CHAPTER I
INTRODUCTION

A. Background Of Study

Languages have an essential function in humankind. Languages and people cannot be isolated from one another. Humans can develop and abstract from a variety of environmental reasons through language. Furthermore, language is a very essential social rule. The main instrument utilized in human communication is language. Fluency in communication is possible if the language target is used appropriately. Through the use of language, people are capable of communicating their thoughts. One of the functions of language is to communicate. In communication, language is used for transferring information and messages. Sometimes the aim of communication is not realized appropriately. So, people need to learn more about language in order to avoid miscommunications and misinterpretations between the speaker and hearer, they also need to become more knowledgeable about language.[1]

Human interaction begins with communication. Since humans are social creatures, communication is an essential aspect of existence that cannot be separated from it. The practice of conveying messages from communicators to

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[1] Joko Slamet, Sulistyaningsih. "A Syntactic Analysis of Simple Sentence on the Joko Widodo's Speech by Using Theory of Tree Diagram", *Forum: Journal of English Education and Linguistic*, Vol. 1. No. 1, (June, 2020).

receivers or communicants either directly or via channel in effort to modify or affect their behavior is known as communication.

Verbal communication is a fundamental component of communication, which is a vital feature of human existence as social organisms. Speaking aloud to transmit ideas and information to other people is known as verbal communication. Verbal communication is a communication activity using oral to convey information or messages to other people. According to Rahmayani and Dwiyuliana states speech is a verbal expression that people use to convey themselves to one another or to a group of people.[2] Speech is an expression in words that human use for two or more in order to communicate. Simamora and Suryani said that speech is a communication action in which a speaker attempts convince the audience of certain ideas or concepts and to establish trust among the listeners about the ideas delivered.[3] In addition, Asmarita states that speech is one of the example of spoken communication done directly by a single person in front of the audience. It is usually done by a leader of a country, company, community or anyone who can inspirethe audience.[4] In summary, it

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[2] Fitria Herliana Rahmayani and Risa Dwiyuliana, "An Analysis Of Speech Act Performed In The United States Of Barrack Obama's Speech Election 2009.*" Forum: Profesional Journal Of English Education*, Vol. 1, No. 03, (May, 2020).

[3] Riris Mutiara Paulina Simamora and Riama Novi Suryani, "A Pragmatic Study on Deixis Analysis in President Jokowi's State Speech." *Forum: E-LinguaTera*, Vol.2 No. 2. (Desember, 2022).

[4] Aas Asmarita and Acep Haryudin, "An Analysis Deixis In Ridwan Kamil's Speech At Asia Africa Conference (KAA)." *Forum: Profesional Journal Of English Education,* Vol. 2, No. 5, (September, 2019).

indicates that a speech is often given by a person or entity that has a significant position within a community, organization, or state.

Amaliyah and Saleh said to being proficient in language use, effective verbal communication requires an understanding of the social components of speech, such as pace, tone, and emphasis.[5] Based on the explanation, pragmatics seems to be particularly close to communication. The study of pragmatics is a branch of linguistics that aims to explain the coherent features of language used in communication by analyzing language in external situations. Pragmatics is the study of meaning is conveyed through speech between speaker and listener.[6] Additionally, the employment of these instruments in meaningful communication is an issue of pragmatics. It is concerned with the decisions and limitations that speakers make during social engagement. Knowing the meaning will make discussion easy after that.

The focus of pragmatics is on the connections between sentence meaning and speaker meaning and between sentence meaning and context of usage. Dealing with the definition mentioned, According to Yule, the study of pragmatics is the analysis of what a speaker or writer stated. Because deixis is a component of pragmatic, the pragmatic theory covers the relationship with deixis. Deixis is a concept that refers to the relationship between speech and

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[5] Isyqi Amaliyah and Mursid Saleh, "Language Learning Strategies Used by Santri During Pesantren Speech Program for Developing their Speaking Ability." *Forum: English Education Journal,* Vol. 12, No. 4, (December, 2022).

