

Apology Strategies Used by Prime Minister Kevin Rudd on National Apology “Stolen Generation” Speech

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Abstract. This research examines the use of apology strategies applied by Kevin Rudd in his speech of stolen generation. Kevin Rudd is an Australian former politician who was the 26th Prime Minister of Australia, serving from December 2007 to June 2010. This study is conducted to find out (1) the types of apology strategies Kevin Rudd used in his speech, and (2) the way on how apology strategies used by Kevin Rudd in his speech. This study applies descriptive qualitative method. The data were taken from the transcript of Kevin Rudd’s speech. This study uses Trosborg’s theory on apology strategies. The result of apology strategy analysis in Kevin Rudd’s speech shows that he has used the apology strategy in delivering his speech. This study reveals that there are seven categories and nine sub-categories of apology strategies on Kevin Rudd’s speech. The strategies are acknowledgement of responsibility, promise and forbearance, expressing concern for the hearer, minimizing the degree of offense, explanation or account, as well as offer of repair as the type of apology strategy which are employed. Based on Trosborg’s theory, the most dominant apology strategy used by Kevin Rudd in his speech was “expression of apology”.

Keywords: Apology Strategies, Kevin Rudd, Speech

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1 Introduction

Each country has different cultures and the ways people apologize to others politely. It is very important in people lives. Apology is an action of asking forgiveness. When we are communicating, we are sometimes producing either good lexical or bad lexical. Thus, there is a possibility for the existence of ambiguity, misunderstanding, miscommunication, and particularly the occurrence of slip up which may hurt others. Apology is needed in our communication and the use of apology reflects to the art of communication

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[1] states that apology aims to restore and maintain the harmony of the speaker and the hearer because of some offense such as, violation, misunderstanding, and break promising intentionally or unintentionally. Similar to the other linguists, [2] also stated that apology as a speech act directed to the speaker takes responsibility, and thus to restore equilibrium between speaker and addressee. Apology is part of politeness strategy. Politeness has a big role to show that the speaker cares about others' feeling. Politeness is the expression of the speaker's intention to mitigate face threats carried by certain face-threatening acts toward another. There are two types of politeness, that is positive politeness and negative politeness.

Apology is related to negative politeness in the way of giving attention to the hearer's negative face. Negative face is needed of being autonomous and to be independent, to have freedom of action, and not to be imposed on by others or it is a freedom from [3]. Apology is the best way in asking forgiveness. Every country has different ways to deliver apology. The way to express apology is also unique to be analyzed. Some people feel difficult to deliver and tell the apology because of some offenses. The kind of offenses that force anyone to express apology is also important to be analyzed. This research is conducted to investigate how Kevin Rudd expressed and apply the apology strategies on his speech. On 13 February 2008, then Prime Minister Kevin Rudd moved a motion of Apology to Indigenous Australians. His apology was a formal apology on behalf of the successive parliaments and governments whose policies and laws "inflicted profound grief, suffering and loss on these our fellow Australians". This apology was conveyed for the Australian government's neglect and improper treatment of children without families.

According to Trosborg theory, the act of apology is uttered in order to maintain good relationship between participants. It may be performed directly by means of an explicit apology utilizing one of the verbs directly signaling apology (apologize, be sorry, excuse, etc.), or it can be done indirectly by taking on responsibility or giving explanations [4].

2 Review of Literature

2.1 Pragmatics

Pragmatics is a branch of linguistics study which focuses on the meaning of utterances. Pragmatics concerns with the meaning of utterance, in which the meaning depends on the situation where the utterance occurs [4]. Meanwhile, the speaker or the writer must be able to depend on a lot of shared assumptions and expectations [5].

2.2 Speech Act

Austin's theory of performative utterances, [6] developed the speech act concept into three different names: locutionary act, illocutionary act, and perlocutionary act. A locutionary act is

the performance of an utterance, and hence of a speech act. This kind of speech act refers to surface meaning of an utterance. illocutinary often meant as performing an act in saying something According to Austin's original exposition in *How to Do Things With Words* ([7], 116f., 121, 139), and a perlocutionary act is a speech act, as viewed at the level of its psychological consequences, such as persuading, convincing, scaring, enlightening, inspiring, or otherwise getting someone to do or realize something (Wikipedia, 2014).

