

Deixis Reflected In The Grammarly Advertisement Video Script

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Article History:

Received: 19 Agustus 2024

Revised: 28 Agustus 2024

Accepted: 03 September 2024

Keywords: *deixis, advertisement, script*

Abstract: *Advertisements are crafted to influence and engage audiences through various linguistic strategies. This study investigates the use of deixis in a Grammarly advertisement video, focusing on how different types of deictic expressions contribute to the narrative and effectiveness of the advertisement. Using Levinson's (1983) framework, the research categorizes deictic expressions into five types: person, place, time, discourse, and social deixis. The qualitative content analysis reveals that person deixis helps establish character identities and relationships, while place deixis provides spatial context, enhancing the audience's ability to visualize scenes. Time deixis ensures chronological coherence and builds suspense, and discourse deixis maintains narrative continuity and focus. Social deixis highlights social relationships and hierarchies, adding depth to interactions. The findings underscore the importance of contextual information in interpreting deictic expressions and demonstrate how deixis enhances communication in advertising. This study contributes to the understanding of Pragmatic language use in promotional content and offers practical insights for creating more engaging and effective advertisements.*

INTRODUCTION

Advertisement is a fundamental element of modern communication, serving as a crucial bridge between producers and consumers. It involves the strategic dissemination of information to persuade potential customers to engage with products, services, or ideas. In essence, advertising is not merely about promoting a sale; it is about crafting compelling messages that resonate with target audiences, influencing perceptions, and driving behavior.

In the realm of communication theory, advertisements function as a form of rhetoric, utilizing linguistic and visual strategies to construct persuasive messages. One such strategy is the use of deixis, a linguistic phenomenon that relies on context for interpretation.

Analyzing deixis in advertisements through the lens of Pragmatics theory offers a profound understanding of how language functions to create meaning and influence audiences. Pragmatics, the study of language use in context, provides insights into how meaning is constructed beyond the literal interpretation of words (Birner, 2013). Deixis, an essential concept within Pragmatics, refers to words and phrases that require contextual information to be fully understood (Levinson,

1983). These include personal pronouns, demonstratives, and time and place adverbs. By analyzing the use of deixis in an advertisement, we can gain insights into how language is strategically employed to create a relatable scenario and guide the audience's attention.

In this study, a Grammarly advertisement video is examined to analyze the use of deixis in conveying the intended message. The advertisement, featuring Tyler, who is trying to build a better relationship with his boss, Anita, through a well-crafted email. The types of deixis used in the advertisement and their references are analyzed with the theory purposed by Levinson (1983). Through this analysis, how deixis enhances the communicative effectiveness of the advertisement is aimed to be uncovered.

THEORETICAL FRAMEWORK

Deixis

Deixis is a concept in Pragmatics that refers to language phenomena where certain words or phrases in an utterance derive their meaning from the context in which they occur and the perspective of the speaker. The use of deixis in language allows speakers to efficiently and effectively convey complex information by relying on shared knowledge and situational context (Yule, 1996). Context is crucial for interpreting and understanding certain words in sentences or utterances. For instance, the words: "I," "you," "him," "here," "there," "this," "that," "now," "then," and "yesterday." There is a connection between those words and the person who is speaking, the person to whom they are speaking, the time and place where the utterance takes place. Crystal (2008), defined that "deixis" is a term used in linguistic theory to replace language features that refer directly to personal, temporal, or locational characteristics of the situation in which an utterance occurs, whose meaning is relative to the situation. Moreover, (Levinson, 1983) stated that the connection between utterance and context is clearly demonstrated in language structures through the occurrence of deixis. The term originates from the Greek word that means 'pointing or indicating'. Basically, deixis is related to how language encodes or arranges grammatical features based on the situation in the speech event so that the interpretation of the utterance depends on analyzing the context of the utterance.

Types of Deixis

According to (Levinson, 1983), there are five types of deixis: person deixis, place deixis, time deixis, discourse deixis, and social deixis. Each type serves a specific function in anchoring utterances to the context of the communication.

1. Person Deixis

Person deixis refers to the linguistic encoding of the participant roles in a speech event. It primarily involves the use of personal pronouns, possessive adjectives, and possessive pronouns. This type of deixis helps identify the speaker (first person), the addressee (second person), and other participants who are neither the speaker nor the addressee (third person). Person deixis not only indicates who is speaking or being addressed but also helps establish the perspective from which the utterance is made.

2. Place Deixis

Also known as spatial deixis, place deixis concerns the spatial locations relevant to an utterance. It involves the use of demonstratives, locative adverbs, and some verbs of motion. Place deixis helps orient the listeners or readers in terms of the spatial context of the utterance. It can indicate proximity to or distance from the speaker, as well as the direction of movement. Place deixis is crucial in establishing the spatial relationship between the participants in a communicative event and the objects or locations being referred to.

