

CHAPTER I

INTRODUCTION

This chapter deciphers the general sections of this study. Starting from the background of the study, Statement of the problems, purposes of the study, the significances of the study, conceptual framework and previous studies.

1.1. Background of the Study

Humans require language for communication because it is a tool to make communication running smoothly. In short, language is essential for fulfilling human needs such as sharing ideas, giving information, or in other words expressing their communicative needs to maintain an appropriate interaction. It is supported by Wardhaugh (2006, p. 3) "*language is a system of arbitrary vocal symbols used for human communication.*" As a system of arbitrary vocal symbols, the role of language is very essential to share information, ask for something, and deliver meaning to others. For the reason that, as a vowel symbol, language has an implicit meaning, this means that every expression that uses language consists of meaning.

The meaning of a speech is an essential part of the use of language in daily life. Meaning as defined by Saeed (2009, p. 103) "*Meaning is seen as an attribute of sentences rather than something constructed by the participants.*" Discussion about the meaning of language is available in the study of pragmatics.

Pragmatics in general term is a study about the meaning of language communicated by speakers then interpreted by listeners. The definition is similar to Yule (1996, p. 3) "*Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader)*". Communication depends not only on the understanding of the meaning of words in the expression or sentence but also on the understanding of what the speakers mean by their utterance. In daily life communication, sometimes misunderstanding happened when people discuss each other. As a part of socialisation,

communication does not always come from cultures, habits, gender, age and social backgrounds that are identical. Therefore, people have their characteristic to socialise depends on their background. Differences throughout backgrounds are one of the factors that influence communication. There are many pragmatics topics. One of the pragmatics topics used in this study is the study of deixis.

Deixis is also defined by Wahyudi (2014, p. 113) “*Deixis is a word which its reference always moves or changes depending on the context. Deixis has a part of communication.*” Deixis' contribution is a factor in making a significant communication, and the purpose is that Deixis make communication more clear depending on the conversation or utterances by describing and pointing better. The study of deixis used to analyse supporters' chant for players and coaches in the English premier league (EPL).

Deixis has many sub-categories, there are, person deixis, place deixis, time deixis, discourse deixis and social deixis. In this study, the discussion concerns social deixis. Filmore (Levinson, 1983, p. 89) theorises that social deixis is an aspect of sentences that reflects and determined with certain reality in a social situation in which speech act occurs. In simple term, social deixis discusses the social aspect of deixis. In the study of deixis, the word that signifies about deixis aspect is called the deictic word, however, in social deixis, social deictic words are an expression to refer to the referent on the scales of social status and intimacy relative to the speakers. Depends on this theory, the analysis focuses on social identity, in this case, the social status, background and culture associated with many football chants in the English Premier League (EPL).

The United Kingdom has several developed countries, such as England, Scotland, Wales and Northern Ireland. As a developed area, the United Kingdom has many great impression aspects of such as art, literature, music, education system, technology and sports. The rising of various aspects of the United Kingdom, especially in sports, seems very impressive development.

Football in the United Kingdom is a very common category of sport. At present, football is not only a sport, however, football is also an industry and culture for United Kingdom citizens. The United Kingdom's most famous football competition is the English Premier League (EPL). English Premier League is one of the professional football competitions in the United Kingdom. English Premier League is participated by twenty football clubs, and most participants are from England, meanwhile, other participants are from Wales. Each club of the English Premier League has great and loyal supporters that always support their favourite team when the team have a match. Not only it, but the support is also dedicated to the football players. The supporters have their way to support either their favourite team or the football player by yelling the chants that have a relationship with the club or the football player.

There is some reason why a supporter's chants are chosen as the object of this study. The writer was interested in investigating and improving the social deixis used in English premier league chants of supporters. In several chants, there are found many social deictic words that consist of social aspect either about football players and coaches. For that reason, in several chants, it is very important to analyse the social aspect. The social aspects belong to several chants which are essential to discuss and evaluate.

The core discussion of this study is on the kinds and functions of social deixis on several chants of a supporter in the English Premier League. Deixis, particularly social deixis always related to references on social context and other social aspects. Supporter's chants dedicated to football players and coaches consist of social aspect related either to football players or coaches.

For those reasons above, the writer needs to conduct the study to analyse the problems of this study titled "Social Deixis of Football Players and Coaches Chants in the English Premier League."

