CHAPTER I

INTRODUCTION

This chapter deals with the description of background of the study and some systematics steps that are used by the researcher to conduct this research.

1.1. Background of the Study

Deixis is important in language because deixis identifies the meaning contained in language and is only known when it is in the context of events or language situations. Deixis is a pragmatic study. Deixis has a moving meaning depending on the context. Deixis makes language meanings easier to interact and communicate orally or in writing. Deixis also concerns the ways in which language expresses the characteristics of speech contexts in language use (Dylgeri and Ledia, 2013:88).

According to Stubbs (1996), deixis is not exclusively a linguistic phenomenon but also a means of expressing cultural and social values, which can provide insight into the context of political discourse. Analysis of deixis in Barrack Obama's speech to the Iraq War, therefore, can provide valuable insight into how language is used to perpetuate power relations and reinforce social and cultural norms.

In addition, AlZahrani's research (2021) found that deixis can also create a sense of cohesion and community among audiences, build speaker credibility, and create a sense of urgency around an issue. Therefore, an analysis of deixis in

political discourse, particularly in Barrack Obama's speech on the Iraq War, can contribute to a better understanding of how language is used to construct and amplify power dynamics and influence public perceptions.

The fact is that sometimes listeners still have difficulty determining the exact meaning of the deixis used in english speech. Lack of understanding of the dexis in an utterance can lead to misunderstanding of the meaning or message of the utterance conveyed and can even cause emotions, happiness and disappointment for the listeners.

In general, deixis serves to assist readers in understanding the contents of a text or discourse. Deixis is one of the most basic terms in communication. The word 'deixis' comes from a word which means to point or point. Deixis is directly related to reference and context which is reflected in the structure of language.

The researcher chooses a pragmatic deixis analysis in Barack Obama's speech in 2002 against the Iraq War, besides having the word deixis, many people are also interested in hearing the speech of the president of the United States. Barack Hussein Obama's speech which was released in October 2002 was chosen as the research. In this study, researchers want to analyze deixis in Barack Obama's speech in 2002 against the Iraq War.

Dexis is a linguistic term that refers to the use of words or phrases to refer to a particular person, place, or thing in speech. As revealed by Yule (1996), "Deksis is a way to provide identification or specific reference to something in a social event". Researchers are interested in examining dexis because it can provide a

deeper explanation and understanding of how language is used in social interactions. In Barak Obama's speech about the Iraq War, the use of dexis shows a strong leadership character and reinforces the message of the speech itself. As stated by Clarke and McCulloch (2012), "The wise use of dexis reflects a speaker's ability to gain support and direct appropriate emotions to the audience". In addition, the use of dexis in Obama's speech plays an important role in shaping his image and identity as a leader who can be trusted and respected. As stated by Carbonell (2017), "In a political speech, the use of the right dexis can show the character of courage and credibility, helping the speaker to win the support and trust of the audience". Therefore, research on the use of dexis in Barak Obama's speech on the Iraq War has important implications for a broader understanding of language and rhetoric in politics and leadership.

1.2. Statement of the Problem

Based on the explanation described above, the problems that can be raised in this study are:

What are the types of deixis found in "Barrack obama's speech on Iraq war?

What are the most dominant deixis used in Barrack Obama's 2002 speech on Iraq war?

1.3. The Objective of the Study

The aim of this research is :

To describe the types of deixis in Barack Obama's 2002 Speech on Iraq war.

To describe the most dominant type of deixis barrack obama's speech on iraq war.

1.4. Significance of the Study

This research is expected to provide insight to enrich deixis analysis.

Theoretically

This research is expected to contribute to the field of linguistics, especially in pragmatics related to deixis. The results of this study are expected to increase the discussion of deixis in pragmatics. And this research is also expected to be used as a comparison and reference for another relevant research.

Practical

This research is expected to provide additional information to other writers who wish to discuss similar studies and enrich knowledge about deixis and pragmatics in general, and is also expected to encourage interest in conducting pragmatic research in this case deixis. Thus, the research is expected to enrich existing research related to pragmatics.

1.5. Scope and Limitation of the Study

Limiting the problem in a study is very important because it affects the results in the research and also the accuracy of the research problems that are taken, this is done so that the research is more directed and in accordance with the objectives, so in this study it is limited by 2 things, namely what dexis is used and

what is the most dominant dexis used in barrack obama's 2002 speech against the iraq war.

1.6. Definition of the Key Terms

In this study, researchers used Levinson's (1983) concept of deixis. Levinson states that the relationship between language and context is reflected in the structure of language itself. He divides deixis into 5 types, namely :

1. Personal dexis : Personal dexis is used to refer to oneself or someone who are speaking, such as "I, or, we, their, our".

   Example : I want to go to the cinema tonight.

2. Temporal dexis : temporal dexis is used to refer to time, such as "Now, Yesterday, or TomorrowTomorrow".

   Example : Tomorrow I will meet my college friends.

3. Spatial dexis: spatial dexis is used to refer to a place or location, such as "There, Here or There".

   Example : The books are right there on the back shelf.

4. Social dexis : social dexis is used to refer to a person's social role or status, such as "Doctor, "Teacher, or "Minister".

   Example : His father is a famous doctor in our city.

5. Discourse deixis : according to Levinson (1983:85), discourse deixis is

related to the understanding of the use of expressions in several

conversations referring to the portion of the contents of the discourse

in the conversation. A word can be called a discourse deixis if it refers

to a definite part of the text where the referent is made into current

discourse. Examples : The previous, the first, the following, next

thursday, in the last paragraph, and in the next chapter.