

## Deixis Analysis of Ed Sheeran's Speech "Embrace Your Weirdness"

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### Abstract

This article aims to identify deixis found in the speech of Ed Sheeran "Embrace Your Weirdness" particularly to analyze the most dominant used deixis. This research used a qualitative method with data collected from the English Speech video of Ed Sheeran's "Embrace Your Weirdness". The analysis analysis found 128 that, according to the five types of deixis, consist of 102 personal words, five spatial words, 10 temporal words, 10 discourse words, and one social word. The most dominant deixis was Personal Deixis with 80%. The most dominant deixis was personal deixis with 80%. it can be concluded the most dominant words used in speech was personal deixis related to the personal deixis as represented of the speaker as the main person of their speech dialog. The result will be depends on speech context it proved from the use of first person singular and plural such as "I" for the person and "we" or "our" to represent an agency or organization.

**Keywords:** Speech; Deixis; Analysis

### INTRODUCTION

Language is a unique human heritage that plays a very important role in human life such as thinking, communicating and negotiating with others. Speech as one of way to comunicate with other people using a language, through speech people can share their ideas, experience, argument to other people. Speech as a statement that makes it possible for the audience to understand the speaker's intentions is an important point. Audiences can interpret statements by relating them to context. As described by Gregory (1990), Speech is a well-placed utterance that is communicated to the group. This means that in addition to the message, the correct placement of words, grammar, and references from the speaker's speech is also important in delivering the speech so that the listener can better understand the message. Words are elements of a language, and their structure consists of sentences, phrases, and a collection of meaningful letters that can function to form phrases In the branch of language study called as linguistics, the internal study of interpretation context of word is called as pragmatic.

Pragmatics as one of the fields of linguistic science, specializing in the study of the relationship between language context and speech. As stated by Wiguna et al., (2018), pragmatics is the systematic study of meaning by focuses on the uses of language. Major aspects of pragmatic focus on category such as implicature, presupposition, speech action, and deixis. Refer to major aspects of pragmatic, based on Levinson (1983), Deixis is a pragmatic element associated with a particular word or phrase that adapts in context. Deixis is particularly focused on adapting words to context. Moreover, Pertiwi et al., (2020) who states that deixis as one of aspect pragmatic defines as word or pronouns to show or indicates something that happens in social phenomenon. Such as "him" to indicates person who talk with us and "there" to indicate location. Hasanah et al (2021) Speaking makes explanation effective in for the audience and creates different pronunciation by the teacher. In addition, the use of deixis in speech help the speaker briefly introduced to the audience about pronouns and how to refer in communication.

The purpose of speech create student's ability able communicate effectively and understandably.

Edward Christopher Sheeran or called as Ed Sheeran born in 17<sup>th</sup> February 1991 is popular English singer and songwriter. Ed Sheeran has sold over 26 million albums and 100 million singles worldwide, making him one of the best-selling music artists in the world. (English Speech, 2021). This research analyzes the deixis found in the English Speech video of Ed Sheeran's Embrace Your Weirdness. The video features his speech in the 9<sup>th</sup> Annual American Institute for Stuttering Freeing Voices, Changing Lives Benefit Gala, which was delivered to support children to embrace themselves by sharing his spirit and experience when he was a child. Referring to explanation previously, the author choose Ed Sheeran speech based on inspiring content for the student, improve student speaking ability, and analyze deixis used in speech. Deixis is often found in a wide variety of everyday literatures. For example, discussion, movies, poems and etc. Based on Levinson (2008) deixis is study of connection both of the context and the language in grammatical in the field of pragmatic. Nurjamilah and Efransyah (2021) who stated that basically pointing at something through language called as deixis. Deixis is a considerable field focuses in pragmatics, semantics and phonetics. Deixis is form of linguistic used for represent of point. Deixis also called as deictic. It use to recognize of motive or meaning of phenomenon within the word and phrases in the context of utterance information is the characteristic deixis in the lingusitic. Thus, deixis is pointing into something it called deictic expression

