

A Commissive Speech Act Analysis of 'I am Iron Man' Scene in the Movie Avenger: Endgame

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Abstract. This study analyzes the commissive speech act in Tony Stark's final scene, "I am Iron Man," from Avengers: Endgame. The study's main objective is to analyze how this statement helps story and character development by commissive to do something in the future. The study applies qualitative methods to the theories of Austin and Searle regarding the roles of commissive speech acts, specifically categorizing it as a vow, pledge, promise, guarantee, offer, refusal, and threat. The results prove that Tony Stark's statement challenges Thanos, shows his selflessness, and reveals his identity. From a selfish billionaire to a selfless hero, his words reveal his transformation. Among the most emotional scenes in the Marvel Cinematic Universe (MCU), its relevance to his character journey only enhances its significance. This study focuses for greater consideration the significance of speech acts in movie and promotes more research on the ways language impacts story and audience reaction.

Keywords: Commissive speech act, speech act theory, language use, Avengers: Endgame, Iron Man

1. Introduction

The number of speech acts and language uses is unlimited. Depending on the intended audience and the nature of the statement, it could cause a wide range of speech styles. Language is one of the means by which people convey ideas and information to one another. The significance of language as a medium of expression [2]. Language is a channel of trade between countries all over the globe and an important means of communication. Therefore, language is a system of signs that can be expressed verbally or in writing to convey thoughts, emotions, actions, and stories. The world is home to a wide variety of languages, including Mandarin Chinese, Spanish, Japanese, and many more. One language that has truly gone global is English; it's spoken by individuals in every corner of the globe. People from all over the globe use English as a means of communication because it is a universal language. One of the world's most spoken languages today is English [3]. The reason English has surpassed all others as the most important language on Earth is that it is used by nearly every person in almost every country. Given the breadth and depth of human experience, the English language

is important on an international level. Students come from far and wide to study English because of its status as an international language.

The purpose of this research is to throw light on the potential unique impacts of one phrase using commissive speech acts so that the reader can understand the statement's purpose through language. Although language is one of the means by which information moves from one person to another. But methods of communication change with the times. The purpose of creating various communication technologies is to speed up sample or implicit human conversation. One of the ways people communicate is through the visual form of film, which uses entertainment to deliver messages. Cinema, as an art form that can exist independent of sound, is also an effective method of mass communication because it delivers ideas that are important to the general public. For these reasons, the film acts as a tool for instruction, entertainment, information, and the promotion of creativity.

When someone communicates, at that moment, speech acts occur. As confirmed an analysis of language expressions or interpretation of the contents of communication messages should not be limited to the meaning utterances only [1]. Still, it must also examine the effects that the utterances can cause. Strictly speaking, speech acts are divided into locutionary acts, illocutionary acts, and perlocutionary acts. Searle developed Austin's speech act theory by classifying it into five categories: assertive speech acts, directive speech acts, expressive speech acts, commissive speech acts, and declarative speech acts.

A commissive speech act is one kind of speech act that draws the reader's attention to the author. The ending scene of *Avengers: Endgame* (2019), "I am Iron Man," was selected by the researcher to discuss the commissive speech acts. Movie characters often use commissive speech acts to show their choices, duties, or selflessness. Because it serves as both a proof of identity and a call to action, Tony Stark's statement in *Avengers: Endgame* stands out as a unique example of a commissive speech act. The moment he says these words, even knowing it will kill him, is the moment he accepts complete responsibility for rescuing the cosmos.

Tony Stark's character arc in the MCU has been building up to this point as well. His path is formed by decisions and vows from the beginning of the Iron Man films, when he reveals his identity, to the end, when he accepts his destiny as the final savior. His closing says it shows his transformation from a selfish billionaire into a hero who puts others before himself, showing his love of responsibility. The commissive speech act in his final statement highlights the transformation and links back to his personal development and the resolution of the narrative.

The purpose of this research is to understand the role of the commissive speech act and analyze the participant's meaning of the problem. The results of the research categorize commissive illocutionary acts as follows: promise, vow, pledge, guarantee, pledge, offer, refusal, and threat.

2. Literature Review

The category of linguistics known as pragmatics analyzes how words and sentences function in natural conversational settings. Pragmatics, according to Yule (1996), is the study of how humans understand and use the meanings expressed by speakers and writers. This study gives support to the idea that analyzing utterances as a whole is more effective than attempting to understand individual words or phrases. Speech act theory was developed by

linguists for pragmatic analysis; however, it is also used for literary works. Some proverbs may not have "truth values" pointed out [1].