1.2. Statement of The Problems

Several following research questions belong to the statement of problems of this study. The following research questions are formulated:

1. What kinds of social deixis are used on supporters' chants in the English Premier League?
2. What are the functions of the social deixis found in the chants related to football players and coaches in the premier league?

1.3. Purposes of The Study

Referring to the research questions above, this study has some purposes. Some purposes of the study are:

1. To analyse the kinds of social deixis that are used on supporter's chants in the English Premier League.
2. To analyse the functions of social deixis of the chants for football players and coaches in the premier league.

1.4. Significance of The Study

Theoretically, the study's importance is to demonstrate and evaluate the usage of social deixis in the chant of supporters in the English Premier League. The study is an explanation and evaluation of the chanting of supporters towards the social deixis in the English Premier League.

Practically, the research can be a good reference for the next study especially to those who interest in the study of deixis and loves football. Hopefully, as a reference of linguistics field for a thesis and other scientific papers, the research would be useful for English Literature students of the faculty of Adab and Humanity State Islamic University Sunan Gunung Djati Bandung. Hopefully, this thesis can be something special.

1.5. Conceptual Framework

Football is a very common category of sport in the United Kingdom. In the world, there are many football players and football teams, and that is why football is the world's most popular sport. Football currently is not only about sport, and football is not only about how someone playing a ball by a foot; beside it, football has become a great industry, entertainment, and culture. Following the explanation about the development of football, it can be concluded that at present, football belongs to industry, entertainment and culture besides being a kind of sport.

One of the most popular football events in the world is the English Premier League. English Premier League (EPL) is a professional football competition in England, United Kingdom. English Premier League is participated by twenty teams in England mostly and other United Kingdom's country. Every football team has loyal supporters who support them all the time. By yelling the chants either to the football teams or football players or coaches, it is supporters' way to support their favourite teams. Several chants consist of deictic words and deixis aspect which there is a connection to football players and coaches. Deixis is the core study of this thesis; this study should be analysed by several definitions below.

A. Pragmatics

In general, pragmatic is one of the linguistic fields which studying meaning. Pragmatics is the study of the approximately practical aspect of human action and human behaviour. A study of language depends on the actual context and situation. However, several linguists have different theories about Pragmatics. Huang (2007, p. 4) defines that pragmatics is defined as the systematic study of meaning by virtue or dependent and on, language use. Pragmatics is a study of meaning associated with the use of language. The core component of studying pragmatics is the meaning of language, the use of language in the right situations and conditions will make it easier for both the speaker and the interlocutor to recognise the meaning of the conversation in the prevailing context.

Similar to Huang, Yule (1996, p. 3) states that pragmatic as the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader. It means that both speaker and listener must have the same awareness and context of what they are discussing, depends on Yule's concept of pragmatics. The same knowledge and background should facilitate the study of the meaning of an utterance. Also, Yule adds four areas that pragmatics concerned with, there are:

a. *“Pragmatics is the study of speakers' meaning.”* It implies that the study of the meaning of the utterance is spoken by the speaker or writer, whereas the listener or reader tries to interpret the utterance.

b. *“Pragmatics is a study of contextual meaning.”* It means interpreting what people mean in a particular context and how the context influences what it said. It needs a background and knowledge about who the listener is, where and when communication occurs, and the situation to manage what will the speaker said.

c. *“Pragmatics is a study of how more gets communicated than it said.”* It means that the listener must be able to analyze and interpret the meaning of a speech conveyed by the speaker.

d. *“Pragmatics is a study of the expression of relative distance.”* It means what the speakers need to be and not to be discussed in communication based on how close the relationship between speakers and the listener. The close means, where is physical, social, conceptual, implies, and shared experience. (Yule, 1996)

After viewing the following explanations, it can be concluded that pragmatic is the study of language that related to communication between speakers and his or her interlocutor with more attention to the situation, location, context of conversations. Within the development of language, technology, and science especially in the field of linguistics, the pragmatic study also covers a wide range of environments.

Pragmatics is a branch of linguistics which focuses on the practical use of language by a speaker on the based on certain situation and condition. Pragmatics

is the study of meaning that requires the listener's interpretation regards to speaker's utterances in a speech event depend on what speakers say depends on their background knowledge and the ability to obtain information that is not spoken by their interlocutors. Chants belong to a sort of utterance; furthermore, using pragmatics, the context of some chants can be analysed and evaluated. Pragmatics has many important topics to be examined, one of the topics of pragmatics is the study of deixis.

