and linguistic constraints. In contrast, far-side pragmatics explores meanings beyond the literal, focusing on implicatures and speech acts. It examines how utterances carry implied meanings and perform actions, often through ampliative reasoning that draws on common knowledge and conversational context (Korta & Perry, 2006).

Speech act theory is a domain of pragmatics. Pioneered by Austin (1962) and Searle (1969), it investigates language's ability to transcend itself and transform reality. This theory focuses on how words produce results and create social realities, emphasizing the intent and context of speakers (Sadock, 2006). Austin distinguished between three categories of speech acts: locutionary acts (the literal act of uttering words within a structured grammar and vocabulary), illocutionary acts (the intended meaning behind the utterance, such as making a promise or apologizing), and perlocutionary acts (the effect an utterance has on the hearer, such as persuading or alarming). Austin further classified illocutionary acts into five categories: verdictives (making judgments), exercitives (influencing actions), commissives (committing to future actions), behabitives (expressing social behaviors), and expositives (clarifying arguments). While Austin's classifications have been critiqued as incomplete, they remain foundational in demonstrating the diversity of speech acts.

Building on Austin's work, Searle (1979) refined the taxonomy of speech acts by focusing on their illocutionary point or purpose. He defined five basic categories: assertives (describing states of affairs), directives (aiming for listener action), commissives (obligating the speaker), expressives (conveying psychological states), and declarations (changing reality through their utterance). Searle also explored direct and indirect speech acts, highlighting how one act can encapsulate the content of another. Other scholars expanded on these foundations. Vendler (1972) added interrogatives and operatives, while Bach and Harnish (1979) introduced acknowledgment and effectiveness categories. Allan (1986, 1998) emphasized illocutionary force by incorporating statements, invitationals, and authoratives. Despite these variations, all frameworks aim to classify illocutionary acts based on their pragmatic function, illocutionary force, or performative impact.

Pragmatics and speech act theory offer tools to analyze both implied and explicit meanings based on speaker intentions, listener comprehension, and contextual influences. These frameworks reveal the complex mechanisms underlying communication, showing how language creates social realities and

facilitates human interaction. From Austin's radical distinctions to Searle's systematic refinements, the field has continued to grow, offering deeper insights into language's existential functions. Speech act theory's wide applicability extends to fields such as political speeches, health communication, entertainment, and education. Studies show how politicians use illocutionary acts to assert authority, inspire action, and address crises. Humor and perlocutionary acts in leadership engage emotions and persuade audiences. Similarly, in films and digital media, speech act theory helps analyze narrative construction and audience expectations. In educational settings, directive acts dominate classroom interactions, highlighting their importance in communication and instruction. These studies demonstrate the abstract and practical utility of speech act theory across various contexts.

In the political field, political speeches shed light on how political leaders use language to persuade, impose authority, and consolidate power. Political speeches often assert legitimacy, shape public opinion, and mobilize support, and Putin's speeches exemplify these functions. His rhetoric reinforces his leadership's power, aligns national identity with his political goals, and addresses challenges like accusations of election fraud and geopolitical tensions. Despite its relevance, research on illocutionary acts in Russian political discourse remains limited. Most studies focus on Western leaders' speech acts, neglecting the unique conditions of Russia's political climate under Putin, such as centralized power and restricted media. Furthermore, few analyses track the evolution of illocutionary acts across multiple election cycles or provide in-depth comparative studies.

To fill the gaps aforementioned above, this research examines Putin's speech. Using Searle's framework, this research categorizes the illocutionary acts in Putin's speeches, including assertive, directive, expressive, declarative, and commissive acts. By decoding these acts, the study reveals the rhetorical techniques and strategies Putin employs to persuade and influence audiences. This analysis emphasizes the pragmatic aspects of political communication, considering how non-interactive utterances function without immediate audience feedback.

Ultimately, investigating illocutionary acts in political speeches provides a nuanced understanding of communication's societal effects. This research enhances political literacy by uncovering persuasive techniques, broadens theoretical knowledge by refining speech act theories, and offers insights into the intersection of linguistics, politics, and social influence. By examining how language constructs power and reality, this research facilitates a deeper understanding of the role of communication in shaping political narratives and public perception.

