



The Used of Deixis in “World Travel Magazine”



Ni Putu Yumita Arie Puteri ^a
Putu Lirishati Soethama ^b
I Komang Sumaryana Putra ^c

Article history:

Submitted: 18 February 2021

Revised: 09 March 2022

Accepted: 27 April 2022

Keywords:

deixis;
discourse deixis;
magazines;
person deixis;
place deixis;
pragmatics;
social deixis;
time deixis;

Abstract

This research is entitled The Used of Deixis In “World Travel Magazine”. This research aims to identify the types of deixis that are used in “World Travel Magazine.” and its reference. The term Deixis comes from classical Greek for one of the most basic things we do with utterances. It means ‘pointing’ via language. The study in this research is concerned with how the researcher explains the kinds of deixis and the reference of each deixis which is used in the article published in World Travel Magazine using the theory of Pragmatics focusing on Deixis purposed by Levinson 1983. Qualitative research was used as the method of the research. The method of collecting the data is documentation. The steps to analyze the data are reading the article, finding the deixis, and classifying the types of deixis. The data that used in this research was taken from eight articles published in World Travel Magazine, there is 117 deixis term found in the article, which was divided into five types of deixis found in that article, including 40 terms of personal deixis, 21 terms of time deixis, 1 term of place deixis, 51 terms of discourse deixis and 4 terms of social deixis.

International journal of linguistics, literature and culture © 2022.

This is an open access article under the CC BY-NC-ND license
(<https://creativecommons.org/licenses/by-nc-nd/4.0/>).

Corresponding author:

Name of Author,

Foreign Languages & Applied Linguistics

Shanghai International Studies University (SISU), China.

Email address: ijllc@sloap.org

^a Udayana University, Denpasar, Indonesia

^b Udayana University, Denpasar, Indonesia

^c Udayana University, Denpasar, Indonesia

1 Introduction

According to [Cambridge \(2008\)](#), the medium of communication is a language consisting of words, grammar, or sounds that people use to communicate with one another around the world. The objective of communication is to convey information. Articles and news were often utilized to offer written information. World Travel Magazines is an example of a publication that publishes articles about travel, wellness, and lifestyle from a traveler-to-traveler viewpoint, ideal for an around-the-world trip or anything else. Occasionally, while delivering information, the material written by the author is confusing and difficult to comprehend in terms of who, what, and when. This circumstance may lead to communication difficulties. The reader or addressee must comprehend the context to comprehend what the writer intends to convey. Without references, the recipient can't comprehend what the author wishes to convey. The most significant communication issue between authors and readers is a misunderstanding of context-appropriate language. If the reader or listener is aware of the context, the meaning of the text may be comprehended precisely. In literature, contextual meaning is referred to as pragmatics ([Noveck & Reboul, 2008](#); [Allan, 2007](#)).

[Levinson \(1983\)](#), suggested that pragmatics is the study of those grammaticalized or contained in the structure of language interactions between language and circumstance. According to [Yule & Widdowson \(1996\)](#), deixis is a technical name (derived from Greek) for one of the most fundamental utterance-related activities. It means "pointing" in language. Then, Yule continues, "A deictic expression is any verbal form employed to accomplish this pointing." While [Levinson \(1983\)](#), stated that deixis is primarily concerned with how languages encode or grammaticalize characteristics of the context of an utterance or speech event, it is also concerned with how the interpretation of utterances depends on the analysis of that context.

Deixis occurs not just in everyday conversation but also in written texts and articles. An article published by World Travel Magazines is one example of a text that contains numerous deictic terms. An example of a sentence quoted from World Travel Magazines that written by [Sheetal & Savani \(2021\)](#), containing deictic Expressions is:

"I miss not heading to Bali for my long weekend escapes and quick celebrations."

We cannot analyze the reality of this phrase without considering the speaker; in this example, in addition to the facts and specific data about the context in which it was said, we must ascertain the truth of the deictic word 'I.' In the above example, it can be seen that if the reader does not know the context of the above writing will cause misunderstanding. Therefore, analyzing Deixis in the article published in World Travel Magazines is very important to avoid misinterpretation by the reader. Because deixis can assist listeners or readers in understanding the speaker's or writer's intended meaning in an utterance based on the context, and when a language is spoken, it occurs at a specific location, time, is produced by a particular person, and is typically addressed to another particular person. As a result, this research analyzed the types and the referent meaning of each deixis found in online articles published in World Travel Magazines. This research conduct entitled "The Used of Deixis in World Travel Magazine."