2.3 Apology

Apology is an action of asking forgiveness. Apology is an attempt by the speaker to make up some previous actions that interfered with the hearer's interest, counteracts the speaker's face wants [8]. Searle In [4], states that apology has the effect off a debt, thus compensating the victim for the harm done by the offence. According to [4], there are three roles involved in solving the unpleasant situation between the speaker and the hearer, which are a complainer or a person who complaint, complaineer or a person who receive the complaint and a complaint or an expression of dissatisfaction.

2.4 Speech Act of Apology

[4] pointed out that apologies are expressive illocutionary act which can be differentiated from complaint, which are also expressive acts, by being convivial in nature. Appropriately, we have to know what apology first before going to the apology strategies. Another form of politeness strategy is apology.

2.5 Apology Strategies

According to [4], an apology is an action or an utterance in which an apologizer can rehabilitate his or her own existence in society. There are eight types of apology strategies based on Trosborg. First is Rejection, there are five categories of rejection categories, namely Explicit Denial of Responsibility, Implicit denial responsibility, Justification, Blaming someone else and Attacking the complainer. second is Minimizing the degree of offense. There are three categories of this strategy, they are Minimizing, Querying Precondition , Blaming Someone else. Third is Acknowledgment of Responsibility, this category consists of six sub categories, namely Implicit acknowledgment , Explicit acknowledgment, expression of lack of intent, Expression of self-deficiency, Expression of embarrassment, Explicit acceptance of the blame. Fourth is Explanation or Account as the other types before, this strategy also has sub categories as follows implicit explanation, Explicit explanation, fifth is Expression of Apology the categories from this strategy are, Expression of regret, Offer of apology, request forgiveness. Sixth is Offer of Repair In this type, the apologizer may offer to repair and Compensation. Seventh is Promise and Forbearance, and the last is Expressing Concern for Hearer.

3 Research Method

The method that is used in this research is qualitative research because the data are in the form of words, sentences, utterances produced by Kevin Rudd at a Knight Foundation seminar Apology speech. Meanwhile this study is classified as descriptive qualitative method since the act turned to some effort to get answer of how and why, therefore the central of this research is about the process and its meaning. In this study, data sources were taken from Kevin Rudd's transcript in delivering a sincere and long-delayed national apology conference for children without families for neglect and improper treatment of the Australian government on February 13, 2008. Meanwhile, the data of this study are utterances containing apology strategies that are spoken by Kevin Rudd in his speech for victims of stolen generation

In collecting the data, the researcher applied the following steps:

1. The main instrument of the research, she looked for the transcripts of Kevin Rudd apology Speech
2. Collected the data containing of apology strategies by reading the speech's transcript for several times to get deep understanding about that speech and the meaning each sentence.
3. Identifies the words, phrases, sentences and utterances categorizing into 8 kinds of apology strategies.

After collecting the data, several steps were done. The first step was that she highlighted the transcript containing of apology strategies. The second step was classifying the data into eight types of apology strategies based on Trosborg's theory and explaining them to answer the two questions in research focuses. The sentence classified into *rejection*, *minimizing the degree of offence*, *acknowledgment of responsibility*, *explanation or account*, *expression of apology*, *expressing concern for hearer*, *promise of forbearance*, and *offer of repair*.

4 Result and Discussion

4.1 Analysis

This research is intended to find out the types of apology strategy are used by Kevin Rudd on his apology speech. In the way of identification the type of apology strategy, she used Trosborg's theory of classification of apology strategies. This section presents the analysis of apology strategies that is taken from Kevin's press conference. Kevin delivered his press conference in front of Australian people in the National Apology for stolen generation forum. As the data, the utterances of her were analyzed descriptively based on apology strategy theory proposed in the previous chapter. Finally, the result showed there were 20 selected data which were determined as the utterances consisting of apology strategies found in Kevin's press conference.