[6] Patrick Griffiths, *An Introductions to English Semantic and Pragmatics* (Edinburgh University Press, 2006).

its context.[7] Levinson stated, the taxonomy of deixis encompasses five distinct categories, namely personal, temporal, spatial, social, and discourse.[8] Deixis may be found in written texts such as speeches, novels, lyric songs, advertisements, interview transcripts, and stories. A speech must be given at specific occasions by the leadership or other significant individuals in order to present or transmit information to the audience in the form of ideas, thoughts, and instructions.

Deixis has several indicators which impact the way speakers refer to aspects of speech. Proficiency in deciphering deixis becomes paramount for the audience or reader, as acquaintance with the who, where, and when of the enunciation enables a lucid comprehension of the speaker's intended meaning. Deixis is always found in the daily communication or in text, for example in short stories or speech.[9] Therefore Minkhatunnakhriyah states, deixis in the speech and many other phenomena, such as verbal and nonverbal, exist in some literature.[10] The speech of today is unique and different. It is outstanding not because of the speaker's strength but rather because of the speech's inherent influence. Numerous speeches are delivered by well-known

[7] George Yule, *Oxford Introduction to Language Study: Pragmatics* (Oxford University Press, 1996).

[8] Stephen C. Levinson, *Pragmatics : Cambridge Textbooks in Linguistics* (Cambridge University Press, 2008).

[9] Aas Asmarita and Acep Haryudin, "An Analysis Deixis In Ridwan Kamil's Speech At Asia Africa Conference (KAA)." *Forum: Profesional Journal Of English Education,* Vol. 2, No. 5, (September, 2019).

[10] Minkhatunnakhriyah, Didin Nurudin Hidayat, and Alek. "An Analysis of Deixis on Comment Speech by Indonesian Diplomat in United Nation (PBB) 75th General Assembly Meeting 2020." *Forum: Voices Of English Language Society*, Vol. 5, No. 1, (April, 2021).

individuals or famous people. All of the talks, nevertheless, do not substantially alter the audience or the speech's intended recipient.

The point plays the more important role in making a good speech. Regardless of the speaker's identity, a strong method will be used to effectively express the intended message. To make a speech memorable and impactful for the audience, the researcher decided to examine the ideal delivery technique. To explore this approach, researchers took one of the most famous and influential speeches of the 21st century that caught the public's attention. The 32-year-old singer-songwriter Taylor Swift was the official guest of honor at the university's spring commencement, which took place this year at Yankee Stadium in New York City, where literally tens of thousands of recent diploma graduates greeted Swift with high-decibel cheers on May 18, 2022.

There are four factors that influence the researcher to take this speech as the object of this research:

First of all, Taylor Swift delivered this speech. Publications have dubbed the American musician's impact on popular culture as the 'Taylor Swift effect' because of her artistic ability, songs, performances, image, opinions, and behavior. Swift's solo debut as a singer-songwriter in 2006, at the age of 16, marked the beginning of her ascent to stardom, ultimately culminating in her status as a cultural icon. Analyzing her speech can provide insights into her communication style and the messages she chooses to convey.

Secondly, the topic of the speech was very relevance to current events. The speech was delivered during the COVID-19 pandemic, which has caused significant disruptions to people's lives. Swift's message of hope and resilience is particularly relevant in the current context. The effectiveness of her delivery, the depth of her message, and the public interest in her speeches. Swift's confidence, clear structure, engaging body language, and conversational tone contribute to the effectiveness of her speech. Additionally, the emotional depth and wisdom in her message, addressing topics like enthusiasm, making mistakes, and embracing challenges, make her speech compelling for analysis.

The thrid factor was the audience's responses. The video received positive feedback not just from the large hall audience but also from people in the international audience who chance to see it and from the publications that featured, shared, and critiqued it. Discussions about an inspirational message that can be used as a source of motivation for individuals facing difficult times. She emphasizes the importance of resilience and perseverance in overcoming challenges. Therefore, it was very interesting to analyze the combination of a great speech and amazing public speaking skills in this speech.