2 Materials and Methods

2.1 Material

The primary theory employed in this research is Pragmatics, with a concentration on Deixis from Levinson Theory then, supported by Lyons' semantics theory to analyze the reference meaning of each deixis discovered in World Travel Magazine. The theory of pragmatics from [Levinson \(1983\)](#), will be utilized to answer the first set of research questions, and the theory of support from Lyons will be used to analyze the second set of research questions.

Pragmatics

Pragmatics, according to [Levinson \(1983\)](#), is the study of the grammaticalized or encoded relationships between language and its surroundings. In other words, pragmatics is the study of the fundamental relationship between language and context in language comprehension. Pragmatics may be defined as the process of employing language for communication and the interpretation of utterances in situations involving a speaker and a hearer based on the

preceding explanation. The pragmatic analysis focuses on the speech, as opposed to the words or sentences. In the study of pragmatics, deixis is a subchapter (Wahyudiantari et al., 2020).

Deixis

Deixis is concerned with how languages encode or grammaticalize characteristics of the context of utterance or speech event, and therefore, how the comprehension of utterances is based on this context-of-utterance analysis (Levinson, 1983). A significant proportion of language involves deictic words that "point" to "things" in the participant's physical and social surroundings, and whose referents can only be established by understanding the context in which they are deployed. The study of deixis might infer, based on the preceding explanations, that specific characteristics or phrases of its meaning are derived from circumstances, such as a person, location, and time of speech. According to Levinson (1983), there are five forms of deixis: person deixis, place deixis, time deixis, discourse deixis, and social deixis.

a) Person Deixis

According to Levinson (1983:62), person deixis indicates the participant's function in the context of speech in which the utterance is given, such as speaker, addressee, or other entities. Levinson also believes that there are three types of person deixis: first-person deixis, second-person deixis, and third-person deixis.

b) Place Deixis

According to Levinson (1983:62), Place deixis contains spatial information regarding the position of the speaker and the addressee. Most languages make at least some distinction between proximal and distal. Proximal refers to being close to the speaker as well as being close to the addressee, but many people make far more intricate distinctions, as we shall demonstrate. The usage of 'here' and 'there' is a phrase that demonstrates the use of place deixis, which indicates the location relative to the speaker and the addressee.

c) Time Deixis

According to Levinson (1983:62), the encoding time at which an utterance was uttered or written is defined as the time at which the utterance was pronounced or written. Afterward, Levinson argues that time deixis is often grammaticalized by using adverbs of time like "now," "then," and "ago."

d) Discourse Deixis

According to Levinson (1983), discourse deixis is primarily concerned with the encoding of references to growing discourse portions in which the utterance occurs.

e) Social Deixis

Social deixis is described as the predetermination of social distinctions based on participant positions, defining elements of the speaker's and addressee's social relationship (Levinson 1983:63). In other words, social deixis encodes both social interactions and other social features.

Reference

The term reference is a component of semantic theory. According to Lyons (1977), reference is an utterance-dependent concept, and when we speak of an expression in a given phrase as having reference, we assume that the sentence in question has been or may be said with a certain communicative power in some context of usage. Thus, Reference is the process of communicating or acquiring knowledge through spoken or written language, or vision in the form of pictures or symbols.

2.2 Methods

This research focused on the analysis of the use of deixis in an online article published in "World Travel Magazines". This research used the theory of Levinson (1983) to identify the types of deixis and how the referent meaning of each deixis that are found in the online article that is published on "World Travel Magazines" website.

Primary data was used in this research. The data was collected from online articles published on World Travel Magazines website. The data that was chosen for this research proposal is words, phrases, and sentences found in some of the online articles that were published on the web World Travel Magazines which consists of five types of deixis based on the theory of Levinson (1983).

