

# CHAPTER I

## INTRODUCTION

This chapter presents the introduction of the research. It consists of the research background, previous studies, statements the problem, research purposes, research significance, conceptual framework, and clarification of key terms.

### 1.1 Research Background

Conversation is one of the fundamental aspects of human interaction. It means that with conversation people can communicate, exchange information, and build social relationships. Through conversation human can express ideas and feelings, both conveyed using verbal and non-verbal language, such as expressions, voice intonation, and body language. It is a complex communication process and has an important role in everyday life to establish communication between fellow humans. Indeed, conversation is a form of social interaction involving two or more people, both speakers and listeners. One of the communication processes of two or more people using conversation is the interview. An interview is a conversation that has a specific purpose, as well as a more structured form of conversation. Interviews occur between two or more people, this happens between the interviewee and the interviewer, where the interviewer asks questions to the interviewee with a specific purpose. An interview is a conversation, involving the art of questioning and listening. In an interview, the interviewer creates a real question and answer situation. As such, interviews produce an understanding shaped by the situation and based on real events from the interviewee, such as obtaining information, evaluating or understanding someone's views on a topic of interest.

One of the most interesting interview topics is Oprah Winfrey's interview with Meghan Markle and Prince Harry. This interview was not just an ordinary conversation, but also a news story that caught the world's attention. This interview raises various questions about how language used in contexts related to social, cultural, and political aspects. The use of language in this interview contained phrases that used terms or coding as references and this had an impact on understanding the meanings, feelings, perceptions, and complexities of the relationship between Meghan, Harry, and the British royal family. To avoid misunderstanding references in communication. Then it takes deictics to build it. Without deictics, it will not be possible to understand the context that exists in a communication.

Deixis is a form of reference related to the context of the speaker, and the way of expression of the speaker. Deixis functions as a pointer to something in the language (Levinson, 1983). According to Leech (1983), deixis is a word to show a reference to a word that varies depending on who the speaker is and what he says, something that refers to place, time, and objects.

A relevant analytical approach to explore the language phenomenon in these interviews is the study of pragmatics. Yule (1996) states that pragmatics is associated with the study of the meaning of communication and requires interpretation of what a person means in a particular context. Context is one of the important elements of successful verbal communication that needs to be considered. Many communication is context-bound. Words change their meaning depending on the context in which they used, as do references to communications whose referents depend on context. In communication, many expressions used in language refer to someone, something, or an idea. This happened in Oprah Winfrey's interview with Meghan Markle and Prince Harry. For this reason, deixis needed to understand the reference and context. Linguists use the term deixis to refer to the word or expression. Based on Lyons (2002), deixis is a study reference that uses expressions whose interpretation is relative to the usual extralinguistic context of the term, for example: who is speaking, the time and place of the conversation, the sign of the speaker or the area in the discourse. Based on Levinson (1983), deixis classified into five: person deixis, time deixis, place deixis, discourse deixis, and social deixis.

The first previous research about deixis analysis conducted by Iasha Fajrin Nurbani (2022) the title of the study is "*Social Deixis in President Biden's Remark in the 76th Session of the United Nations General Assembly*". This research aimed to find out the kinds of social deixis and the functions of social deixis in President Biden's Remark in the 76th Session of the United Nations General Assembly. It shows that there are 42 data indicated as social deixis, then divided into two kinds of social deixis, namely relational social deixis and absolute social deixis. The kinds of relational social deixis consisting of referent honorifics used 2 times, formality levels used 10 times, addressee honorifics not found and the dominant kinds of relational social deixis is the form of speaker and bystander used 26 times which refers to audiences who are participants or non-participants. Meanwhile, the kinds of absolute social deixis consisting of authorized speakers used 2 times and authorized recipients used 2 times. Overall, the kinds of social deixis used in