3. Time Deixis

Time deixis, or temporal deixis, encodes the various times involved in and referred to in an utterance. This includes time adverbs, tense markers, and other time-referring expressions. Time deixis anchors an utterance in a specific temporal context, which could be the moment of speaking, a point in the past, or a time in the future. It helps in understanding when an event occurred or will occur relative to the time of the utterance. Time deixis is essential in narratives and in conveying the chronological order of events.

4. Discourse Deixis

Discourse deixis, sometimes called text deixis, refers to the use of expressions within an utterance to refer to parts of the discourse that contains that utterance. This includes references to portions of the discourse that have already been given (anaphora) or will be provided subsequently (cataphora). Discourse deixis helps in organizing and structuring communication, guiding the audience through the narrative or argument. It plays a crucial role in maintaining coherence and cohesion in both spoken and written discourse.

5. Social Deixis

Social deixis encodes social information and distinctions relative to participant roles, particularly aspects of the social relationship between the speaker and the addressee(s) or the speaker and some referent. This includes the use of honorifics, titles, and forms of address that reflect social status, rank, or the degree of intimacy between participants. Social deixis is closely tied to the social and cultural context of communication and can vary significantly across different languages and cultures. It plays a crucial role in maintaining social relationships and expressing politeness in communication.

Reference

In the linguistic concept of deixis, "reference" denotes the act of indicating or pointing to a specific entity, time, place, or situation through the use of deictic expressions. The reference is essential because deictic words obtain their meaning from the context in which they are used rather than having a fixed meaning on their own. The particular entity, time, place, or situation to which a deictic expression refers is known as the referent.

Context

Context refers to the various factors and circumstances surrounding an utterance that influence its meaning and how it is interpreted. Context is essential in Pragmatics especially in interpreting deixis expression because it helps determine what a speaker actually means, beyond the literal meaning of the words used. Understanding deictic context requires particular attention to the speaker's position, the time and place of the utterance.

RESEARCH METHOD

This study used qualitative research in which the data was taken directly from the data source and focused on the descriptive explanation. It involved the data collection for describing the kind of deictic expression reflected in the advertisement video script.

Data Source

The data source for this study is taken from the selected Grammarly advertisement video entitled "Closing the Distance", which featuring character named Tyler and Anita. The data that requires analysis presented in the written form of text (including words, phrases, clauses or sentences) showed in video script.

Method and Technique of Collecting Data

In collecting the data, Arikunto (2011) stated that documentation method uses the data from the books, transcripts, documents, notes, and pictures. This study used the documentation method remembering the data that is used is using a video script. The technique of collecting data related to this study is the note-taking technique. The step started by watching the selected Grammarly advertisement video repeatedly in the Grammarly Youtube channel. After that, read and compare between the scripts and the dialogues in the video. Looking for sentences contain of deixis expressions in the video script. Last step, making notes and compiling all chosen words into a note that will be analyzed later.

Method and Technique of Analyzing Data

This study employed content analysis to examine the data. Content analysis is a research approach for interpreting textual content to come up with valid findings. Leedy & Ormrod, (2015) state that content analysis is frequently employed to examine diverse types of human communication, including books, newspapers, films, television, art, music, video recordings of human interactions, transcripts of conversations, internet blog and bulletin board entries. Content analysis is the technique that is used by the writer in analyzing the data since the data is human communication in the form of a document. In conducting the analysis theory purposed by Levinson (1983) is used to identify the types of deixis used in the advertisement, their specific references.

Method and Technique of Presenting Data

The current study was conducted using the qualitative research method. Therefore, this study utilized informal approaches to present its findings through words or sentences supplemented with descriptive explanations. Sudaryanto (2015) noted that informal methods are characterized by formulations in ordinary words, albeit with technical terminology.

RESULT AND DISCUSSION

1. Person Deixis

In the Grammarly advertisement, person deixis is prevalent and crucial for establishing the characters' identities. Person deixis involves the use of pronouns to refer to the participants in the communication. For instance, Tyler and Anita are referred to by pronouns like he, she, him and so on.

[00:36]

“Especially after the time **he** told **her**.”

The bolded word above is an example of a deictic expression. “He” belongs to singular third person masculine pronoun which refers to Tyler. Based on the context, “he” is used as subject of the sentence performing the action (telling), while “her” is a third person singular feminine pronoun refers to Anita function as the object which receiving the action (being told something).

This deictic expression creates a more personal and engaging narrative, humanizing the characters and making them relatable to viewers. This personal connection is essential for the effectiveness of the advertisement, as it draws the audience into the story and makes them more invested in the outcome. In advertising, person deixis is often used to create a sense of personal connection with the audience, as seen in this expression:

[01:05]

“Grammarly. Helping **you** Connect.”

