

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Language has been an essential aspect of human communication, from culture to education, politics, and commerce. It's the medium that allows us to express our thoughts, feelings, and ideas to others, and to gain an understanding of their perspectives and experiences. One of the most fascinating things about language is that it's constantly changing and evolving. It varies across cultures and regions and can be expressed both verbally and in writing. This variety and constant changes in the nature of language is the reason why many people continue to study and explore language in its many forms.

One of the important aspects of language is pragmatic. Pragmatics is a part of linguistics that focuses on how people use language in order to understand each other in various social contexts. According to linguist Stephen C. Levinson (1983:21) "Pragmatics is the relations between language and context that are basic to an account of language understanding". In essence, it's all about studying the ways in which language goes beyond just its literal meaning to convey additional layers of meaning through context, social factors, and more. For example, a speaker might say "It's cold in here" when they really mean "Can you close the

window?" The hearer must infer the speaker's intended meaning based on the context of the situation.

In this research the writer will focus on one field of pragmatics that is deixis. Deixis is a linguistic term that makes an important part of studying pragmatic and is used to describe the use of words, phrases, or expressions that require additional information to be understood properly. Essentially, deixis refers to words that their meaning can only be understood in relation to the situation in which they are used. According to Levinson (1983:54) "deixis concerns the ways in which language encode or grammaticalize features of the context of utterance or speech event, and thus also concerns ways in which interpretation of utterances depends on the analysis of the context of utterance". Yule (1996:9) defined that "deixis is a form referring to the speaker's context, with the most basic distinction between deictic expressions being 'near speaker' versus 'away from speaker'. In English, 'proximal terms' or 'the near speaker', are 'this', 'here', 'now'. The 'distal terms' or the away from speaker are 'that', 'there', 'then'.

During the research, the writer stumbled upon some previous studies that explored similar themes by Nindyawati Gemala in 2021, which examined deixis and how it relates to the context of the movie *Jumanji: Welcome to the Jungle* (2017). In the paper, Gemala discussed the various types of deixis used in the movie and how they contribute to the overall meaning of the conversations, for example: Social deixis (Hey, kiddo), Person deixis (I found something. You gotta check this out), Place deixis (But the problem is, there's nothing here). The research revealed 77 deixis in the movie, with person deixis having the most

instances. The results suggest that *Jumanji: Welcome to the Jungle* (2017) heavily relied on deixis, particularly person deixis, to enhance the plot's coherence. Without deixis in the characters' dialogue, the storyline could be confusing and suffer negative consequences and that's why deixis played a vital role in facilitating their interactions.

As mentioned earlier, this study explores the concept of deixis in the context of debates. Debates involve the exchange of arguments between individuals or groups and can cover local, national, or international issues. Participants in debates can enhance their communication skills, including expressing opinions, being clear and organized, and listening to diverse perspectives on national matters. One type of debate that's particularly interesting to study is leadership debates. These debates are important because they involve candidates discussing national issues and policies. They can be really informative and engaging to watch. The writer has chosen deixis as the focus of this research because the writer believes that deixis is a dynamic phenomenon that plays a crucial role in communication. Furthermore, the writer has noticed that there is a lack of research on deixis in the context of debate, which presents an exciting opportunity to explore this area and contribute to the existing body of knowledge. By investigating the use of deixis in debate, the writer hopes to shed new light on the complexities of this linguistic phenomenon and its impact on effective communication. And also the study offers a more comprehensive and valuable understanding of the use of deixis in political discourse. Additionally, by comparing the use of deixis between Truss and Sunak, the research can identify

differences in their linguistic strategies and their respective impacts on the debate. That's why the writer chose to focus on deixis in leadership debates specifically, although deixis is widely used in leadership debates, there isn't much research on it. For this research, the writer decided to look at the 2022 UK leadership debate between Liz Truss and Rishi Sunak. The writer thinks it's going to be a great case study for exploring deixis in debates.

## **1.2 Limitation of the problem**

The analysis of this research pertains to the utilization of deixis in the context of the UK Leadership debate in 2022 involving Rishi Sunak and Liz Truss. The focus is primarily directed towards understanding the communication patterns exhibited by both candidates through the lens of deixis theory, particularly referencing Levinson's Theory (1983:83) and drawing references from Yule's Theory (1993:245). The deixis encompasses five distinct types: Person Deixis, Spatial Deixis, Time Deixis, Social Deixis and Discourse Deixis. These deixis types are explored in relation to the speech of Rishi Sunak and Liz Truss during the UK Leadership debate, aiming to illuminate their communication strategies and presentation styles. This analysis seeks to clear up on how these candidates employ deixis to convey their messages, connect with the audience, and project their leadership personas in the context of the 2022 UK Leadership debate.

### 1.3 Research Questions

Based on the study's background, the writer has come up with the following research questions:

1. What types of deixis did Liz Truss and Rishi Sunak use in their speeches during the 2022 UK leadership debate?
2. Which referents were associated with the deixis utilized by Liz Truss and Rishi Sunak in the 2022 UK leadership debate?
3. How do Liz Truss and Rishi Sunak employ deixis in the UK Leadership Debate 2022, and what are the similarities and differences in their usage of deixis as demonstrated through their linguistic choices and strategies?

### 1.4 Objective of the Research

Based on the research questions, the writer has established the following research objectives:

1. Identify the types of deixis used in the speeches of Liz Truss and Rishi Sunak during the 2022 UK leadership debate.
2. Determine the referents associated with the deixis employed by Liz Truss and Rishi Sunak in the 2022 UK leadership debate.
3. Identify the similarities and differences in the use of deixis by Liz Truss and Rishi Sunak choices and strategies, providing insights into their persuasive techniques and public speaking approaches during the debate.