President Biden's utterance are more dominant Relational Social Deixis than Absolute Social Deixis. The dominant relational deixis is the form of Bystander honorifics used by speakers to show respect for audiences who are participants or non-participants. In other words, it refers to someone who is not actively involved or not participating in the same speech event as the speaker and interlocutor. For example, the phrase *'Ladies and gentlemen'* spoken by President Biden, when opening the speech, he showed respect to the audience who were in the room of the speech event and appreciated to the audience who watched the video of President Biden's speech on the United Nations YouTube channel. The phrase *'Ladies and gentleman'* used in Joe Biden's speech, because President Biden invited the entire world community to work together to face the pandemic and save lives from covid-19. In addition, it found that there are four social deixis functions in this research, there are social status differentiator, politeness, social identity, and closeness relationship.

The second previous research, there is from Simamora et al (2022) who analyzed "*A Pragmatic Study on Deixis Analysis in President Jokowi's State Speech*". This study aims to identify the five types of deictic expression and analyse its functions used in President Jokowi's State Speech when commemorating Indonesian Independence Day on August 16<sup>th</sup> 2019. It shows that there are five types of deixis used in Jokowi's speech, namely: personal, place, time, discourse, and social deixis, but the most dominant is personal deixis. The function of personal deixis is to determine the role of participants in Jokowi's speech. Place deixis is used to encode the place Jokowi meant, which is close to Jokowi and Indonesian people (proximal) or far (distal). Temporal deixis used to indicate the point in time of the speech uttered by Jokowi. Discourse deixis used to show the reflexivity of speech uttered by Jokowi. Social deixis used to determine social differences related to the role of participants, differences in social status, relative rank, honorific, and politeness. The dominant personal deixis used in Jokowi's speech is the first person plural pronoun, because in the speech Jokowi talks about the problems and solutions to the community, also encourages and convinces the community that there will be success. The personal deixis used by Jokowi to express reference to himself is the word *"I"* while the personal deixis used by Jokowi when with the community to refer to Jokowi and the people of Indonesia is the word *"We"*. Therefore, in the speech, Jokowi predominantly uses the word *"We"* and does not use second or third person pronouns, because Jokowi's speech aims to

invite people to work together with the government that the entire vision and mission of the government is aimed at all Indonesian people without exception.

The last, previous research there is from Solihah et al (2022) who analyzed the “*An Analysis of Deixis in “Catching The Sun” Novel By Tony Parsons*”. This research aims to investigate the type of deixis contained in the novel. The source of the data was a corpus from the dialogues in chapter 29, chapter 30, and chapter 31. From the analysis, it shows that there are five types of deixis used in the novel “*Catching the Sun*”, including person, spatial, temporal, discourse, and social deixis. Persona deixis refers to the characters spoken 411 times. Spatial deixis refers to the place in the story which spoken 24 times. Temporal deixis refers to the time of the conversation spoken 9 times. Discourse deixis refers to the expressions in the story spoken 15 times. Social deixis refers to the difference in social status of honorable characters spoken 3 times. Personal deixis more dominantly used because, the dominant personal deixis used in the novel “*Catching the Sun*” is the first person pronoun 'I', the second person pronoun 'You' and the third person pronoun 'They' which refers to the characters in the novel. Unfortunately, the researcher did not provide the reason.

The difference between the previous research above and this research is the focus of the topic, the object of research and the theory of function social deixis. In the previous study, the research object was language analysis from movies, speeches, and novels. It focuses on five types of deixis as a whole: personal deixis, place deixis, temporal deixis, discourse deixis, and social deixis. Meanwhile, this research focuses on social deixis in the Pragmatics study and there are differences in the object of research. In this research, researchers use the form of conversational situations in talk show interviews. The researcher will analyze the types of social deixis and the function of social deixis used in Oprah Winfrey's Interview with Meghan Markle and Prince Harry in a talk show broadcast on YouTube Channel CBS Morning. At this point, the researcher entitled this research “*Social Deixis in Oprah Winfrey's Interview with Meghan Markle and Prince Harry on Talk Show CBS Morning (2021)*”.