The term “you” is included second person pronoun that refers to the audience. It is used here in a general sense, potentially referring to any individual who might use the product. The use of

“you” creates a direct connection between the brand and the viewer, making the message more personal and engaging.

2. Place Deixis

Place deixis assists in providing spatial context to the listeners or readers. It can denote the relative closeness or distance from the speaker, as well as the direction of motion. For example, Tyler may mention his office or where the event took place to add spatial context. These spatial references help situate the events within the physical dynamics of the advertisement, making the narrative more concrete and understandable.

[00:05]

“Tyler sits just **15 feet away**”

The bolded phrase above provides a precise spatial reference, emphasizing the physical proximity between Tyler and Anita. Another example is reflected in the advertisement as below:

[00:19]

“He also wants to explain the incident **at the elevator.**”

Here, the expression anchors the location of the incident inside a specific area of the office. By using specific spatial references, the advertisement makes the narrative more vivid and engaging. It allows the audience to mentally map out the events, enhancing their understanding of Tyler's situation and the potential value of Grammarly in navigating workplace communications.

3. Time Deixis

Time deixis refers to linguistic expressions that indicate when events occur relative to the moment of speaking or a reference point in time. In an advertisement, time deixis helps create a sense of narrative progression and can emphasize the efficiency or urgency of a product or service. For instance:

[00:50]

“He receives a response in **just 4 minutes and 12 seconds**”

The use of “just” emphasizes the short duration, implying that the response was quicker than expected. This is further emphasized by the specific time mentioned, “4 minutes and 12 seconds,” which creates a sense of immediacy and exactness. This time reference helps viewers understand the rapid progression from Tyler sending the email to receiving a response. The quick response time implies the effectiveness of Tyler's Grammarly-assisted email.

While this is the most explicit use of time deixis in the advertisement, the overall narrative structure implicitly relies on temporal progression. The story moves from Tyler's initial struggle to his successful communication, with the time reference serving as a climactic point demonstrating the rapid positive outcome.

4. Discourse Deixis

Discourse deixis refers to expressions that point to other parts of the discourse, either preceding or following. In the Grammarly advertisement, discourse deixis helps organize the flow of information and creates connections between different parts of the narrative.

[00:24]

“But **this** probably isn’t the email for **that**”

The statement contains two instances of discourse deixis, which are marked by bold text. The terms “this” refers to the email Tyler is currently writing. It points forward in the discourse, as the next line explains what the email is actually about (asking to lead a team workshop, mentioned in 00:27). While “that” refers back to the previously mentioned (in 00:19, incident at the elevator).

These deictic expressions help create cohesion in the narrative by linking different ideas.

By using discourse deixis, the advertisement creates a more interconnected and compelling story. It helps the audience follow Tyler's decision-making process and understand the relationships between various events and actions in the narrative.

5. Social Deixis

Social deixis involves the use of language to indicate social relationships and statuses among participants, reflecting the social dynamics within the communication context. In the Grammarly advertisement, the use of social deixis helps convey the professional relationship between Tyler and Anita. For example, referring to Anita as "boss" emphasizes her higher status and authority in the workplace.

[00:01-00:05]

Tyler, with Grammarly's help, is writing an email to his **boss**, Anita.

This form of address not only clarifies the power dynamics between the characters but also adds a layer of formality and respect to their interaction. Social deixis can also provide insights into the characters' personalities and their interactions. For instance, the choice of addressing someone by their title rather than their first name can indicate a more formal and distant relationship. Conversely, using first names can suggest familiarity and a closer personal connection. These subtle linguistic cues enrich the narrative by adding social context and depth to the characters' relationships.

CONCLUSIONS

This study examined the utilization of deixis in a Grammarly advertising video, with a specific emphasis on the various classifications of deixis as defined by Levinson (1983). The research demonstrated that person, time, place, discourse, and social deixis had important functions in conveying the narrative and improving the communication effectiveness of the advertisement.

Person deixis, achieved through the use of names and pronouns, determines the identities of characters and the dynamics of their relationships, so enhancing the relatability of the story. Place deixis provides spatial context, assisting viewers in seeing the scenes and comprehending the environment. Events are firmly grounded in certain time frames through temporal deixis, which helps to maintain chronological coherence and heightens excitement. Discourse deixis guides the audience's attention to critical parts of the narrative, maintaining continuity and focus. Social deixis emphasizes the importance of social relationships and hierarchies, which enhances the dynamic between characters.

The present research highlights the significance of contextual information in understanding deictic statements and shows how deixis enhances the overall effectiveness of the advertisement. Through the study of deixis, advertisers can gain a deeper understanding of how they can produce more captivating and impactful messages that strongly connect with their target audience. This research contributes to the comprehension of Pragmatic language utilization in advertising and also offers practical insights for improving communication techniques in promotional content.

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