

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Deixis is a technical term originated from Greek '*Deiktikos*' which means 'to show' or 'to indicate' which refers to the situation. It means pointing via language based on the context of the speech event. The term 'deixis' essentially concerns with the ways in which language encode or grammatical features of the context of utterance or speech events, and thus also concerns with the ways in which the interpretation of utterances that depend on the analysis of the context of the utterance (Levinson, 1983).

In utterances, the most basic element is deixis, it includes indicate person, place, and also time. Fromkin (1991, p. 162) also says that deixis is refers to those words in a language that are entirely dependent on context. It means that the context must be clear. Context includes who is speaking, the time or place of speaking, the gesture of speaker, who is the hearer, how is the situation, how is the condition, and the current location in the discourse.

According to Levinson (1983, p. 62), there are five categories of deixis. They are person deixis, place deixis, time deixis, social deixis and discourse deixis. Person deixis is grammatical category of person, such as first person, second person and third person. Place deixis concerns with encoding the spatial location related of the location of the participant in speech event. Time deixis concerns with encoding the time of the utterances emerged. Social deixis concerns with encoding the social differences related to the participant's role, such as the social aspect relationship between speaker and addressee.

The last one is discourse deixis concerns with encoding the deictic reference to a portion of a relative to the speaker's current "location" in the discourse.

There are many language phenomena that use deixis, such as poem, lyric, film, speech, novel, conversation, advertisement, etc. In this research, the writer is interested in analyzing the phenomenon of person deixis, because it is not easy to analyze the reference of the deictic word. In addition, it is important to know the meaning of deictic word in deixis, because a speaker has many possibilities of addressing someone by pointing ways through deictic word.

Person deixis is the reference word to point person via language. Person deixis is reflected directly in the grammatical categories of person. It concerns with the encoding the participant's role in speech event in which the utterance in question is delivered (Levinson, 1983). It is divided into three divisions, exemplified by the pronouns for first person '*I*' and '*we*', second person '*You*', and third person '*she*', '*he*', '*they*', and '*it*' (Yule, 1996, p. 10). The interpretation of person deixis will be different based on the speaker's background and the context of utterance.

In conducting this research, the writer focuses person deixis as found in Barack Obama's speech script as delivered at Jerusalem Convention Centre on March, 21st 2013. Obama's speech in Jerusalem urged the Israelis to look at the world through the eyes of Palestinians. He also urged to encourage their leader to seek peace with Palestinians. His speech script was chosen to analyze because Barrack Obama, as one of the United States of America's presidents, is well known as a big figure who has skill and style in conveying a good speech in front of public, especially in political concern.

As we know political field concerns with persuading people. “Politics concerns with power to make decision, to control recourses, to control others people’s behavior and often to control their values” (Thomas, 2004, p. 38). It can be said that the power of politics also depends on the power of language used to influence or persuade people. The speech used by politicians is known as rhetoric speech, which means the way or the arts to persuade people. So the language of the politicians tends to be persuasive to attract people to follow their ideas.

Obama has a good language in conveying a good speech in front of people. According to Oxford Dictionary (1983), speech is a formal talk that a person gives to the audience. Speech is one of the ways for people to express their minds or ideas to share knowledge. Sometimes some speeches are written with complicated sentences, therefore speech needs deeper comprehension. Speech also needs much time to be analyzed and understood carefully.

The phenomena of deixis can be found in daily life. The application of deixis in Barack Obama’s speech script can be found in the following example:

*“Shalom. It is an honor to be here with **you** in Jerusalem, and **I** am so grateful for the welcome that **I** have received from the people of Israel”.*

There are two person deixis found in this example; they are second person deixis ‘*you*’ and first person ‘*I*’. Deictic word ‘*you*’ refers to the people of Jerusalem and the hearer of the speech and deictic word ‘*I*’ is included into first person deixis which refers to the speaker. In this case Obama is the speaker.

Based on explanation above, the aims of the research are to find out the types of person deixis and to analyze the reference of deictic word found in Barack Obama speech script as delivered at the Jerusalem Convention Center on March, 21st 2013. This

research is only to study person deixis not only for singular object but also for the plural object based on the context in linguistic field. The context and the purposes of deictic word found in Barrack Obama speech script can be interpreted by using person deixis theory.

1.1 Identification of the Problem

In this research, the writer intends to analyze how person deixis applied in the Obama's speech script as delivered at Jerusalem Convention Centre on March, 21st 2013.

There are two research questions proposed in analyzing the speech scripts. They are:

1. What are the types of person deixis applied in the Obama's speech script?
2. What are the references of the person deixis used in the speech script?

1.2 Objective of the Research

The objectives of the research are:

1. To find out the types of person deixis applied in the Obama's speech script.
2. To analyze the references of the person deixis used in the speech script.

1.3 Scope of the Study

In this research, the writer applies deixis theory, it is one of many theories in pragmatics. The writer focuses on analyzing person deixis found in Obama's speech script as delivered at the Jerusalem Convention Centre on March, 21th 2013. Person deixis is analyzed into three types; first person deixis, second person deixis, and third person deixis. The writer applies the deixis theories based on many linguists, however, the writer focuses on person deixis theory as proposed by Levinson (1983), because this

theory is preliminary observation. The writer finds that there are many person deixis used in the speech script.

1.4 Method of the Research

In conducting this research, the writer uses several methods which are proposed by Sudaryanto (1993). He divided the methods into three steps. They are; collecting data, analyzing the data, and presenting the result of the analysis. The data are taken from internet by downloading the script from www.guardian.co.uk. That is Barack Obama's speech script as delivered at the Jerusalem Convention Centre on March, 21st 2013. Furthermore, the taken data are used to conduct this research.

1.4.1 Collecting Data

The first step is collecting the data in which the writer uses the non participant observational methods and uses note taking technique (Sudaryanto, 1993, p.133-135). Then the writer applies note taking technique to classify the deictic word found in Obama's speech script at the Jerusalem Convention Centre on March, 21st 2013. The classification of deictic word is based on three types of person deixis. They are first person deixis, second person deixis, and the last one is third person deixis.

1.4.2 Analyzing Data

The second step is analyzing the data in which the writer applies the identity method by using the specific method called by referential method. Referential method is the data which are related to external aspect such as reference, the speaker, setting, background of use, and other factors. The first step, the writer identifies and classifies the data into the types of person deixis, they are first, second, and third person deixis based

on the theory of deixis by Levinson (1983) and then the writer determines the references of person deixis based on the context.

1.4.2 Presenting the Result of Analysis

The last step is presenting the result of the analysis in which it is explained descriptively by using formal and informal methods (Sudaryanto, 1993, p.145). Formal method is the way to present the result of analysis by using table, sign, and symbol. The informal one is the way to present the result of analysis by using verbal and natural language. In this research, the writer applies both of the methods to present the result of analysis. The writer gives the explanation about the types of person deixis and the references of the deictic words occurred in Obama's speech script as delivered at the Jerusalem Convention Centre on March, 21st 2013 by using simple and explanatory sentences.