The researcher uses Levinson's theory of social deixis. Social deixis is an approach in language analysis that focuses on how language used in complex social contexts, including the use of language to refer to certain social groups or institutions. Considering this

research has been supported with proper theory, in this research, the researcher choose a verbal communication utterance by Oprah Winfrey, Meghan Markle and Prince Harry in the interview Oprah Winfrey's. The use of social deixis becomes the main issue studied in this research because social deixis is a language phenomenon that cannot be avoid in everyday life, including for Meghan Markle and Prince Harry. In the interview, Meghan and Prince Harry shared their life experiences to Oprah Winfrey in one of the talk shows. In this interview, Oprah Winfrey interacted directly with Meghan Markle and Prince Harry.

The reason for choosing Oprah Winfrey, Meghan Markle and Prince Harry interview as the object of this research, because Oprah Winfrey's interview with Meghan Markle and Prince Harry became the world's spotlight and reaped controversy in 2021. Many media outlets reported and triggered various public reactions and became a hot topic of conversation in various parts of the world. One of the media that published this interview was the CBS Morning Youtube channel. Oprah's video interview with Meghan and Prince Harry on the CBS Morning Youtube channel was watched by up to 12 million viewers. Apart from the popularity of Oprah Winfrey as a famous host, this interview attracted the attention of the global community because it involved two members of the British royal family who decided to give up their status as senior members of the royal family. The interview featured Prince Harry, a member of the British royal family, and Meghan Markle, a well-known celebrity in America. In addition, Meghan is the first American woman in the British royal family from an ethnic minority background to marry a member of the royal family.

This interview is controversial, as in this interview Meghan Markle and Prince Harry themselves openly talk about the experience of living as members of the royal family and the impact of the media and public opinion on Meghan and Harry's personal lives. In this interview, the way of language between two British royal figures is representative to be use as an analysis of language use and communication in the context of social, cultural and political differences. This research aims to determine the kinds of social deixis and the functions of social deixis contained in Oprah Winfrey's interview with Meghan Markle and Prince Harry.

## **1.2 Statements the Problem**

In interacting with others, language is important as a tool of communication and every word in language has a deixis expression, it also works in an utterance. When an utterance contains many deixis expressions, there will be many references and meanings to help people understand the context of the utterance. The problem discussed here is the kinds of deixis in the study of pragmatics, which related to the meaning of reference. Based on the background of the problem, the researcher formulated the research questions as follows:

1. What are the kinds of social deixis found in the Oprah Winfrey's interview with Meghan Markle and Prince Harry?
2. What are the function of social deixis found in the Oprah Winfrey's interview with Meghan Markle and Prince Harry?

## **1.3 Research Purposes**

Based on the formulation of the research question above, this research has some purposes, as follows:

1. To identify and describe social deixis kinds that used in the Oprah Winfrey's interview with Meghan Markle and Prince Harry.
2. To discover the function of social deixis in the Oprah Winfrey's interview with Meghan Markle and Prince Harry.

## **1.4 Research Significance**

The results of this research are expected to make a useful contribution, for readers and researchers who are interested in one of the fields of linguistics, namely pragmatics, especially social deixis. This research has two research interests, namely academic significance and practical significance.

Academically, it is expected that the results of this study can be useful for the development of linguistics, especially the study of pragmatics and social deixis. The results of this study can be used to expand knowledge about speech analysis using types of social deixis and their functions. In addition, this research expected to be an additional source of data for future researchers. It gives more knowledge to students who study and are interested in researching social deixis in language realization in human daily life, especially the realization in this study is an utterance.

Practically, students of English Department can use the result of this study as a sample to analyze the grammatical complexity of the utterances. For lecturers or teachers, this

research can be used as a reference to improve students' ability to master the context in an utterance. It is hoped that this research can also be an important role in future research for researchers who are interested in conducting social deixis research on the same subject, but from another perspective.