## **Literature Review**

Speech act theory has been extensively applied to analyze various forms of discourse, from political speeches to entertainment, offering insights into how language communicates intentions, influences audiences, and responds to events. For example, Sari and Pranoto (2024) analyzed Queen Elizabeth II's speeches during the COVID-19 pandemic using frameworks by Searle and Austin, identifying assertive, commissive, and expressive acts. Likewise, in Joko Widodo's speeches on CNBC News, Ananta (2023) reported that representative speech acts were frequently utilized while acts of declarative, directive, and expressive nature were evident. As most frequent, Alam (2023) found assertive and commissive acts on

speeches regarding Indonesia's capital relocation. Biden's debates and Michelle Obama's motivational speeches focused on these deeds in a persuasive way; the aim of the latter was to encourage the audience (Yulistina & Widyastuti, 2022; Novitasari & Gulo, 2020). Surahmat et al. (2023) investigated the humor used by Indonesian presidents.

There have similarly been studies on illocutionary acts in speeches made by world leaders, such as Donald Trump, Hillary Clinton, and Shinzō Abe. Larasati et al. (2020) and Baok et al. (2021) noted the dominance of assertive acts within Trump's and Clinton's discourses; Kartika et al. (2023) found that commissives were a dominant feature of Abe's speech.

Besides, there are numerous studies on prominent figures speeches. For instance, a representative act argues an evidence-based argument in Angelina Jolie's speech on gender equality (Nofitasari et al., 2023). Bahrani et al. (2024) explored Elon Musk's TED Talk that exemplified a variety of speech acts. Diffani and Hikmah (2023) observed Aespa's speech at a UN [United Nations] meeting, in which representatives and expressives emphasized the group's advocacy initiatives.

Visual media, especially films, effectively make a rich territory to explore illocutionary acts. Sihombing et al. (2021) investigated *Incredible* and concluded that directive acts were the most dominant, followed by assertive and expressive acts. *Stranger Things*, for example, was analyzed by Arbain (2023), who found directives, commissives, and expressives were used to convey fear. In addition, films such as *Titanic*, *Thor: Love and Thunder*, and *Cinderella* have also been studied to prove the various categories of speech acts found in a film narrative (Prakarsa, 2017; Chimayasari & Kurnianta, 2016; Mardian & Suhardianto, 2019; Ardilla & Garnida, 2022). Other research analyzed illocutionary acts in *Vox*, *Harry Potter: The Cursed Child*, *The Woman in the Window*, *Brave*, *Harry Potter and the Chamber of Secrets*, *You Are My Home*, and *Divergent* (Perdani, 2023; Ramadhani & Mustikawati, 2023; Mustakim & Weda, 2022; Safitri et al., 2022; Dewi & Jannah, 2022; Fitriani et al., 2020; Hutajulu & Herman, 2019; Novitasari et al., 2016).

With respect to digital media, research has extended traditional illocutionary acts, examining, for instance, Instagram, podcasts, and YouTube. Dewi (2021) examined Instagram accounts; Malik et al. (2024), who analyzed captions on Instagram; Laras & Sulastra (2024) focused on podcasts, while Isanabiah & Fitrawati (2021) emphasized YouTube channels. Additionally, Fahdiansyah and Susiati (2024) found that on Twitter the most frequent acts of hate speech tend to be assertive acts, illustrating how the theory can be applied to contemporary problems of communication.

The speech act theory has made tools available in literary studies for evaluating character interactions and narrative structures. Using Searle's taxonomy, Komariah (2017) analyzed speech acts by identifying performative and phatic acts. Educational studies, such as Yulian's (2023) study of ESL classrooms, found directives most prominent, then representatives, and then expressives. Senel (2021) and Hidayat et al. (2022) examined directive acts within classroom discourse to note their role in educational activities. In addition, there are also studies of speech acts to examine the implication in health care and the public health sector (Sejati et al., 2024; Sultan et al., 2023).

This extensive body of work illustrates the versatility of speech act theory in the analysis of diverse communicative forms and in political and educational contexts as well as in media and literature. The ubiquity of its use demonstrates the way speech acts construct meaning, intention, and engagement in many environments.

