

CHAPTER 1

INTRODUCTION

1.1 Basic Consideration

Language is a symbol of communication; language can be defined as a social shared combination of symbol. The language itself is divided in to two parts, verbal and non-verbal language. This research was conducted to analyze the verbal part of the language. The verbal language also divided in to two parts, spoken and written. Therefore this research is aimed to analyze both part of the verbal language.

When people think about language, they will also think about the nation and what language is used by the nation. Moreover, the things that really influence when we discuss about language is cross-cultural communication. As a communication tool, language is playing an extremely significant role in cross-cultural communication. The main function of language is communication, and pragmatic competence is an important component of communicative competence.

However, understanding pragmatic and cross-cultural communication is a must for those who learnt English. Lack of pragmatic skill will cause big problem, such us misunderstanding in conversation and caused the pragmatic failure. As He Ziran (2004) points out that pragmatic failure has the following three manifestations: pragmalinguistic failure, sociopragmatic failure and pragmatic failure in cross-cultural communication. It is clear that lack of understanding the cross cultural communication will cause the pragmatic failure.

He Ziran (2004) points out that pragmatic failure in cross-cultural communication occurs under the following four circumstances:

- a. The speaker chooses an inappropriate topic. Different cultures usually have different beliefs, value views and living habits. Therefore, people need to distinguish between free and constrained topics in intercultural communication.
- b. The speaker uses expressions which have different implications in the target language, or which deviate from his own intention in producing such utterance. This kind of pragmatic failure commonly happens in greetings. Besides, misuse of fixed expressions in the target language also gives rise to misunderstanding.
- c. The utterance made by the speaker to express a certain idea does not conform to the convention of the target language. Since people with different cultural backgrounds tend to use different expressions and strategies to convey the same information, they tend to commit pragmatic failure while speaking a language other than their mother tongue.
- d. d. A participant in a conversation makes an inappropriate response to a certain question or statement.

Here are the following examples which taken from the conversation in the Iron Lady Movie that will explain about the theory of He Ziran;

1. Source Language : *“It’ll be fine, come on, get your head down, it’s ten to three”*.

2. Target Language : *“Itu akan baik-baik saja, ayolah tundukan kepalamu, itu sudah pukul 3 kurang 10 menit”.*
3. Alternative meaning : *“Semuanya akan baik-baik saja, tidurlah, itu sudah pukul 3 kurang 10 menit”.*

This sentence was categorized as the pragmatic failure sentence because the aim of the source language is not connected with the target language. The aim of the source language is to inform that it is almost 3 in the morning and it is time to go bed or sleep, but in target language the translator translated by using word by word translation which caused the meaning did not conform with the meaning of the SL.

1. Source Language : *“What is the life blood of any communities?”.*
2. Target Language : *“Apa yang menjadi urat nadi semua komunitas?”.*
3. Alternative Meaning : *“Apa yang menjadi urat nadi semua komunitas?”.*

In this sentence the Target Language used the word “urat nadi” to interpret “life blood” in source language, but the translator did not pay attention with the reader’s desire to have a simple translation. The translator can use another simple word to interpret the meaning from life blood such as “pusat”.

Based on the examples above, it is clear that there are different perspective between the aim of the source language and target language. The utterance made

by the speaker to express a certain idea does not conform to the convention of the target language. Since people with different cultural backgrounds tend to use different expressions and strategies to convey the same information.

Furthermore, for analyzing the pragmatic failure the researcher chose a movie as the object of the research. Researcher chose movie because it is easier to decide the utterance and the content by watching the movie. In this case, the researcher chose The Iron Lady movie because it contained pragmatic failures in the translation of the subtitle that will be explained in chapter 4. This movie was publishable in 2012 which directed by Phyllida Llyod. The Iron Lady Movie is a story about the first women who become the prime minister in England.

Moreover, the researcher used the theory of pragmatic failure that explained by Thomas (1983), they are; Pragmalinguistic Failure which divided in to tree Failure; (1) The failure of diverting phrases and clauses which potentially giving a different illocutionary between Target Language and Source Language, (2) Failure of using the routine expression and (3) Failure of diexis. Sociopragmatic failure which divided in to the failure of diverting the speaker's honorific.

Hence, in relating to the background, the research is entitled **“The Pragmatic Failure in the Translation of the Iron Lady Movie”**.

1.2 Research Question

As the previous explanation, the formulated research questions are:

1. What types of pragmatic failures appear in the Indonesia's subtitle of "The Iron Lady" movie?
2. How do the pragmatic failures exist in the subtitle of "The Iron Lady" movie?

1.3 The objective of research

The objectives of this research are:

1. To find out the types of pragmatic failure in Indonesia's subtitle of "The Iron Lady" movie.
2. To analyze how the pragmatic failure exist in the subtitle of "The Iron Lady" movie.

1.4 Significant of Research

Significances of this research are:

To give insight to the readers about the pragmatic failure that appears in the Indonesia's subtitle of "The Iron Lady" movie. To inform the readers about how the pragmatic failure that caused by the translator is exist in the Indonesia's subtitle of "The Iron Lady" movie.

1.5 Scope of the research/ Delimitation

This research is centralized to the pragmatic failure that explained by Thomas (1983) and the theory of He Ziran (2004) about the Failure of Cross-Cultural Communication. Meaning, it will be focused on the conversation of “The Iron Lady” movie which pragmalinguistic and sociopragmatic failure existed on it.