## METHOD

The method of this research was qualitative. According to Paltridge & Phakiti (2015), qualitative research in applied linguistics usually seek to understand language, language learning or use in context, or social phenomena that occur in the natural environment such as social and classroom environments.. Furthermore, The design used in this research was qualitative descriptive, as stated by Hamani & Puluhulawa (2019) qualitative descriptive carried out by describing the facts then followed by analysis. The data collected through analyzed the speech video English Speech Ed Sheeran "Embrace Your Weirdness". It is directed simultaneously with data collection by Arikunto (2006) noted several steps of author in collecting the data, the steps used in analyzing the data are:

1. Analyzing and identifying deixis into its types
2. Tabulate the frequency
3. Classify the most dominant type of deixis in the speech
4. Describe and explain then draw conclusions.

## RESULTS AND DISCUSSION

### Results

Data analysis found deictical words expressed in the speech. As shown in the table below.

**Table 1.** Deixis in Ed Sheeran's speech *Embrace Your Weirdness*

No	Kind of deixis	Deictical word	Quantity	Total
1	Personal	I	44	102
		Me	5	
		My	7	
		We	1	

		You	15	
		Your	5	
		Yourself	4	
		They	1	
		He	2	
		It	18	
<b>2</b>	<b>Spatial</b>	School	3	5
		Class	2	
<b>3</b>	<b>Temporal</b>	Tonight	2	10
		Couple of Month	1	
		Today	2	
		One Day	2	
		When	2	
		Young age	1	
		Nine Year old	1	
<b>4</b>	<b>Discourse</b>	This	1	10
		That	4	
		Then	2	
		Here	1	
		Then	1	
		There	1	
<b>5</b>	<b>Social</b>	No one in the world can be a better you than you	1	1

The table above describes personal deixis in the first person, second person, and third person. The first person was the use pronoun I, me, my, and we. However, second person usage has been discovered in the form of possessive pronouns such as you, , yourself, your, and they. The third person were he and it. The spatial deixis of speech dialog were school, and clas. The temporal deixis of speech dialog were tonight, couple of month, today, one day, when, young age, and nine year old. The discourse deixis found in speech dialog were this, that,then, here, and there. The social deixis found in the speech dialog was “ No one in the world that can be a better you than you”. Furthermore, To find the dominant deixis in speech, the total frequencies of deixis found were calculated as follows.

**Table 2.** Total frequencies of deixis in Ed Sheeran’s speech Embrace Your Weirdness

Types of Deixis	Frequency	Frequency Percentage
<b>Personal Deixis</b>	102	80%
<b>Spatial Deixis</b>	5	3%

<b>Temporal Deixis</b>	10	8%
<b>Discourse Deixis</b>	10	8%
<b>Social Deixis</b>	1	1%
<b>Total</b>	128	100%

Thus, it revealed the dominant types of deixis was personal deixis with 102 word or 80% Percentage of deictical word that founded of speech dialog using personal deixis in the first person, second person, and third person. The most dominant word used in personal deixis was “I” with the 44 frequencies. The used of spatial, temporal, discourse, and social deixis the result showed were 26 deictical words founded in Ed Sheeran Speech “Embrace Your Weirdness”.

## Discussion

Based on result above, the author calculated through the percentage of types of deixis used in speech dialog, it can be seen that there are five types of deixis used namely: personal deixis, spatial deixis, and temporal deixis, discourse deixis and social deixis. The resulted showed that dominant deictical words used in the speech dialog was personal deixis with 80% frequencies of words. In line with Hasanah et al., (2021) the word “I” as first person deixis proved that the speaker as main person of the speech. According to Levinson (1983), Stated that personal deixis divided into three-part division, classified the pronouns for the first person (*I, me, myself, mine, we, us, ourselves, our, ours*), second person (*yours, you, yourselves, and yourself*), and third person (*he, she, and they, him, himself, her, herself*). The words taken from those the Speech dialog, the example as follows:

**“I** didn't know **I** was receiving an award tonight.” **“And be yourself** and accept **your** habits. Strange things are great”

**“I** was 9 years old and didn't know what **it** was saying. And **he** told me”

The author found that found a first person “*I*” indicated to the speaker as who uttered in singular pronoun. “*Your*” and “*Yourself*” second person deixis, indicated to the someone who identified as recipients or audience. “*he*” and “*It*” the word indicated for the speaker or recipient but usually implies the gender the utterance is referring to people in the speech dialog. As a result the speech dialog revealed that personal deixis indicates to pointing person.