The last factor, Taylor Swift's speech at New York University lends itself to pragmatic deixis analysis because it uses specific and contextual language to direct the audience's attention to the current situation and context.

Example:

" Last time I was **in a stadium this size**"

The sentence uses spatial deixis. Spatial deixis is found in the phrase **"in a stadium this size"** which refers to the place where the speaker is currently located, namely at Yankee Stadium where New York University held a graduation ceremony.

In the context of a speech or presentation, the use of deixis like this can help the speaker to build a connection with the audience and make the speech more personal and relevant. This pragmatic deixis allows the audience to understand and apply the learning provided in a real and relevant context. The speech was delivered at the university's spring commencement, held at Yankee Stadium in New York City, where tens of thousands of newly graduated graduates greeted Swift. She used specific language to address the graduates and the occasion, making his speech a suitable subject for pragmatic deixis analysis.

In conclusion, Taylor Swift's NYU Commencement Speech is a suitable research topic for background study in linguistics and English literature due to its inspirational message, relevance to current events, popularity, and academic interest. The speech can be analyzed from a rhetorical and linguistic perspective, providing insights into the use of language and persuasive techniques. It can also be studied in the context of public speaking and communication studies.

The study is conducted because deixis is an important aspect of language use that can affect the meaning of a message. The study is based on Taylor Swift's speech at New York University graduation 2022, which is a significant event that attracted public attention. The speech is significant because it attracted public attention and provides an opportunity to analyze the types of deixis used by Taylor Swift and the factors that influence the use of deixis.

Taylor Swift's speech at New York University graduation 2022 contains a lot of deixis which is used to convey the message effectively. In her speech, Taylor Swift used deixis to communicate with the graduates and her audience. Most of a piece of writing or essay contains deixis. This deixis appears in a speech. In accordance with the previous literature review, this analysis is based on the use of semantic deixis in pragmatics in "Taylor Swift's Speech at New York University 2022". Thus, the use of deixis in Taylor Swift's speech helps in conveying important messages effectively to her audience.

B. Focus of The Research

This study focuses on the five types of deixis: person, spatial, temporal, social, and discourse deixis. The purpose of this study is to clarify how deixis is employed in Taylor Swift's Speech at New York University Graduation 2022. The text of Taylor's New York University speech was chosen as research

material for deixis pragmatics because the speech contains language use that is interesting to research in the context of deixis pragmatics.

C. Research of Question

Based on the background above, the researcher plans to analyse Taylor Swift's Speech at New York University. The main problem is formulated as follow:

1. What types of deixis are used in Taylor Swift's Speech at New York University?

2. What are the references of deixis found in Taylor Swift's Speech at New York University?

3. What are the factors influence the use of deixis Taylor Swift's Speech at New York University?

D. The Objective of Research

The researcher determines the research objective based on the formulation of problem as follows:

1. To find out the types of deixis are used in Taylor Swift's Speech at New York University.

2. To analyze the references of deixis found in Taylor Swift's Speech at New York University.

3. To find out the factor that influence Taylor Swift's Speech at New York University.

E. Significance of Study

The result of this research is expected to be able to give the following benefits:

1. Theoretical Benefits

Analyzing deixis in Taylor Swift's speech can help in understanding the concept of deixis, which is the use of words and phrases that refer to time, place, and person in relation to the speaker and the listener. This can provide insights into how deixis is used in public speeches and its role in communication. Apart from that, Speech can help in understanding his communication style and the message he conveys through his speech. This can provide insight into his personality, values, and beliefs. This can provide insight into the role of deixis in communication and its impact on the audience.