In this research, the documentation method was used to collect the data. Arikunto (2002), stated that the Documentation method is used to collect data from non-human sources including a note, transcripts, books,

newspapers, magazines, agendas, etc. Then, the descriptive qualitative method was used to analyze the data in this research. According to Creswell (2013), qualitative research is the method for investigating and analyzing the meaning that people or groups place on a social or human event. The qualitative method and content analysis technique was used to analyze the types of deixis found in World Travel Magazine (Hanks, 2009; Crow, 2010).

3 Results and Discussions

This subchapter describes the various forms of deixis found in World Travel Magazine's online articles, including person deixis, place deixis, time deixis, social deixis, and discourse deixis (Evans, 1992; Kretzenbacher et al., 2020). The research begins by determining the categories and constituents regarded to constitute deixis, followed by the references for each deixis. It involves the use of deictic phrases in the form of a place and time pronouns and adverbs. The study is therefore split into five sections based on the varieties of deixis. As these data were assumed to be reflective of the kind, each type contained a unique number of data. 40 personal deixis, 21 temporal deixes, 1 place deixis, 51 discourse deixis, and 4 social deixes were detected in eight articles published by World Travel Magazine (Cornish, 2011; March et al., 2006).

3.1 Person Deixis

This research found 40 data that were classified as personal deixis. In personal deixis, there were three types of personal deixis found in eight articles published in Word Travel Magazine including 11 data of first-person deixis, 6 data of second-person deixis, and 23 data of third-person deixis.

*Travelers will need to demonstrate that **they** are fully vaccinated by furnishing digital vaccination certificates.*

The term **they** are a subject pronoun that refers to a group of people. It is classified as third-person deixis in the paragraph above since the term **they** are the subject of the plural subject pronoun, **they**. In fact, according to Levinson (1983), person deixis is referring to a participant's role in the context of speech during which the utterance is delivered, such as the role of the speaker or the role of the addressee, among other things. Given the context of the article, the deictic term **they** in the paragraph above is intended to refer to the travelers who were described previously in the text.

According to Lyons' theory of reference, information or reference that happens before the deictic phrases is classed as an anaphoric reference, whereas information or reference that occurs after the deictic phases is defined as aphoric reference. Because the references to deictic expressions in the paragraph above are given before the deictic phases, the reference to deictic expressions in the paragraph above is classified as an anaphoric reference (Zupnik, 1994; Arroyo, 2000).

3.2 Place Deixis

To point out the place in the eight articles that were analyzed in this thesis, there is only one place deixis of there that considered as distal was found.

*The Kien Giang Province's Phu Quoc pilot plan will allow tourists to stay in any of the 19 hotels and enjoy the seven entertainment areas across the island. **There** will be specific routes designated for international travelers to travel between Phu Quoc Airport and these select areas.*

The deictic term **there** in the preceding paragraph is a location adverb that implies a specific place. According to Levinson's theory, place deixis is utilized to indicate a particular location inside the context of an utterance. Thus, the deictic statement **there** in the preceding paragraph is characterized as place deixis, as the deictic term **there** refers to a specific site described in the article. This points to the 19 hotels recommended by the pilot plan for Phu Quoc in the province of Kien Giang.

Thus, the reference to the deictic expressions of **there** in the preceding paragraph is characterized as anaphoric because, according to Lyons' theory of reference, when the information or reference appears before the deictic

phases, it is anaphoric. Then, a reference to the deictic terms in sentences 4 and 5 that were discussed previously in the paragraph.

3.3 Time Deixis

In these eight articles published in World Travel Magazine, 21 instances of time deixis were detected. The writer or author of the piece utilized time deixis to indicate the time, such as this December, this October, this afternoon, next year, presently, now, and last week.

*With the relaxation of travel rules, **now** is the time to visit Bali.*

The phrase **now** in the paragraphs above is a time adverb known as time deixis. The reason why the deictic term is now classified as temporal deixis is that based on the context of the situation it refers to the period when Bali is available for leisure travel without quarantine, as indicated in the article's introductory paragraph. On the reference theory side, the reference of this deixis is classed as an anaphoric reference since the information or reference of this deictic expression appears before the deictic phases, which was intended by Lyons's theory.

