

A Deixis Analysis of Emma Watson's Speech on Gender Equality at Heforshe Campaign 2014

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Abstract

This research aimed to analyze the type of Deixis and the dominant Deixis in Emma Watson's speech on gender equality at the heforshe campaign 2014. This research used the descriptive qualitative method. There are four stages to collecting data. First, the researcher searched the video on youtube titled "Emma Watson's Speech." Second, the researcher watches the video and understands it. Third, researchers transcribe speech into the written text; the last, the researcher analyses Deixis and classifies it. This research shows that the types of Deixis contained in the speech are person deixis, spatial Deixis, and temporal Deixis. Researchers found 62 deixis in Emma Watson's speech and had three types of Deixis. There are 43 deixis in person deixis, 17 in spatial deixis, and 2 in temporal deixis. The dominant Deixis in Emma Watson's speech is Person Deixis.

Keywords: Pragmatic; Deixis; Speech; Emma Watson

INTRODUCTION

Language is the essential aspect of human life. It can be seen in the many schools, colleges, and other educational institutions with subjects or language majors in their learning. The other reason language is essential is because it makes it easier for people to communicate and interact. According to Ogunpitan (1998), cited in Demmatande (2018), language is communication and provides information to understand each other. Therefore, we must learn the language. As stated by Slamet & Sulistyaningsih (2019) as cited in Hidayati et al. (2022), Humans must learn the lingo to get rid of misunderstandings and misinterpretations between the speaker and the interlocutor. According to Levinson (1983), "pragmatics is the study of those relations between language and context that are grammaticalised, or encoded in the structure of a language." In addition, Yule (1996) defines pragmatics as the study of the meaning of what the speaker says. Meanwhile, Abdulameer (2019) stated that Pragmatics is the part of linguistics that studies spoken language and how context contributes to meaning. Pragmatics consists of conversational implicatures, speech acts, deixis, and text organization. However, to understand each other when interacting or communicating. We must understand the relationship between language and context. We must understand it so there is no misunderstanding when communicating or interacting. One example that shows the relationship between language and context is the existence of Deixis. Deixis can be found in daily communication or discourse, such as conversations, movies, novels, or speeches. Speech is an activity of speaking in front of many people. Speech is carried out using suitable language and can be accepted by the listener. The term deixis comes from a Greek word meaning 'to point' or 'to show'. Yule (1996). According to Levinson (1983), Deixis is the only precise way the relationship between language and context is reflected in the structure of language itself. Then Lions stated, as cited in Sitorus (2019), that Deixis identifies locations, people, objects, events, processes, and activities that are carried out related to when the speaker is speaking and when the listener hears it. Also, Levinson (1983), as cited in Karlina & Haryudin (2021), has a deictic centre consisting of I, Here, and

Now. There are three main categories of Deixis for the results: Person deixis, spatial Deixis, and Temporal Deixis. According to Curse (2006), quoted in Rizka et al. (2018), Person deictic is the first pronoun which is categorised into three, namely: personal pronouns, second-person pronouns, and third-person pronouns (I, you, they, we, she, he, it, me, they, we, he; mine, yours, hers, myself, yourself, herself, ourselves, themselves). Then possessive adjectives my, your, our, them, his, her) and verb inflexion (I like, your likes, he likes). Then, according to Abdulameer (2019), Person deixis is a deictic reference to the participant's role as a reference. It is related to the Grammar category of the people involved in a statement. This includes speakers, non-speakers, and recipients. We can conclude that Deixis is related to pronouns from these two opinions. Nurchaerani et al. (2020) said, "We supposed that person deixis is concerned with the pronoun. However, a pronoun is part of person deixis."

According to Rizka et al. (2018), Spatial Deixis shows where the speaker and the interlocutor are. Spatial Deixis is also called place deixis or locative expression. Then, Spatial Deixis refers to how language shows the relationship between locative terms and Deixis of place or places of discourse participants (Yulistiani & Parmawati, 2020). from the two opinions above, we suppose spatial Deixis refers to showing the location, preposition, and place. Temporal deixis, also called Time Deixis. The linguistic forms to express time deixis are adjectives like now, yesterday, then, and verb tenses. In addition, Yulistiani & Parmawati (2020) Temporal Deixis shows the direction or position of actions and things in time. Based on the elaboration above, the researchers are interested in analyzing the Deixis in Emma Watson's speech on gender equality conducted at the HeForShe Campaign 2014. Emma Watson is a British actor and Goodwill Ambassador for U.N Women. The researcher wants to analyze this speech because the researchers realize that deixis research as a reference in the speech text can be understood if the listener or reader knows the context behind the speech. Therefore, it can help readers or other people get more precise information.

METHOD

This research method used descriptive qualitative; Nasution (1992: 12), quoted in (Rukajat 2018), argues that essentially qualitative research is observing people in their environment, interacting with them, and trying to understand their language and interpretation of the world around them. To gain an understanding of a phenomenon or human behavior in an organization. The data was taken from Emma Watson's speech at HeForShe Campaign 2014. In this study procedure, the researcher followed some steps: First, the researcher searched the video on youtube with the title "Emma Watson's Speech." Second, the researcher watches the video and understands it. Third, researchers transcribe speech into the written text; the last, the researcher analyses Deixis and classifies it. The analysis will focus on Deixis, the dominant type of Deixis used in Emma Watson's speech at the HeForShe campaign in 2014.