Rather than being simply information regarding the realm of action, speech is an act as such itself. Using language as a tool, a word or phrase (speech act) provides a task. Any expression that serves a communication purpose must be spoken by a real speaker. According to this opinion, putting one's thoughts into words can be compared to doing something. This is beyond the boundaries of possibility because every word spoken has an impact on those around it. Chaer and Leonie (2010: 50) state that the capacity of a speaker to deal with certain conditions through language determines the sustainability of speech acts, which are individual, psychological symptoms. The significance of the speech's meaning or action is where the law is most clearly visible. The speech's answers can be understood by looking at the expression's objective. The first analysis suggests that the act of speaking itself constitutes a speech act. The idea of the communicating situation is independent from purpose-specific speech activities.

Commissive is speech acts that the speaker uses to commit himself to some future action. They express their intention. They are promises, threats, and refusals. In using commissive, the speaker undertakes to make the world fit the words (via the speaker)" (Yule, 1996: 54). When people perform commissive, they may say their speech using performative verbs such as promise, swear, guarantee, and vow. As stated previously, commissive are differentiated into some types; those are a promise, guarantee, refusal, threat, volunteer, and offer.

This study aims to identify the commissive speech acts performed by Tony Stark, acted by Robert Downey Jr. in the film Iron Man. in order to understand Tony Stark's "I am Iron Man" sequence from Avengers: Endgame (2019) and the purposes of his commissive speech acts. There are two parts to the importance of this study. On one hand, it has theoretical value since it adds to our understanding of pragmatics and the theory of commissive speech acts is strengthened by it. The research community benefited from this study. The analysis should focus on the commissive speech act and its social impact. The second is the practical significance; it means that the researcher can expand their knowledge and experience in the pragmatic field, especially in the area of commissive speech acts in daily life. This allows them to communicate better in society, express their ideas freely, and correctly interpret the meaning of what people say. Researchers hope that readers will use this study as a resource to learn more about the many kinds of commissive speech acts and how they can be used in practice. According to the main idea behind a commissive speech act is to inspire the speaker to accomplish a specific action with their words [1]. This type of speech act conveys information with the intention of the speaker carrying it out at a later date. Consider the following: promise, vow, pledge, guarantee, pledge, offer, refusal, and threat.

3. Method

As opposed to quantitative methods, this study employs a qualitative approach that focuses on explaining the significance of words. Sugiyono (2012) states that the data obtained was not numerical but rather presented in the form of words or images. The research relevance to the plot and characters' growth can be better understood using a qualitative approach, which is why it's a good fit for this scenario. This article, however, uses Austin's theory to highlight the kinds and functions of commissive speech acts [1]. The data consists of the movie characters'

speaking lines, which are structured into multiple categories and include commissive speech acts. All information comes from the film *Avengers: Endgame*.

Researchers in this study collected their information through methods like note-taking and non-participant observation. With non-participant observation, the researcher basically acts as an observer and does not take part in creating or influencing the development or presentation of prospective data. Actors' and speakers' usage of speech actions was recorded for the researcher to hear. At the same time, the conversation and speech from the movie were recorded using the note taking approach. Sorting the data into memory cards followed the completion of the recording.

This paper used descriptive techniques for data analysis. Here are the steps taken to describe the commissive speech act in the 2019 *Avengers* film. Data identification comes first. The final scene in *Avengers: Endgame*, "I am Iron Man," is used to reveal the commissive speech act. Secondly, the statement serves as a commissive speech act, indicating Stark's commitment to a future action or choice, as confirmed by applying Austin theory classification. Third, the theories describing the functions and purposes of the commissive speech acts' utterances are applied to data. Finally, making a conclusion from the data that has been analyzed.

Because it allows for an extensive analysis of language use in films and helps in the search of hidden meanings behind words, the qualitative method is chosen. In order to fully understand the characters' decisions and emotional weight, it is helpful to analyze speech acts within the cinematic structure. This is because movies combine visual and verbal story. Parts of the film and references from literature on speech act theory and movie narrative are used to support the analysis in this study. This research gives an analysis of specific dialogue and its implications, focusing light on the important part that language plays in creating movies narratives and character identities.