3.4 Discourse Deixis

In discourse deixis, the forms of location and personal deixis include that, this, it, and they refer to the part of the statement mentioned by the author of the article.

Flights & Documentations To Thailand

*All major airlines have started adding routes back to Thailand. Qatar and Emirates have taken the lead with daily flights and Thai Airways links up to most major cities worldwide. However, it is not the flight booking that is the challenge – **it's** the collection of documents that one needs to enter Thailand that puts one off making a plan to travel.*

The deictic term **it** that appears in the paragraph above is not classified as personal deixis, but rather as discourse deixis, despite referring to the statement provided in the paragraph, which is the statement mentioned at the beginning of the paragraph: "All major airlines have begun adding routes back to Thailand." Qatar and Emirates have grabbed the lead with daily flights, while Thai Airways provides connections to the majority of the world's main cities."

Since the information or reference arrives before the deictic phases, it is characterized as an anaphoric reference according to Lyons' theory of reference. Thus, the references to deictic expressions of **it** in the paragraph above are anaphoric since the references are expressed before the deictic.

3.5 Social Deixis

In eight articles published in World Travel Magazine, only two deixis expressions were identified as social deixis. These terms, Mr. and Dato, pertain to the participant described in the article and are used to indicate the writer's courtesy and regard for the participant.

*Government Spokesperson **Mr** Thanakorn Wangboonkongchan said, "This October reopening will be launched alongside the country's newly adjusted 'universal prevention' guidelines against COVID-19,*

The honorific title of **Mr.** in the preceding data is classified as absolute social deixis, and it is intended to express politeness and respect from the writer to the participant who is mentioned in the article, Mr. Thanakorn Wangboonkongchan, who serves as the government spokesperson for the Thai government, as described in the article. In most cases, the word **Mr.** is used as a standard form of courtesy, unless etiquette demands that a man's surname be preceded by a title of rank, an honorific, or a professional title in which case the word **Mr.** is used. The usage of the honorific title of **Mr.** in the data above is intended to indicate the writer's courtesy and respect for the participant who is mentioned in the article, Mr. Thanakorn Wangboonkongchan, who is the subject of the article. Thus, it is classed as a case of social deixis. On the other hand, according to Lyons's theory of reference, this

reference is classified as cataphoric since the deictic phrases are mentioned first and then the references are mentioned after them.

4 Conclusion

Deixis is primarily concerned with how languages encode or grammaticalize characteristics of the context of an utterance or speech event, it is also concerned with how the interpretation of utterances depends on the analysis of that context. Deixis occurs not just in everyday conversation but also in written texts and articles. An article published by World Travel Magazines is one example of a text that contains numerous deictic terms then, if the reader of the article does not know the context of the above writing will cause misunderstanding. Therefore, analyzing Deixis in the article published in World Travel Magazines is very important to avoid misinterpretation by the reader. Primary data was used in this research. The data was collected from online articles published on World Travel Magazines website. In this research, the documentation method was used to collect the data. Then, the descriptive qualitative method was used to analyze the data in this research.

A total of 117 deixis phrases were discovered in eight articles published in World Travel Magazines, which were categorized into five categories of deixis: 40 terms of personal deixis, 21 terms of time deixis, 1 term of place deixis, 51 terms of discourse deixis, and four terms of social deixis. First-person deixis, second-person deixis, and third-person deixis were the three varieties of personal deixis that were found in eight articles published in Word Travel Magazine. The other two categories of personal deixis were first-person deixis and third-person deixis. There were 21 instances of deixis detected in this eight-article series that was published in World Travel Magazine. Time deixis was employed by the writer or author of the piece to indicate the date and time. Examples are this December, this October, this afternoon, next year; presently; now; and the previous week. To pinpoint the location in the eight articles that were examined for this thesis, just one location deixis of there that was regarded to be distant was discovered. The forms of place and personal deixis, such as that, this, it, and they, are employed in discourse deixis; nevertheless, they pertain to the part of the statement that was stated in the article by the author of the article, not the entire statement. A total of eight articles published in Word Travel Magazine only contained two deixis expressions classified as social deixis, which were Mr. and Dato. These expressions were used to refer to participants in the article and were used to express the writer's politeness and respect to those who were mentioned in the article, as well as to express the writer's politeness and respect to those who were mentioned in the article.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

Acknowledgments

We are grateful to two anonymous reviewers for their valuable comments on the earlier version of this paper.