2. Practical Benefits

Analyzing deixis in Taylor Swift's speech can help in improving communication skills by understanding the importance of using appropriate deixis in different contexts. This can help in crafting effective speeches and messages that resonate with the audience. Additionally, develop critical thinking and analytical skills by breaking down speech into its components and understanding the role of deixis in communication. This can help in making decisions and evaluating the effectiveness of communication strategies.

F. Previous of the Study

Before getting an overview of this research, researcher have searched and read several previous studies that are relevant to this research. Many people have researched the problem of deixis with different theories. In this section, there are three previous studies discussed.

Several studies have been conducted to analyze determining the use of pragmatics deixis. First is study revealed Nadiyatul Uswatul Hasanah, Januariyus Mujianto, Dwi Rukmini in 2021. The tittle is *The Use of Deixis in Students' Speech Text at Ma'had Sunan Ampel Al-Aly Dormitory Universitas Islam Negeri Malang.*[11] In this research the researcher used qualititative approach. This study aimed at identifying the use of deixis in the students' speech text at Ma'had Sunan Ampel Al-Aly Dormitory Universities Islam Negeri Malang and focus on how they realized in different texts.

A scientific investigation was carried out in 2023 by St. Ika Susanti, Iin Widya Lestari, Khoirul Wafa. The tittle is *Analyzing Deixis of*

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[11] Nadiyatul Uswatul Hasanah, Januariyus Mujianto and Dwi Rukmini, "The Use of Deixis in Students' Speech Text at Ma'had Sunan Ampel Al-Aly Dormitory Universitas Islam Negeri Malang" *Forum: Journal of Education and Technology,* Vol. 3, No. 4, (March, 2021).

English Speech by Kim Namjoon (BTS) at the United Nations¹². In this research, the researcher using descriptive qualitative method with a content analysis approach. The findings revealed five deixis categories in Kim Namjoon's speech: these were distributed as follows: 129 (65.8%) personal deixis, 15 (7.7%) spatial deixis, 10 (5.1%) temporal deixis, 31 (15.8%) discourse deixis, and 11 (5.6%) social deixis.

Another study revealed from Muhammad Akram Khan and Dr. Ansar Mehmood with the tittle *An Analysis Of Social Deixis Imran Khan's Interview With CNN: A Pragmatics Study.¹³* This research using qualitative descriptive methods. This study aims to find out the kinds of social deixis, describes the functions, dominant types of social deixis of social Deixis in Imran khan's interview with CNN.

Based on the three previous studies above the difference from all three studies investigate different:

1. In first study, the researchers involves identifying various types of deixis in student speeches and understanding their use in this context.

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¹² St. Ika Susanti, Iin Widya Lestari, Khoirul Wafa, "Analyzing Deixis of English Speech by Kim Namjoon (BTS) at the United Nations." *Forum: Global English Insights Journal*, Vol.1 No. 1 (November, 2023).

¹³ Muhammad Akram Khan and Dr. Ansar Mehmood, "An Analysis Of Social Deixis of Imran Khan's Interview with CNN : A Pragmatic Study." *Forum : Journal Harf-o-Sukhan*, Vol. 5, No. 4 (August 2021).

2. In second study, provides a detailed breakdown of deixis in Kim Namjoon's United Nations speech, with personal deixis being the most prevalent, followed by discourse, spatial, temporal, and social deixis.

3. In thrid study, specifically focuses on social deixis and aims to understand the types, functions, and dominance of social deixis in Imran Khan's interview with CNN.

Although these three studies can be concluded that the three studies used qualitative methodology to analyze the use of deixis and also used Levinson's theory to analyze deixis. Researchers still have strong reasons to continue this research. Researchers aim to explore the use of deixis in Taylor Swift's speech. The main aim is to identify the various types of deixis used in speech text, as well as to understand the factors that influence their use. This study will also analyze the deixis references contained in the speech text. To carry out this analysis, the research uses Levinson's theory which includes several types of deixis, including personal, temporal, spatial, social and discourse deixis. With this approach, it is hoped that research can provide deeper insight into how Taylor Swift uses deixis context in her speech.