Furthermore, as stated Levinson (1983), spatial deixis concerns with the relates to the location to indicates the participant's location in a communication. The words taken from those the speech dialog, the example as describes below.

**“So** when I went to **school**, and if you tried, stuttering was actually the least of my problems.”. **“Be** a cool kid in **class**, you will be very bored”.

The author found kinds of spatial deixis “*School*” and “*Class*” based on the speaker as the place. According to the dialog speech, revealed that spatial deixis was related to the location of people and things which can be indicated through things and places that pointing the location. Moreover, based on Levinson (1983), temporal deixis is used to motive of calculating or measuring time in lots of languages seems to be a natural and essential cycle. The words taken from those speech dialog, the example as presented below.

**“I** don't want to emphasize most of **tonight** to shed light on stuttering. Make it a thing”.

**“I** got an email from Emily a **couple of months** ago telling me about the thing.”

The author found kinds of temporal deixis “*Tonight*” and “*Couple of Months*” the words related to the speaker as the time. Cited in the speech dialog, revealed that Temporal Deixis based on current reality which can be seen through the speech dialog. It proved that temporal deixis was pointing into the time.

In addition, Levinson (1983), defined that discourse deixis is an look used to refer to unique discourse consist of the utterance or as a sign and its relations to the textual content. The words taken from those speech dialog, the example as defined below.

“**This** is the second award I received in America so it ’s very good..”

“And **then** from **there**, I just carried on and did some music”

The author found kinds of Discourse deixis “*This, That, Then and There*”. the words related to the speaker as a sign related of the context. It can be seen from the speech dialog, revealed that Discourse deixis part of a discourse related to the speaker’s present vicinity in the discourse. It proved that discourse deixis was pointing into a sign of word.

In addition, as describes by Levinson (1983), social deixis pertains to sentences that describe, outline or be decided through a specific participant or social scenario inside the speech event takes place. The words taken from those speech dialog, the example as defined below.

“No one in the world that can be a better you than you”

The author found social deixis from the sentence above related to specific social context, it pointing into the audience as a participant of social event.

Based on the result of Rispatiningsih (2020) entitled “Pragmatic Analysis of Deixis in SBY’s Speech upon Accepting the World Statesman Award” showed that 55 personal word (74%) with 63 first person plural words “*we*” and “*our*” as represented of Indonesia although he only use 10 times (14%) for place deixis and 9 (12%) for time deixis. In line with Wardani and Rizkiani (2021) entitled “Analysis of Deixis in Stephen Colbert ’ S” showed the type of deixis dominant used by Stephen Colbert in his speech was a person deixis by 232 words by the word ‘I am’. Time deixis 26 words, place deixis 9 words, discourse deixis 48 words, and social deixis 34 words. Rahayu and Kurniawan (2020) entitled “Deixis Investigation of Motivational Speech in Jack Ma’s “*Empowering Young African Entrepreneur in Nairobi*” Speech” by Jack Ma mentioning himself 271 times of first person deixis and backgrounds the other people in the use of the deictic expression. Due to the fact, it can be concluded the most dominant words used in speech was personal deixis related to the personal deixis as represent of the speaker as the main subject of their speech dialog.

## CONCLUSION

After analyzing the deixis types in Ed Sheeran’s speech “Embrace Your Weirdness”, 128 deictic words were found, consisted of 102 personal deixis, five spatial deixis, 10 temporal deixis, 10 discourse deixis, and one social deixis. The most dominant deixis was personal deixis with 80%. it can be concluded the most dominant words used in speech was personal deixis related to the personal deixis as represented of the speaker as the main person of their speech dialog. The result will be depends on speech context it proved from the use of first person singular and plural such as “I” for the person and “we” or “our” to represent an agency or organization.

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