References

- Allan, K. (2007). The pragmatics of connotation. *Journal of pragmatics*, 39(6), 1047-1057. <https://doi.org/10.1016/j.pragma.2006.08.004>
- Arikunto, S. (2002). Metodologi penelitian suatu pendekatan proposal. *Jakarta: PT. Rineka Cipta*, 16.
- Arroyo, J. B. (2000). Mire usted Sr. González... Personal deixis in Spanish political-electoral debate. *Journal of pragmatics*, 32(1), 1-27. [https://doi.org/10.1016/S0378-2166\(99\)00040-5](https://doi.org/10.1016/S0378-2166(99)00040-5)
- Cambridge. (2008). *Cambridge Advanced Learner's Dictionary Third Edition (CALD3)*. Singapore: Cambridge University.
- Cornish, F. (2011). 'Strict'anadeixis, discourse deixis and text structuring. *Language Sciences*, 33(5), 753-767. <https://doi.org/10.1016/j.langsci.2011.01.001>
- Creswell, J. W. (2013). Steps in conducting a scholarly mixed methods study.
- Crow, T. J. (2010). The nuclear symptoms of schizophrenia reveal the four quadrant structure of language and its deictic frame. *Journal of Neurolinguistics*, 23(1), 1-9. <https://doi.org/10.1016/j.jneuroling.2009.08.005>
- Evans, N. (1992). 'Wanjh! Bonj! Njal!': Sequential organization and social deixis in Mayali interjections. *Journal of Pragmatics*, 18(2-3), 225-244. [https://doi.org/10.1016/0378-2166\(92\)90053-E](https://doi.org/10.1016/0378-2166(92)90053-E)
- Hanks, W. F. (2009). Fieldwork on deixis. *Journal of Pragmatics*, 41(1), 10-24. <https://doi.org/10.1016/j.pragma.2008.09.003>
- Kretzenbacher, H. L., Hajek, J., Norrby, C., & Schüpbach, D. (2020). Social deixis at international conferences: Austrian German speakers' introduction and address behaviour in German and English. *Journal of Pragmatics*, 169, 100-119. <https://doi.org/10.1016/j.pragma.2020.08.007>
- Levinson, S. C., Levinson, S. C., & Levinson, S. (1983). *Pragmatics*. Cambridge university press.
- Lyons, J. (1977). *Deixis and anaphora*. Edinburgh: Edinburgh University Press.
- Lyons, J. (1977). *Semantics: Volume 2 (Vol. 2)*. Cambridge university press.
- March, E. G., Wales, R., & Pattison, P. (2006). The uses of nouns and deixis in discourse production in Alzheimer's disease. *Journal of Neurolinguistics*, 19(4), 311-340. <https://doi.org/10.1016/j.jneuroling.2006.01.001>
- Noveck, I. A., & Reboul, A. (2008). Experimental pragmatics: A Gricean turn in the study of language. *Trends in cognitive sciences*, 12(11), 425-431. <https://doi.org/10.1016/j.tics.2008.07.009>
- Sheetal, A., & Savani, K. (2021). A machine learning model of cultural change: Role of prosociality, political attitudes, and Protestant work ethic. *American Psychologist*, 76(6), 997.
- Wahyudiantari, N. W. P., Budiarsa, M., Yadnya, I. B. P., & Satyawati, M. S. (2020). The illocutionary acts of the characters in wonder A novel by R.J. Palacio. *International Journal of Linguistics, Literature and Culture*, 6(3), 36-40. <https://doi.org/10.21744/ijllc.v6n3.949>
- Yule, G., & Widdowson, H. G. (1996). *Pragmatics*. Oxford university press.
- Zupnik, Y. J. (1994). A pragmatic analysis of the use of person deixis in political discourse. *Journal of pragmatics*, 21(4), 339-383. [https://doi.org/10.1016/0378-2166\(94\)90010-8](https://doi.org/10.1016/0378-2166(94)90010-8)