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STRATEGIC SPEECH ACTS IN PRICE NEGOTIATION

Abstract:

This research aimed to examine speech act strategies used in a price negotiation. The data were collected by observing and voice recording from 20 conversations between sellers and buyers in markets in Bangkok, Thailand. Searle's theory of speech acts was used as a tool to identify five illocutionary acts. Speech acts found in this study were representative, directive, commissive, expressive and declaration. The most frequent-used speech act was representative which meant sellers often used this type of speech act to inform the cost and price of products and the strengths of products. In addition, the perlocutionary act was also found in this study. In the end of conversation, the buyers decided to purchase the product with negotiated price. The sellers agreed to sell at a bargain price.

Keywords:

Speech Acts, Negotiation, Illocutionary acts