## **METHODS**

This study employed a descriptive qualitative method to explore specific social or human phenomena, including situations, events, roles, and interactions. Rooted in disciplines such as anthropology, sociology, the humanities, and evaluation, qualitative research prioritizes an insider's perspective (Creswell, 2014). It emphasizes rich descriptions and in-depth analyses to derive meaning, rather than relying on numerical data (Lapan et al., 2012). This approach is chosen because the study primarily deals with audible words as data. The data for this study is derived from President Vladimir Putin's election victory speech in 2024. The primary data was obtained from a credible source, Reuters.com, on March 18th, 2024. Additional material was gathered from a video of Putin's speech available on the Sky News YouTube channel, with the transcription sourced from www.rev.com. The following steps were taken to gather data: downloading the speech transcript from the original source, scanning the material to obtain a broad understanding, reading all gathered information carefully to understand the meaning of the utterances, and selecting utterances appropriate for illocutionary act theory examination. The analysis involves several steps: specifying the utterances as data based on the distinct classification of illocutionary acts, arranging and categorizing the data into a list of type and subtype of illocutionary acts, calculating the frequency and percentage of data in the list, examining each utterance to assess how illocutionary acts are employed and understanding their meanings, and making inferences following the discussion.

By applying illocutionary act theory to Putin's victory speeches, this study examines to uncover the strategic use of language in consolidating power and influencing audiences. This research contributes valuable insights to political linguistics and expands our understanding of strategic communication in authoritarian regimes. It highlights the importance of analyzing political rhetoric to enhance civic awareness and critical engagement. This approach not only bridges linguistic and political science disciplines but also provides a comprehensive investigation of how language functions as a tool for navigating and shaping complex socio-political landscapes.

## **FINDINGS**

This research analyzed data from Vladimir Putin's 2024 election victory speech, identifying 37 distinct instances of illocutionary acts. Table 1 summarizes these occurrences, categorized according to Searle's 1969 framework, which offers a structured approach to understanding these speech acts. This analysis sheds light on how Putin uses language to convey intentions and influence his audience.

**Table 1.** *Illocutionary Acts Subtypes Found in Vladimir Putin's Election Victory Speech in 2024*

No.	Type of Illocutionary Acts	Frequency	Total	Percentage
1.	<b>Assertive</b>		20	54.05
	a. Asserting	2		
	b. Defining	1		
	c. Explaining	3		
	d. Informing	2		
	e. Predicting	3		
	f. Declaring	2		
	g. Emphasizing	1		
	h. Stating	1		
	i. Describing	1		
	j. Acknowledging	2		
	k. Agreeing	1		
	l. Concluding	1		
2.	<b>Commissive</b>		5	13.51
	a. Promising	3		
	b. Vowing	1		
	c. Offering	1		
3.	<b>Expressive</b>		10	27.03
	a. Pleasure	1		
	b. Thanking	9		
4.	<b>Directive</b>		1	2.70
	Acknowledgment of result	1		
5.	<b>Declarative</b>		1	2.70
	Encouraging reflection	1		
	<b>Total</b>		37	100

In Table 1, a thorough insight and extensive classification of the specific illocutionary acts extracted from the dataset are presented. Assertive acts are the most prevalent (20 instances). Expressive acts (10 instances) are followed by 5 instances of commissive acts. It is worth noting that directive and declarative acts occur only once during the session. Data were scrutinized closely before being comprehensively analyzed along all axes outlined by Searle (1969) in his landmark text on speech act theory. This created a solid basis for working with the dataset in a full, in-depth exploration of the several word formations processes that Searle has suggested. It represented a close and comprehensive look designed to determine and categorize the distinct forms of illocutionary acts found in the speech. These observations play an important role in achieving an in-depth implementation of the complex subclass of illocutionary acts in the dataset.

### 1. Assertive (or representatives)

One type of illocutionary act formulated by Searle is the speech act of assertives, whose purpose is to describe the world as a certain state of affairs while informing the hearer of beliefs that, the speaker claims, are true. It is common in both formal and informal contexts, with a focus on clarity, confidence, and politeness. Assertives are used to make claims, explain, predict, or state information.

In the analyzed utterance, assertive acts are the most dominant subtypes, with a total of (20) occurrences, or (54.05 percent) of the total occurrences made; hence, it is the leading type in the speech. These acts have highlighted a sense of togetherness, history, shared values, and common values.

## **2. Commissive**

Commissives play a critical role because they reflect the speaker's commitment to doing something in the future and become essential for building trust, confidence, and cooperation. They are declarations about promises, vows, offers, guarantees, and refusals of intention to do certain things. Commissive acts, on the other hand, represent 13.51% of the illocutionary acts in the speech analyzed, with five instances making them the third largest subtype. Promising is the most frequent, appearing three times, while vowing and offering each occur once. In all, these assertions cement goals, dreams, and commitment of the speaker to joint aims in a way that fosters trust and encourages the audience to join in the fulfillment of grand-shared objectives.

