CHAPTER I

INTRODUCTION

A. Background Of The Study

Language is one of the main parts of human life, because everyone needs to use it as the way to communicate with others. Not only for communication, language is also can be used to expressing what people's feel or what they want or may expressing the idea in the writing text. Theoretically, language can be defined as a system of communication consisting sounds, words, or grammar, or the system of communication used by people in a particular country or profession. Victoria Fromkin et al. (2003:3) stated that, "According to the philosophy expressed in the myths and religions of many peoples, language is the source of human life and power". From those statement we can know that language is a very important thing in human life. Language is needed such as when we talk with our friends, our parents, our teachers, our lovers, even our enemies. When and where we need to communicate, in the bus, in the market, in the school, streets, or wherever we are, we always need language.

There are so many language is spoken by people around the world and every country has their own. But, sometimes when people is using language to communicate, there are some words that are not easily to be understood. For example such as some pronouns like *I, you, they, we, he,*

she, him, her, etc. or some other words such as *here, there, this, that, now, yesterday, and tomorrow*. Sometimes those words are not always has its meaning lexically, such as the pronoun '*we*' not only always tells about the speaker and an addressee, but sometimes it also tells about all of hearers or audiences depend on the situation and where the speakers talk or speak. And the word '*tomorrow*' is also cannot be interpreted as the next day after the speaker talk, but it can be mean as the future, maybe next 10 years, next 20 years, even next 100 years. The words is not always has the meaning as their lexically and sometimes it can be confusing. In understanding those words, there is a theory that can explain those visible meaning, that is pragmatics. But, in this research the researcher will focus on one field of pragmatics that is deixis.

Before we continue to discuss about deixis, we have to understand what is pragmatics and context. Yule (1996:3) stated that pragmatics is concerned with the study of meaning as communicated by speaker (or writer) and interpreted by listener (or reader). And Fromkin et al. (2003:207) also explained that pragmatics is concerned with the interpretation of linguistic meaning based on the context. From both theories we can know that pragmatics can be define as the study about what speakers mean based on certain circumstances or situation of the speaker itself. As simply, Yule has explained that pragmatics is the study of contextual meaning. So in pragmatics of course we learn about how to understand the speakers meaning based on the context or the situation when and where the speakers

talk. In addition Schmidt (2002:412) stated that pragmatics is the study of the use of language in communication, particularly the relationships between sentences and the contexts and situations in which they are used.

Meanwhile context as simply can be defined as the situation or circumstances where and when the speakers talk. Yule (1996:21) stated that the physical environment, or context, is perhaps more easily recognized as having powerful impact on how referring expression are to be interpreted. This statement explain that context means physical environment or physical situation of the speaker and has a big deal in deciding or interpreting the real meaning or visible meaning of the words. This is the reason why context become an interesting thing in studying pragmatics.

In pragmatics study, basically there are some fields to be studied such as deixis, reference and inference, presupposition, implicature, politeness, speech act and so on. In conducting this research, the theory of deixis is chosen because it is a part of pragmatics that is learn about pointing something by using language. And we know every day we use it whether consciously or not.

Yule (2010:130) has explained that the word deixis or **deictic** (/daɪktɪk/) **expressions** is come from Greek deixis (pronounced like 'day-icksis'), which means pointing via language. Moreover Levinson (1983:54) states that the term is borrowed from the Greek word for pointing or indicating, and has as prototypical or focal exemplars the use of

demonstratives, first and second pronouns, tense, specific time and place adverbs like *now* and *here*, and a variety of other grammatical features tied directly to the circumstances of utterances. In conclusion we can know that the word deixis refers to the pointing words that can be used to indicate people, things, time, or place based on context or certain situation. In addition, Levinson also explain that deixis concerns the ways in which languages encode or grammaticalize features of the context of utterances or speech event, and thus also concerns ways in which interpretation of utterances depend on the analysis of that context of utterance.

Deixis sometimes also called as **deictic expression**. Yule (1996:9) has explained that any linguistic form used to accomplish this pointing called deictic expression. And Levinson (1983:62) stated that the traditional categories of deixis are person, place, and time. So in conclussion, there are three basic types of deixis those are person deixis that indicate person, spatial deixis or place deixis that indicate the location, and the last is time deixis or temporal deixis to indicate certain time based on the context.

Person deixis refers to pointing word that used to indicate people. Yule (1996:10) has explained that person deixis clearly operates on a basic three-part division of pronoun, those are the first person pronoun ('I'), second person pronoun ('you'), and third person pronoun ('He', 'She', or 'It').

