

Mark of leadership: Hero characters' directive speech acts analysis.

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ABSTRACT

This research is conducted for the purpose of investigating what makes a good leader. According to Adair (2007), “You cannot leave personality and character out of leadership”. Using the characters' archetypes based on the hero archetype created by Vogler (1992) to determine the effective personality for leaders, this research observed the use of directive speech acts by 4 fictional characters in 4 different films. The 4 characters examined in this research are Captain America, Spider-man, The Wolverine, and Deadpool. They were divided into 2 categories based on their personality, classical heroes (Captain America, Spider-man) and anti-heroes (The Wolverine, and Deadpool). Rungrojsuwan (2022) stated that “A leader has to have significant skills in persuading others”. A directive speech act is when the speaker is trying to make the listener do or not do something, which is comparable to persuasion, by observing their directive speech acts' felicity rate based on felicity conditions for speech acts of directives by Cook (1986), this research investigates which type of hero is more felicitous (successful) in their use of directive speech acts. Findings reveal that classical heroes, characters such as Captain America, and Spider-man, are more successful in getting people to do as they say than anti-heroes such as Wolverine, and Deadpool. Furthermore, this research delved further into preferences of the types of directive speech acts classified by Searle (1979), between direct and indirect speech acts of directives. Findings indicated that not only do both character types vastly prefer to use direct speech acts of directives over indirect speech acts, but direct speech acts also are more felicitous, based on Cook's felicity conditions, in 3 out of 4 of the chosen characters. Thus, the research concludes that direct speech acts are more effective because they yield a higher felicity rate. The research was conducted in the hope that not only does it contribute to the understanding of the process of developing one's leadership skills but also contributes to expanding our understanding of Searle's speech acts and how to utilize them.