



**AN ANALYSIS OF DIRECTIVE SPEECH ACTS AND CULTURAL
VALUES REFLECTED IN THE NETFLIX DOCUMENTARY “THE
SOCIAL DILEMMA”**

THESIS

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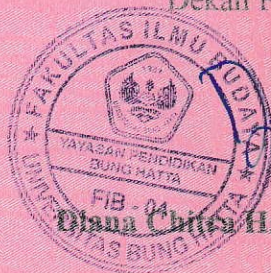
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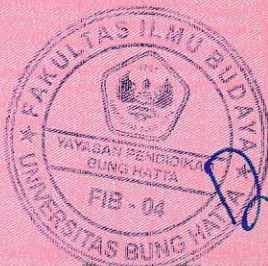
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An Analysis of Directive Speech Acts and Cultural Values Reflected in the Netflix Documentary “*The Social Dilemma*”

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ABSTRACT

This study analyzes the directive speech acts in *The Social Dilemma*, a Netflix documentary discussing the dark side of social media from the perspective of technologists, researchers, and activists who also care about humanity. The people are affiliated with giant institutions such as Google, Twitter, Facebook, Instagram, Uber, Mozilla, Moment, Pinterest, The Center for Humane Technology, Human Rights Watch, Policy Research, Harvard, Stanford, and also New York University. The three important dilemmas that are emphasized to be discussed in this documentary are mental health, democracy, and discrimination dilemma. Using a descriptive qualitative method, the writer found the types of directive speech acts in terms of ordering, forbidding, advising, commanding, suggesting, and requesting uttered by the casts. They are performed through direct and indirect strategies. It is beautiful to realize that the reflection of cultural values including embeddedness, hierarchy, mastery, intellectual autonomy, egalitarianism, harmony, and affective autonomy are illustrated through the directive utterances found. The result shows that the values reflected are mainly tied to the purpose of aligning the use of social media with the values of humanity, predominantly a tendency to engage people to build awareness of the safety aspects of social media among minors, as a purpose to create a better generation for the future of the world.

Keywords: *Directive Speech Acts, Cultural Values, The Social Dilemma Documentary*

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