## **3. Expressive**

According to Searle, expressive speech acts represent the feelings or states of mind of the speaker regarding events, situations, or objects, and this speech act category is essential for human communication. This builds emotional connection, empathy, and respect while strengthening bonds at both personal and professional levels. Examples of common verbs may include to thank, to apologize, to congratulate, and to react emotionally, e.g., with joy or regret. In the analyzed speech, the category of expressives represents 27.03% of illocutionary acts, given that they occurred 10 times. Most prominently, the word "thank" appears 9 times, thanking citizens, troops, and campaign workers. These actions are intended to create goodwill, minimize negativity, and increase rapport between speaker and audience.

## **4. Directive**

One of Searle's categories is that of directive speech acts, one where the speaker wants the listener to do something. Listeners interpret these acts based on their perceptions of speaker intention and authority. Directives are concerned with obtaining actions through commands, requests, suggestions, advice, or warnings. They are essential in shaping behavior, promoting collaboration, and improving communication in personal and professional environments. In the examined speech, directive acts account for 2.70% of the illocutionary acts and appear as a single imperative sentence urging reflection. While rare in the speech, directives serve a more peripheral role to tie together the audience in response elicited or bring a thought or action to the forefront of the audience.

## **5. Declarative**

As per John Searle's speech act theory, declarative speech acts change the state of the world with utterance. For these acts to work, the speaker must have an authority or be in an institutionally recognized role that is relevant to the context. Declaratives are infrequent in the analyzed speech and significant in recognizing the

outcome of the election. They occurred once—2.70% of the total illocutionary acts. The context in which something is said and who is speaking are both critical.

## DISCUSSION

Studying illocutionary acts in political speeches provides a comprehensive lens for understanding communication within a societal context. By examining how leaders like Putin structure their messages, this analysis contributes valuable insights into political literacy. In particular, this discussion focuses on the various illocutionary acts employed by Putin, aiming to uncover the rhetorical strategies used to solidify political leadership and foster a shared sense of purpose among his audience.

To achieve this aim, the analysis highlights a diverse use of illocutionary acts in Vladimir Putin's election victory speech, showcasing a deliberate strategy to engage, inspire, and unify his audience. Assertive acts included emotional appeals in utterances 27 and 29, where the speaker emphasized national resilience, unity, and the spiritual pride of belonging to one "Russian family," fostering patriotism and solidarity. In utterance 5, the speaker redefined "teammate" to emphasize alignment and shared aims. In utterances 7, 11, and 23, the speaker linked historical cycles to current issues, fusing the past and present to highlight themes of struggle and perseverance. Informative expressions in utterances 9 and 20 contained insightful statements that emphasized the bravery of the defenders as well as the vital role that unity and voting play in the advancement of the country. Moreover, predictions in utterances 11, 34, and 29 serve to assure victory, cyclical learning, and the inevitability of achieving goals. Declarations, such as those in utterances 13 and 15, framed the audience as "allies-in-arms" and part of the same "squad," emphasizing collective strength and shared duty. Commissive acts included promises in utterances 34, 35, and 37, vowing determination and success, and an offer of collaboration in utterance 43, reinforcing solidarity and future joint efforts. Expressive acts, including gratitude and pleasure, appeared in utterances 1, 2, 3, 14, 16, 22, 23, 39, 40, and 44, building rapport and recognizing contributions from citizens, military personnel, and women. Directives, such as in utterance 4, encouraged the audience to reflect on the historical context of the speech, deepening their connection to its themes. Ultimately, declarative acts, like acknowledging the election outcome in utterance 39, framed the results as a testament to public trust and the legitimacy of leadership, inspiring confidence in shared goals. By weaving these interconnected acts together, the speaker masterfully crafts past, present, and future, crafting a vision of unity, strength, and collective determination that resonated deeply with the audience.

This intricate use of illocutionary acts not only demonstrates the speaker's ability to craft a compelling narrative but also aligns with broader research on political discourse, which examines how leaders deploy speech acts to shape public opinion and reinforce power dynamics. Research has shown that political speeches often feature assertives to exercise authority and commissives to signal intentions, underscoring the importance of speech acts in shaping domestic political landscapes. However, this study builds on previous literature by demonstrating how more strategic uses of directives and expressives are mobilized in speeches of those seeking national unity and that they are particularly relevant in post-election

settings. The speaker's use of declaratives to confirm the election results and bolster the legitimacy of the government recalls themes in studies about political legitimacy, yet this provides a novel framework about how the election process itself becomes a sort of political persuasion tactic.