Category	Sub- Category	Utterances
Acknowledgment of Responsibility	Explicit acknowledgment	1
	Expression of self- deficiency	1
	Explicit acceptance of the blame	1
Expression of Apology	Expression of regret	6
	Offer of apology	2
Promise and Forbearance	-	3
Expressing concern for the Hearer	-	2
Minimizing the Degree of Offense	Minimizing	1
Offer of Repair	Repair	1
	Compensation	1
Explanation or Account	Explicit explanation	1
	Total	20

Table1. The Classification of Apology Strategies

From table above found

- 3 acknowledgment of responsibility : Apologizer chooses to take the responsibility by using various degrees of self-blame from low to high intensively. By saying **“We apologise for the laws and policies”**
- 8 expression of apology : Apologizer has feeling remorse. By saying **“we say sorry, I offer you this apology without qualifications, we offer this apology, In making this apology”**
- 3 promise and forbearance : Apologizer gives promises not to do the same mistake from the past. Meanwhile, he or she promises to be better in the future. By saying **“injustices of the past must never, never happen again, new solutions to enduring problems, let us resolve to use this systematic approach to building future educational”**
- 2 expressing concern for the hearer : Apologizer delivers sympathy. Meanwhile, he or she feels poor to the complainers’ condition. By saying **“a**

woman who was broken-hearted by children who had been taken from her, the act of physically separating a mother from her children is a deep assault on our senses”

- 1 minimizing of the degree of offense : Apologizer does not deny the responsibility. By saying “problems in the past need not be raised again, as in the clogged sentence above **"There comes a time in the history of nations when their people must become fully reconciled to their past”**
- 2 offer of repair : Apologizer wants to pay for the damage occurred as the effect by violation which is done by the apologizer. By saying **"if the apology we extend today is accepted we can today resolve together that there will be a new beginning for Australia."**
- 1 explanation or a account : Apologizers may try to lessen the guilty by giving an explanation of the situation. By saying **Why apologise”**

4.2 Findings

From the findings above can be found some types of apology strategies proposed by Trosborg theory which is used by Kevin Rudd in his speech of stolen generation. On one hand, some types of apology strategies found in the speech transcript of Kevin Rudd in his speech of stolen generation are Acknowledgement of responsibility (explicit acknowledgement, expression of self-deficiency, and explicit acceptance of the blame), Expression of apology (expression of regret and offer of apology), promise and forbearance, expressing concern for the hearer, minimizing the degree of offence (minimizing), offer of repair (repair and compensation), and also explanation or account (explicit or account). The most dominant apology strategy used by Kevin Rudd in his speech, however, is expression of apology strategies. As stated in chapter II, expression of apology is used when the speakers express their apology in direct way either it is expression of regret or offer of apology. which is indicated that they (Government) have offended the people of Australia for the separation practices in the past. The speaker used some phrases indicating expression of regret such as we **say sorry, we apologize, we are sorry**. On the other hand, the types of apology strategies that not found in Kevin Rudd’s speech is rejection. It is due to those types is the types of apology strategies in which the apologizer tries to reject the mistake and feels that the mistake is unnecessary to be discussed .

5 Conclusion

Conceptually, there are eight categories which include twenty one sub-categories of apology strategies proposed by Trosborg. In this research, are founded seven categories and nine sub-

categories of apology strategies. Those strategies are explicitly acknowledgment, expression of self-deficiency, explicit acceptance of the blame, which are reflected in acknowledging responsibility category, expression of regret and offer of apology which are reflected in expression of apology category, expression concern for hearer; promise and forbearance, offer a repair categories, minimizing which are reflected in minimizing the degree of offense category, and explicit explanation which are reflected in explanation or account category. From the findings, the most dominant strategies that used by Kevin Rudd as the representative of the Parliament in his speech is expression of apology and followed by acknowledging of responsibility and promise and forbearance.

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