4. Discussion

Commissive act is a speech act that commits the speaker to a course of action. They are prospective and concerned with the speaker's commitment to future action. Based on the theory of George Yule (1996), commissive speech acts are a type of speech act which binds the speaker to some future action with their speech. As the final moment in *Avengers: Endgame*, Tony Stark says, "I am Iron Man," before destroying Thanos and his entire army with a simple snap of his fingers. Both the movie and language make significant use of this scene. Tony makes a strong dedication to his destiny in his last remarks, which can be understood through the use of commissive speech acts; promises, vows, pledge, guarantees, swear, offer, refusal and threat.

4.1. Promise: The ultimate sacrifice

A promise is when someone makes an agreement to do something at a later date. Saying "I am Iron Man," Tony promises to stop Thanos at whatever cost. "I will finish this battle, even if I die." that is the meaning behind his words. Because it shows how much Tony has changed, his promise is significant. He transformed from a selfish billionaire into a heroic figure in the course of time. His words show a deep passion to protecting the planet, going beyond just pride. In order to maintain his word, he is prepared to sacrifice anything. His promise is trustworthy, as shown by his deeds. Knowing full well that using the Infinity Stones would be the end of him, he does it however. His word is not enough; he also has to show his

commitment by his actions. His commitment becomes more significant and unforgettable as he gives his life for it.

4.2. Vow: A hero's oath

Vows are serious promises, frequently associated with matters of honor or responsibility. His statements are as steadfast as an oath he has kept ever since Iron Man (2008). Saying, "I am Iron Man," for the first time was his way of taking responsibility of his role. These last remarks become his serious promise in Endgame to defend others at all costs. We can trace Tony's history through this serious promise. Iron Man chose to change his weaponry after realizing they had hurt people in the first Iron Man film. A sign of his newfound mission was the arc reactor inserted into his chest. He has remained faithful to this objective right up until the end, as his last words show. All of the people he cares about, not just himself, are included in his commitment. He achieves this not just for Pepper and his daughter Morgan, but also for Peter Parker, the entire world, and himself. The fact that he is prepared to die for the sake of humanity shows his determination to keep his promise.

4.3. Pledge: A commitment to humanity

A pledge is when one makes a promise to another or to an organization. Keeping Earth safe has been Tony's responsibility throughout his journey. As Endgame comes to a close, his last action delivers his promise to rescue humanity. His statement, "I am Iron Man," is a promise that he will never back down from a fight for justice. Tony had a hard time with this duty for a long time. While playing Age of Ultron, he tried to fortify Earth's defenses. While playing Captain America: Civil War, he argued that the people should be under government protection. Protecting people was his top priority, and it was clear in everything he did. In his final remarks, he points out that this commitment continues unchanged. In order to prove that his promise is real, Tony uses the Infinity Stones. He takes action rather than words when he promises to rescue the planet. The most convincing proof of his commitment is his last act, which makes his promise unbreakable.

4.4. Guarantee: Ensuring victory

A guarantee to make promise that something will certainly occur. By snapping his fingers, Tony guarantees that Thanos will collapse. I promise you; you will lose. That is his wordless warning. Thanos had already declared, "I am inevitable," showing his confidence that he would be unstoppable, therefore this is quite significant. Tony's reaction is revolutionary. Through his actions, he challenges the idea that fate has been determined and guarantees that Thanos will not win. What makes this confidence possible is Tony's intelligence. Planeness and foresight are themes that go through the movie. The fact that he took the Infinity Stones makes it so that Thanos can never reverse what has happened. No empty words here; the statement he made is supported by strategy and action.

4.5. Swear: A personal oath

A swear is an intimate, vital vow. The last swear Tony ever makes is "I am Iron Man" at this very exact time. That he is and what he stands for are being confirmed. In a way, this phrase confirms his choice to give his life as a sacrifice. Emotions run high when people swear an oath, and Tony's last words make no exception. There has always been a gap between Tony Stark the man and Iron Man the hero inside of him. Just for the moment, he's ready to die as Iron Man. This serious swear is also related to his family's past. This 2008 Tony Stark was selfish and arrogant. Seizing this last vow, he now shows his impressive development. Beyond becoming a billionaire, he has become a true hero.