RESULTS AND DISCUSSION

Results

After analysing the data, several types of Deixis are found in the speech. The table below shows the data collection from Emma Watson's speech.

Table 1. Person Deixis

Type of Person Deixis	Number of Word
I	21
You	1

We	1
It	6
They	2
Me	2
My	7
Our	1
Their	2
Total	43

Table 2. Spatial Deixis

Type of Spatial Deixis	Number of Word
That	12
This	2
There	2
These	1
Total	17

Table 3. Temporal Deixis

Type of Temporal Deixis	Number of Word
Six months ago	1
A long time ago	1
Total	2

Table 4. Deixis used in Emma Watson's Speech

Type of Deixis	Number of Word	Percentage
Person Deixis	43	69%
Spatial deixis	17	27%
Temporal Deixis	2	3%
Total	62	100%

Discussion

Based on the researcher's data in Emmas's Speech, the researcher found three types of Deixis. Namely, Person deixis, spatial deixis, and temporal deixis. As seen from the result, the percentages of the kinds of Deixis for each classification are as follows; there are 43 (69%) person deixis that have dominated the analysis of the data, 17 (27%) for spatial/place deixis, 23 (6.69%) and the las for temporal/time deixis, 2 (3%). In her speech, Emma Watson dominantly uses person deixis. She wants to designate something or someone in the context or situation in which the expression is spoken. In a speech in 2014, in front of the U.N. general assembly. She uses the first-person pronoun "I" 21 times as the most dominant personal Deixis.

1. Person deixis

The first person pronoun "I" is the most dominant personal Deixis. Personal Deixis became the most common type of Deixis in Emma Watson's speech because she, as a speaker, talked about her experiences with feminism. The other types of person Deixis are it (6), you (1), we (1), me (2), They (2), Their (2), and My (7).

a. First-person

In Emma Watson's speech, the researchers found some first deixis. Following sentence :

*"**I** was appointed as goodwill ambassador" (line 1)*

*"**I** have spoken about feminism" (line 2) (English Speeches, 2018)*

The use of "I" in the above speech is included as Deixis in the first person singular subject pronoun because the word "I and Me" here refers to Emma Watson. Emma Watson made this statement before the United Nations Assembly. Emma made this statement to show and let all listeners know that she is a goodwill ambassador for U.N. Women and delivered a speech on feminism.

b. Second person Deixis

In Emma Watson's speech, the researchers found some second-person deixis. Following sentence :

*"Thank **you**" (line 27) (English Speeches, 2018)*

The use of "you" in the above speech is included as second-person plural deixis because the word "you" refers to the audience who watched Emma's speech.

c. Third-person

In Emma Watson's speech, the researchers found some third-person deixis. Following sentence :

*"My girlfriends started **Their** beloved sports teams because **they** didn't want to appear "muscle." (line 13)*

The word "they & they" in the speech above is included as third-person plural deixis because the word "they & they" refers to Emma Watson's friends. This speech was delivered by Emma Watson in her speech when she talked about the things she and her friends felt related to gender equality.

2. Spatial Deixis

The number of spatial/places Deixis found in the speech is 17. The dominant type of spatial/place Deixis used is "that" (12). Other types of space/place deixis are this (2), these (1), and there (2). The following sentence of spatial Deixis:

*"If **there** is one thing I know for certain" (line 5) (English Speeches, 2018)*

*"all women can expect to receive **these** rights." (line 25) (English Speeches, 2018)*

The words "there & these" in the sentence above are spatial Deixis because those words are included in spatial deixis words (this/these, that/those, there/here, above/below).

3. Temporal Deixis

The number of temporal Deixes found in the speech is 2. The temporal Deixis in Emma Watson's speech is found randomly; the data taken is limited and explains time. Following sentence :

"I was appointed as a goodwill ambassador for U.N. Women six months ago." (line 1)
(English Speeches, 2018)

"I started questioning gender-based assumptions a long time ago." (line 7) (English Speeches, 2018)

The words "six months ago and a long time ago" in the speech are temporal Deixis. "six months ago" refers to one day when Emma Watson was appointed become ambassador, and "a long time ago" refers to one day when Emma Watson started questioning about gender.

CONCLUSION

This research was conducted to find the dominant types of Deixis and Deixis in Emma Watson's speech. Based on Emma Watson's speech entitled "gender equality," the kinds of Deixis contained in the speech are personal Deixis, spatial Deixis, and temporal Deixis. Researchers found 62 deixes in Emma Watson's speech and had three types of Deixis. There are 43 deixes in personal Deixis and dominated by "I" spoken 21 times, 17 spatial deixes and dominated by "that" said 12 times, and then there are two temporal deixes in Emma Watson's speech. The dominant Deixis in Emma Watson's speech is person Deixis.

ACKNOWLEDGMENTS

Thanks and praise Allah SWT, who always helps me finish this project, and thanks to Mrs. Yanuarti Apsari, M.Pd, guided me in completing this project. I realize that my paper would never be finished without many people giving advice and contributing a lot to help me achieve this project. I hope the results of this project can help researchers in project analysis and become a reference for future researchers and everyone who reads this research.

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