Second is spatial deixis or sometimes also called as **place deixis**. According to Levinson (1983:79), place or space deixis concerns the specification of locations relative to anchorage points in the speech event. So, we can take the conclusion that spatial or place deixis refers to the place where the speakers talk or refers to the certain place that want to be shown by the speaker. The example of spatial deixis are *here, there, this, that*, and so on.

Third is time deixis or sometimes also called as **temporal deixis**. Temporal deixis is the deixis used to point or indicate a certain time based on context. For example such as in utterance "***Now, the most important thing we can do is to make sure that we are creating jobs in this century***". The word '*now*' in those sentence is one example of time or temporal deixis which means to indicate the time when the speakers talk or doing speech. Actually there are so many words that indicate time deixis, such as the words *then, yesterday, tomorrow, last week, next week, a few hours ago* and so on. But of course the real meaning of all those words is depend on the context.

Basically deixis can be found in many sources, such as in the daily communication, newspaper, television programs, advertisements, articles, internet, videos, movies and so many other sources. But in conducting the research, the researcher will take the data from a debate activity, exactly the most interesting debate in the world that is Presidential Election Debate.

Debate is chosen because the researcher sees the development of language which is very quick nowadays, especially English language as the international language that is used by most of people in all country around the world. Such as in Indonesia itself, based on the views that published by EF English Proficiency Index (EF EPI), Indonesia place on top rank 32 as the most English language users in the world. It is enough to explain how many people that want to master the English language. Exactly there are four skills in English, those are listening, speaking, reading, and writing, and there are so many ways and methods can be used to expert on it. But there is one of the most effective method in learning English skills that is by getting debate. As the student of English Department, of course this phenomenon become an interesting thing to be researched by the researcher.

Actually there are some English debate style, such as debate that can argue or oppose to the opposition directly or we can call it as "Debate Kusir" in Indonesia, then debate in educational purpose that called as "Parliamentary Debate", or debate that has purpose as campaign between the candidates of presidents that called as "Presidential Election Debate". Presidential Election Debate is the debate between the candidates of president to persuade the people, face to face and convince them about the best ability that may be owned by candidates if they become president in the next period. In addition, according to Jamieson and Birdsell (1998:3), Election invite voters to become fortune-tellers. So, Presidential Election

Debate can make people easier to decide who will be the next better president for their country.

President Barack Obama debate speech in his Second Presidential Election Debate versus Governor Mitt Romney in 2012 is also a very informative things and interested things to be analyzed. President Barack Obama is the number one person in United States until this thesis done to be written and his statements is totally interested to be listened by so many people not only in United States but also around the world. The deixis used by President Barack Obama can be same with the deixis used by everyone, but there is difference in how he uses it, especially in the way to influence people. President Barack Obama often uses the words that can make people feel and think like what he did, and it make people understand his message and feel close and equal with him, so he can make the unity environment between people or audiences with himself. Moreover, President Barack Obama also is the great president in the United States. There are so many achievement can be reached by him. Such as becoming the first Nation's Black President in America since 2009 and also have won the 2009 Nobel Peace Prize as his effort in category "*Extraordinary efforts to strengthen international diplomacy and cooperation between peoples*". Quote from BBC News, President Barack Obama also become the first U.S. president that visited Hiroshima as a form of the peace between two countries (United States and Japan), after United States bombed and used nuclear weapon at the town in World War II year 1945. President Barack Obama is one of the

great man in the world, there are so many things that can be learned from him and one of them is by analyzing his debate speech.

As the U.S. President, of course President Barack Obama has experienced more than one session in getting presidential election debate. But from all of his debate session, the one that are really interesting is his election debate happened in 2012, when President Barack Obama was getting debate face-to-face with the best candidate from Republican Party; Governor Mitt Romney. This presidential election debate was held on October 16, 2012 in Hofstra University, Hempstead, New York. This is one reason why the researcher really interested to analyze President Barack Obama debate speech in The Second Presidential Election Debate versus Governor Mitt Romney in 2012.

In conducting this research, the researcher found some previous studies that has the similar subject studied with this research. First is journal entitled "*A Translation Analysis on Deixis in The Twilight Saga: Breaking Dawn (Book One) By Stephenie Mayer and Its Indonesian Translation (Pragmatics Perspektive)*", which are found 41,56% of person deixis, 15,58% of time deixis, 15,58% of place deixis, 18,18% of discourse deixis, and 6,49% belongs to social deixis.

Next is journal entitled "*Analysis the Use of the Kind of Deixis on "Ayat-Ayat Cinta" Novel by Habiburrahman El-Shirazy*". Which also

found five types of deixis, they are person deixis, place deixis, time deixis, discourse deixis, and social deixis.