B. Deixis

The first definition of deixis is defined by Saeed (2009, p. 191) “ *the noun deixis (from classical Greek deiknymi 'to show, point out')*”. Based on the description, the term deixis means 'points out' something related to particular aspects of context. In a simple explanation, deixis means "pointing" via language (Noerofi'a & Bahri, 2019, p. 13). Pointing something involves a word that can represent the referent, to point something requires the deictic word that points to some aspect of deixis.

The focus of deixis is about what is referred to in an utterance, both speaker and listener must have the same understanding of what they are discussing. Not only it, but deixis also constitutes the focus of many different disciplines such as psychology, cognitive science, and linguistics (Sa'aida, 2017, p. 84). More definition of deixis is defined by Levinson (1983, p. 54) that deixis includes how language encodes or grammaticalise features of the context of utterance or speech event, and thus also concerns ways in which the interpretation of utterances based on the analysis of the context of utterance.

A word that consists of deixis aspects is called a deictic word. According to Hurford, et al (2007, p. 66) a deictic word takes some element of its meaning from the context or situation of the utterance in which it is used. The deictic word associated depends on the form of deixis. Levinson in (Purwati, 2015, p. 1) categorises deixis into two categories of deixis, there are major deixis and minor deixis. Person deixis, spatial deixis, and time deixis belong to major deixis. Whereas, discourse deixis and social deixis belong to minor deixis. In this study,

the analysis of deixis is focused on the social deixis of the chants in the English Premier League.

C. Social Deixis

Social deixis is a type of deixis that is used to refer to a relationship based on the social status and social background of a referent. Levinson (1983, p. 63) theorises that social deixis refers to the representation of social differences of participant roles, particularly aspects of social functions, which are related to a link between the speaker and the addressee(s) or the speaker and a few references.

Another definition of social deixis is defined by Cruse (2006, p. 106) “*Social deictics are expressions whose function is to indicate the position of the referent on the scales of social status and intimacy relative to the speaker.*” Moreover, Saeed (2009, p. 197) defined social deixis as the pronoun systems of some languages also grammaticalise information about the social identities or relationships of the participants in the conversation. There are two kinds of social deixis that identify the kind of relationship, there are:

a) Relational Social Deixis

Relational social deixis according to Jamiah (2018, p. 20) “*Relational social deixis is a deictic reference to some social characteristic of the referent apart from any relative ranking of referents or deictic reference to a social relationship between the speaker and addressee.*” The point of relational social deixis is words of kinship are also used as they demonstrate personal relations or blood bonds among the participants in the speech (Noerrofi’a & Bahri, 2019, p. 15). Furthermore, kinship terms are often used as they indicate personal relationships or blood ties among the participants in the speech.

b) Absolute Social Deixis

Absolute Social Deixis is a deictic reference that has a relationship with an honour. Absolute social deixis is always associated with differences in social status. However, absolute information in social deixis can be illustrated by forms that are

reserved for authorized recipients for example 'your majesty', 'Mr. President', 'sir', 'lord', and others (Huang, 2007, p. 162).

The referent of social deixis is the reality which consists of social characteristic and social aspect. Following several definitions of social deixis, it can be concluded that social deixis is an expression that represents a social background, social status and social culture.

These are the core references to the discussion of social deixis of football players and coaches of the English Premier League, based on several theories written about social deixis. The focus of the study is the kinds of social deixis used in the chants of supporters in the English Premier League and the social backgrounds of Social Deixis in the English Premier League linked to Football Players and Coaches. Therefore, for a better understanding, the following figure should explain all of the conceptual frameworks of this study.