### **1.5 Conceptual Framework**

A theoretical framework is a structure that can organize and support the theory of a research study. In this section, the researcher presents and reviews theories that are related and relevant to the topic of this research. The conceptual framework of this research presented as follows.

The research of deixis aims to analyze what are the references of the utterances in Oprah Winfrey's interview, Meghan and Prince Harry, and what are the functions. This research employs a Pragmatics approach. According to Yule (1996), Pragmatics is the study of the meaning of communication and requires interpretation of what someone means in a particular context. Context is one of the essential elements of successful verbal communication that needs to be considered (Sudrayat, 2009). Many communications are context-bound because words can change their meaning depending on the context in which they are used. In the utterance, knowing the references of the context is necessary. Likewise, in Oprah Winfrey's interview, Meghan and Prince Harry, it is necessary to know what contextual references are used.

To answer the first question, the researcher uses the Pragmatics approach, namely Deixis. Deixis can be understood as linguistics pointing to relevant portions of the context of an utterance (Perkins, 1992). In Greek terms, deixis is "pointing through language." Deixis is always present in everyday conversations, whether in movies, novels, short stories, or even in interviews. Deixis is a word that points to things such as living beings, objects, time, place, and discourse. Deixis used to explain who the speaker is, what is being said, when it happens, and where the utterance occurs.

The researcher employs Levinson's theory (1983). According to Levinson (1983, p. 62), there are five kinds of deixis: person deixis, spatial deixis, temporal deixis, discourse deixis, and social deixis. Every kind of deixis has a different function. Person deixis used as the form of reference that refers to a specific individual or group when the utterance uttered. Spatial Deixis used as a form of reference that refers to the location in which an utterance takes place. Temporal deixis used as the form of reference that refers to the times

mentioned in an utterance. Discourse deixis used as the form of a reference that refers to the word that explains something when the phrase uttered. The last, social deixis used as the form of a reference that refers to the encoding of social differences connected to the differences in social status between speakers and hearers.

The researcher employs Levinson (1983) theory of deixis to find out the kinds of social deixis and their functions in the interviews of Oprah Winfrey, Meghan, and Prince Harry. Social deixis used based on the character's role because of social differences so that different words emerge, called honorifics. According to Levinson (1983), there are two basic kinds of social deixis; relational and absolute. Relational social deixis is a deixis that refers to several references to social characteristics, either related to relative social rank, or deixis reference to the social relationship between speaker and hearer. Meanwhile, absolute social deixis is a deixis reference that refers to an expression reference in the form of a specific greeting that does not include a comparison of rank between the speaker and the addressee (Levinson, 1983).

According to Levinson (1983, pp. 90-91), the kind of relational social deixis is as follows (1) speaker and referent (referent honorifics); (2) speaker and addressee (addressee honorifics); (3) speaker and bystander (bystander of audience honorifics) and (4) speaker and setting (formality levels). Meanwhile, the kind of absolute social deixis is as follows (1) authorized speaker and (2) authorized recipient. To answer the second research question, the researcher uses theory according to Levinson (Levinson, 1983, pp. 91-92) and Cruse (2006: 166), there are some functions of the use of social deixis. They are (1) social status differentiation, (2) politeness, (3) social identity and (4) closeness relationship.

Furthermore, based on the explanation above, the functions of social deixis are as follows:

1. Social status differentiation

Social deixis as a status differentiation is to distinguish the social status of a participant. Formal language usually used to encode a social status differentiation between people with different social levels in a speech event. For example, when a student calls his teacher by the deictic expression *Prof*, it encodes that the teacher is highly educated by knowing that the title *Prof* is usually used to people who gave highly educated.



## 2. Politeness

The politeness function usually used to respect participant. For example, the teacher in a school are called *Mr.* or *Miss.* to show respect and manners of politeness.

## 3. Social identity

Social deixis, as social identity, encodes the identification of the speaker or addressee. For example, when a speaker addresses the phrase *young boy*, it shows that the deictic expression refers to a person who is younger than the speaker.