The last is the Academic Journal of Interdisciplinary Studies entitled "*Deixis in Modern Linguistics and Outside*", which are found two categories of deixis which are proposed by some linguists. First category is the deixis proposed by traditional linguists which has three types are person deixis, temporal deixis, and spatial deixis. And the next category is proposed by modern linguists by added two more deixis types, they are discourse deixis and social deixis.

In this research, different with the previous study which is mentioned before, the data to be researched is kind of debate activity not novel or scientific writing. But using the same approach in analyzing the data, that is using descriptive qualitative. The data in this research also using the theory of deixis that proposed by traditional linguists those are the basic three types of deixis; person deixis, spatial deixis, and temporal deixis. And the purposes of this study is to know the types of deixis used by President Barack Obama also its referent and meaning.

So this is the reason why the researcher conducts the research by the tittle "DEIXIS USED BY PRESIDENT BARACK OBAMA IN THE SECOND PRESIDENTIAL ELECTION DEBATE IN 2012".

B. Formulation Of The Research Problems

Based on the background of the study, the researcher formulated the research problems as follows:

1. What are the deixis types used by President Barack Obama in The Second Presidential Election Debate versus Governor Mitt Romney in 2012?

2. What are the referents or meanings of the deixis found in President Barack Obama election debate speech?

C. Research Objective

Based on the research problems, the researcher conduct the research objective as followed:

1. To find and classify what are the deixis types used by President Barack Obama in The Second Presidential Election Debate versus Governor Mitt Romney in 2012.

2. To describe the referents or the meanings of the deixis found in President Barack Obama election debate speech.

D. Research Significance

The finding of this study are expected to enrich the knowledge about pragmatic, especially the deixis as one of the field of pragmatics. The researcher hope that the finding of this research can give contributions for

the lecturer, students, other researchers, the readers, and absolutely for the debaters.

1. **The Lecturers**

   The finding of this study hopefully can give contribution to the lecturers in their teaching and learning process in teaching deixis as a field of pragmatics. The lecturers can have more knowledge about the examples of deixis, so they can teach their students more effectively.

2. **University Students**

   The findings of this study can give more knowledge for the university students especially for language learners or who are interested in pragmatics and also can give contribution in their understanding about how to use the deixis clearly.

3. **Other Researchers**

   The findings of this study can be used by other researcher as references to conduct a research that dealing with a field of pragmatics that is deixis. So they can conduct the next better research which is related to deixis.

4. **Readers**

   For the reader, the findings of this study hopefully can give more knowledge about deixis and knows about implicit meaning of deixis that used by President Barack Obama in his Second Presidential Election Debate. So the can enrich their knowledge well.

5. Debaters

For the debaters, hopefully the finding of this research can inspire them to get better in getting debate. They can learn more how to expressing the pointing words more effectively. So, they can convince the audience to understand what their argument talking about or the solutions based on the problems that they have been proposed at those debate.

E. Research Scope And Limitation

Scope and limitation is used to avoid the misunderstanding between the research objective and the audiences or the readers. In this research, the scope is in the form of debate speech. But as the limitations, the researcher focuses only on the deixis types that are used by President Barack Obama in his debate speech in the Second Presidential Election Debate versus Governor Mitt Romney on October 16th, 2012. The researcher also focus on three basic deixis types to be analyzed, they are person deixis, place deixis, and time deixis.

F. Definition Of Key Terms

1. Deixis

Deixis is technical term for one of the most basic things we do with utterances, as simply deixis is pointing something via language. Deixis or sometimes called **deictic expression** can be easy to be found such as when we call someone with pronouns *you.* The word *you* can be

mean anyone based on the context or the situation when and where speakers talk. Levinson (1983:62) has explain that based on traditional categories of deixis, there are three kinds of deixis those are person, place, and time.

2. Presidential Election Debate

The word debate refers to arguing something or such kind of discussion to argue and give opinion about something. But the word debate has a wide meaning. Quinn (2005:1) states that debate is around us; on the television; in the newspaper; in our own homes. It means that every times we argue or have opinion about something and there is someone has the different point of view, it can be debate. There are so many kinds of debate, there is open debate such as Presidential Election Debate and also there is close debate such as Parliamentary debate or debate with educational purposes. Presidential Election Debate is one of the most important opportunities for candidates to compete face-to-face for voter support on live national television. It give chance toward the candidates of president to show their ability in solving the problems of the country so they can get more support from the people. It also give chance to the people to know more their candidates of president in their country, so they can choose who the best for the country is.