The current analysis of the speaker's descriptive expressions in this speech is in line with various studies that focused on the application of speech act theory to political and public speeches. As in the analysis of Sari and Pranoto (2024) regarding Queen Elizabeth II's speeches, in this case the speaker uses language to assert the importance of voting, which is a case of the assertive act. Similarly, the need to inform or encourage the audience to act resonates with the findings of Yulistina & Widyastuti (2022) and Novitasari & Gulo (2020), who observed assertive acts in speeches by leaders such as Joe Biden and Michelle Obama.

Additionally, the speaker's emphasis on voting both as an act of unity and an act of control is also reflected in the representative acts in Joko Widodo's speeches (Ananta, 2023), where the speech is the means of conveying one aspect of national governance. Moreover, the notion of civic duty and collective decision-making resonates with Alam (2023), who noted how the speech acts contribute to a national sense of identity and responsibility and the actions it galvanizes, as observed with political policies such as Indonesia's capital relocation. Likewise, as Larasati et al. (2020) noted in their analysis of Donald Trump speeches, his speech emphasized assertive acts with a focus on maintaining democratic order and values through the act of voting, which would consolidate the importance of language in civic responsibility.

Despite these insights, this study is limited by its focus on a single speech, which may not fully represent the speaker's broader communicative strategies or wider political context. Moreover, the study focuses on the speech acts as separate elements but tends to overlook the macro factors that could have a very significant impact on the understanding of the speech acts. The findings may also be limited by focusing only on a single political figure and therefore impose limitations in terms of generalizability to political context or across political figures.

To address these limitations, future research could explore several avenues. First, researchers can conduct a cross-national comparison of illocutionary acts in election victory speeches of political leaders around the world with a search for shared or different linguistic norms for emphasizing authority, wrestling with gratitude, and pledges. Second, researchers can investigate a time series of Vladimir Putin's speeches or other communicative events to track changes in the frequency of illocutionary acts, illustrating how his communicative strategies shift across different political environments. Third, researchers can analyze the relationship between gender and leadership communication by contrasting the frequency of illocutionary acts in speeches made by male and female political leaders to explore whether or not gender differences with regard to specific speech acts in political discourse exist, in terms of choice and impact. Such suggestions would expand the scope of illocutionary acts within political communication to a broader audience, as well as their role in influencing public perception and enabling political discourse.

## CONCLUSION

This study concludes the usage of illocutionary acts in Vladimir Putin's election victory speech. Based on the research, 37 occurrences of illocutionary act subtypes were discovered and classified into 5 categories according to Searle's (1969) theory: assertive (or) representatives, commissive, expressive, directive, and declarative. This extensive research throws light on how widely the illocutionary acts are used in the context of the speech, which helps a lot for linguistic and literary analysis. Assertive/Representatives (20 instances) include asserting, defining, predicting, declaring, emphasizing, stating, describing, acknowledging, agreeing, and concluding. Commissive (5 instances) consists of promising, vowing, and offering. Expressive (10 instances) encompasses pleasure and saying thank you. Directive (1 instance) comprises encouraging reflection. Declarative comprises accepting the result of the election (1 instance). The most prevalent category in the speech is assertive, followed by expressive, commissive, directive, and declarative. This comprehensive categorization elucidates just how extensively illocutionary acts were used throughout the speech, highlighting the linguistic ramifications and stylistic subtleties that were skillfully engaged by Vladimir Putin.

This study contributes to linguistic studies. The investigation of the different classes of illocutionary acts enhances the aspect of pragmatic competence in that it provides better understanding of how certain things are conveyed through what is literally said. In communication studies, it helps make cross-cultural communication better, helps identify cultural differences in how speech acts are used, and helps to understand language differences to achieve communication (in different communities). In the field of education, it offers practical applications of English language education for educators. It also encourages students to identify and engage in contextual performative speech acts, to think critically about language, and to interpret what speakers really want to achieve. These results can be particularly useful for facilitating practical integration in the classroom, ultimately increasing students' pragmatic knowledge, which is a prerequisite for comprehensive language learning. In addition, within the literary context, illocutionary acts deepen the interpretation of literature, providing insight into what the speaker intends to accomplish and what power dynamics operate on the surface and behind the curtain. For media persuasion, it assists the analysis of political speeches, advertisements, or propaganda to discover which persuasive strategies lie underneath.

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