4.6. Offer: A selfless act

Any time one person voluntarily gives something to another, it is called an offer. In his last act, Tony makes the ultimate sacrificing his life to ensure the stability of the universe. No doubts about his acceptance of this fate can be seen in his statements. Why is this offer significant? Because it shows that Tony is not acting out of duty but affection. He could have taken the opportunity to run away, but he chooses not to. Knowing this is his sole chance to save everyone, he gives his life voluntarily. Additional means of atonement are included in his offer. Tony has a rough past, but his final generous actions confirm it all. Truly showing his character, he gives his all for the benefit of others.

4.7. Refusal: denying Thanos victory

A refuse is to turn down an offer, whether that be an idea or a requested action. According to Thanos, "I am inevitable" means that he considers himself to have conquered. But Tony's response, "I am Iron Man," is an outright denial. Against Thanos' statement, he changes the course of the conflict. Why is this moment so significant? Because it calls fate into question. Interestingly, Tony shows Thanos that fate may be changed even if he thinks nothing can stop him. A combination of free will and courage could get over any obstacle, as shown by his refusal. Additionally, Tony's denial is deeply personal. While he has experienced feelings of helplessness on several occasions, he wants to take charge this time. In doing so, he shows that heroes have power over their own fates and refuses to let Thanos control it. Also, some are inspired by his refusal. You can still stand up for yourself, even when things seem hopeless. His rebellion shows that even a single person can make a change, which gives hope to individuals who may feel helpless.

4.8. Threat: The inevitable end for Thanos

A threat is an awful sign that something bad is about to happen. Though he refrains from making a clear threat, Tony sends a strong warning to Thanos: "Your time is up." Thanos' doom is certain the moment he speaks. At this very second, the power dynamic changes. Up until this point, the destiny of the cosmos was in Thanos' hands. His freedom of choice is taken away from him by Tony with this line. Who lives and who dies are no longer decided by him. Even Tony's delivery of the statement gives it a gloomy tone. Neither does he display any signs of rage. Instead, he states it with a calm confidence that leaves no room for doubt: Thanos is defeated. Confidence like this, when kept to oneself, is stronger than reckless boasting.

4. Conclusion

An effective example of a commissive speech act is Tony Stark's final line, "I am Iron Man," in *Avengers: Endgame*, which have been analyzed in this study. In a commissive speech act, the speaker promises to do something in the future. What Tony Stark says at the end of his speech shows his decision to die for the greater good. Using the structure of speech acts, researchers analyzed what he said for its potential promise, vow, pledge, guarantee, pledge, offer, refusal, and threat. The researcher understands the significance of his actions and how they impact his character's development by looking at them through each of these lenses.

Over the course of the MCU, Tony Stark goes from selfish billionaire to selfless hero. This change shows up in his final words. With the identical statement, "I am Iron Man," he proudly and confidently reveals his identity in the original Iron Man film. But in *Endgame*, the identical line has a far deeper meaning, it's his last vow to save the world, no whatever the cost. In addition to showing his heroics, his remarks also round out his development as a person.

Furthermore, this study shows that movie language serves a purpose beyond simple entertainment. The way characters talk can impact the audience's emotions because of the

power of words. We can learn more about the role of dialogue in plot and character development by analyzing commissive speaking acts in movie.

It would be interesting analyzing similar speech shows in other films for future research. In what ways do the heroes of other films show their loyalty and sense of duty through their choice of words? Another area that could be studied is the feelings of the target audience to such claims. Everyone, from authors and filmmakers to regular people, can benefit from an improved understanding of the importance of language in film.

Finally, Tony Stark's final words in *Avengers: Endgame* are more than a dramatic moment; they are a profound speech performance that mirrors his character's struggle and ultimate sacrifice. Films can be better understood and enjoyed by exploring into the study of language use in storytelling. Words have the power to create emotions and impart meaning.

Acknowledgement

The author is very grateful to Allah for His guidance and blessings, which made it possible to finish this research. Special thanks also go to the best superhero movies, which have inspired many people by telling stories of bravery, sacrifice, and heroism. The writer especially wants to mention Robert Downey Jr.'s character, Tony Stark (Iron Man). His journey from a selfish genius to a selfless hero is not only a great movie story but also a motivation to understand the power of language in storytelling. Additionally, I would like to express my gratitude to my lecturer for her invaluable guidance and direction throughout this research.

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