## 4. Relationship closeness

The function of social deixis to clarify the closeness of social relations is a function used to provide a dividing line between those who are relatives or non-relatives and determine the extent of other people's kinship more precisely. For example, *my best friend*. It shows that the deictic expression refers to the best person that the speaker has.

This research focuses on what are the kinds of social deixis, how someone use it in a formal event, and what are the functions of references from the kind of social deixis.

### 1.6 Clarification of Key terms

The following describes and explains some of the key terms used in this research, some definitions are stated as follows:

#### 1. Pragmatics

Pragmatics is a branch of linguistics that studies the use of language to understand the meaning of communication in accordance with a particular context. It can understand the meaning behind an utterance. The study of pragmatics consists of speech act, implicature, presupposition, entailment, and deixis.

#### 2. Deixis

Deixis is a form of reference related to the speaker's context, and the speaker's way of expression in using language. To understand the meaning of the deixis phenomenon, it can be interpreted by referring to the speech event, who is the speaker, the place and time of the conversation, and the discourse spoken.

#### 3. Social Deixis

Social deixis is one of the branches of deixis types. Social deixis used as the form of a reference that refers to the encoding of social differences connected to the differences in social status between speakers and hearers.

#### 4. Oprah Winfrey

Oprah Winfrey is an African-American female figure known for her success in the entertainment field. She is a producer, actress, and talk show host. One of the talk shows broadcast by Oprah is the CBS Morning talk show.

#### 5. Prince Harry

Prince Harry, whose full name is Henry Charles Albert David. He is a member of the British royal family known as the Duke of Sussex, a royal duke of British royalty. He is the youngest child of King Charles III and Diana, Princess of Wales.

#### 6. Meghan Markle

Meghan Markle is a former American actress in television and film. She is also an activist humanitarian. Now, she is a member of the British royal family known as the Duchess of Sussex, because she is married to Prince Harry. Meghan Markle is the wife of Prince Harry, Duke of Sussex, the youngest son of King Charles III.

#### 7. CBS Morning

CBS Mornings is a news television program broadcast in America in the morning. Columbia Broadcasting System (CBS) has several information programs, including news programs, radio programs, magazine programs and talk show programs.

### 1.7 Organization of Paper

This paper consists of 5 chapters, which each chapter discusses as follows:

Chapter I : This chapter presents the introduction of the research. It consists of the research background, previous studies, statements the problem, research purposes, research significance, conceptual framework, and clarification of key terms.

Chapter II : This chapter presents the theoretical framework related to the topic of this research. It consists of the theory of Pragmatics, the theory of context, the definition of deixis, the kinds of deixis, the definition of social deixis, the kinds of social deixis, the functions of social deixis, and supporting theory such as the definition of interview.

Chapter III : This chapter presents the description of the research method related to the topic of this research. This chapter describes the complete research procedures and all the stages. It consists of the research design, the sample of data, the source of data, the technique of collecting data, the technique of analyzing data, and the organization of the paper. This chapter helps the researcher discover the kinds and functions of social deixis in Oprah Winfrey's interview with Meghan Markle and Prince Harry on the talk show CBS Morning.

Chapter IV : This chapter presents the findings and discussion of this research. It consists of interpretation and data analysis of the research. This chapter focuses on answering research questions and reveals the kinds of social deixis and their function used in Oprah Winfrey's Interview with Meghan Markle and Prince Harry on the talk show CBS Morning.

Chapter V : This chapter presents conclusions and suggestions. The conclusion of this chapter is the final result of this undergraduate thesis based on the findings of the research. The conclusion includes the kinds of social deixis and their function used in Oprah Winfrey's Interview with Meghan Markle and Prince Harry on the talk show CBS Morning. Meanwhile, the suggestions are aimed at future researchers who are interested in researching similar fields of study on deixis with different perspectives.