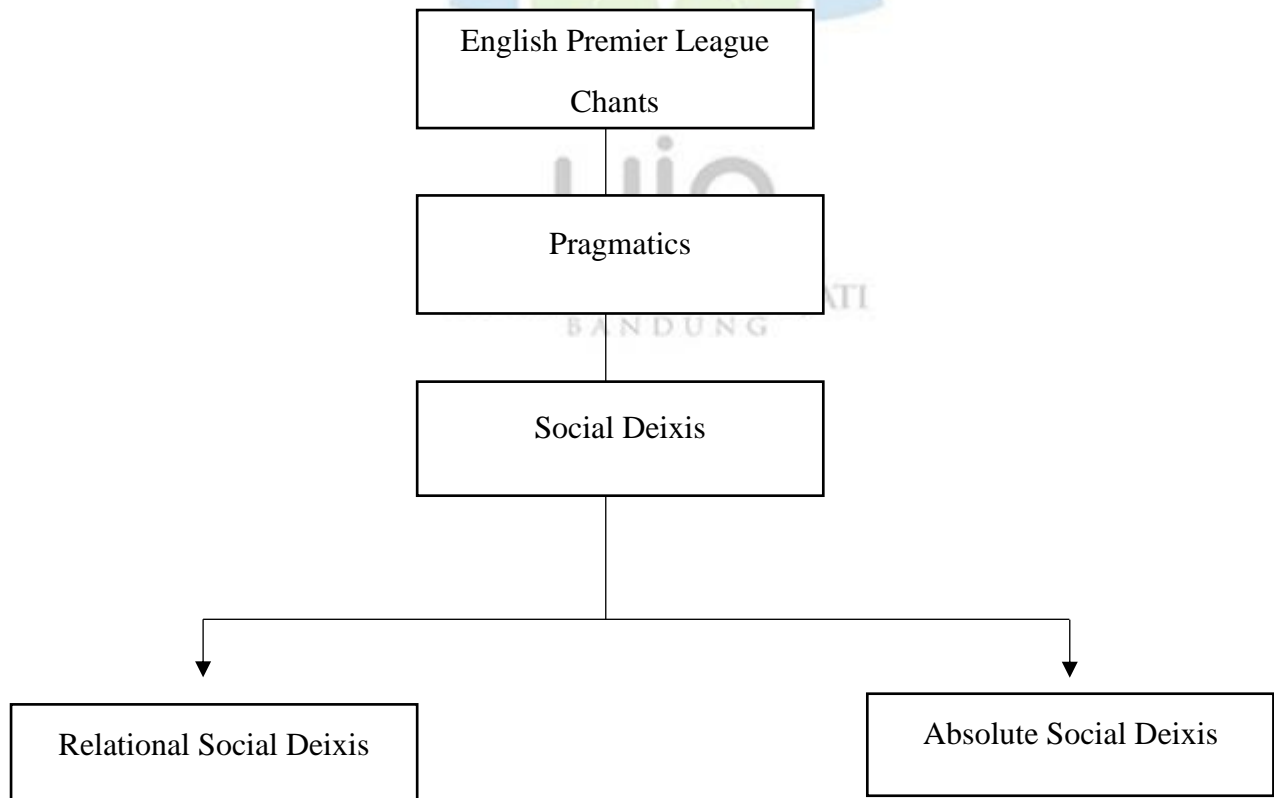


Figure 1.

Conceptual Framework

1.6. Previous Studies

This writer chose several references related to this study. The references are several previous studies that addressed social deixis in general.

The first previous study was written by Jamiah (2018) titled “*Social Deixis in The Rogue Lawyer Grisham’s Novel: Pragmatic Analysis.*” There were two kinds of social deixis found in Jamiah's study, there were eight expressions of relational social deixis, such as my mother, bud, warden, client, teacher, the jury, your father and the name of the person. Beside relational social deixis, there were six expressions of absolute social deixis found, such as the judge, mayor, cops, Mr., sir and your honour.

The second previous study was written by Noerrofi’a and Bahri (2019) titled “*The Analysis of Social Deixis in The Movie Beauty and The Beast.*” Based on this study, there were three aims of using social deixis such as expressing politeness and respect, expressing intimacy, and identifying authority. (Noerrofi’a & Bahri, 2019)

The third study was written by Puwati (2015) titled “*Social Deixis of Princess Diana in Diana The Secret of A Princess Movie.*” Three reasons that influenced Diana to use social deixis, such as family, rank, and occupation represented the social status of Princess Diana. However, the connection between social deixis and social status was explained in this study. The usage of deixis and formal language (the differences in the use of the addressee and standard language in daily speaking), social status strongly effected on how the way the speaker, Princess Diana, and several talks (Purwati, 2015).

This study focuses on the type of social deixis and the function of social deixis in the chant of supporters in the English Premier League. The study concerns English soccer culture related to several footballers and coaches, so that it depends on reality, whereas several previous studies discussed fiction. The reality-based

study can be analysed easier, and the variables addressed can be implemented and evaluated in daily life. This study therefore different from previous studies.

