

CHAPTER I

INTRODUCTION

This chapter discusses the general sections of this study. Beginning with an explanation of the background of the research, the statement of the problem, the purposes of the research, the significance of the research, the conceptual framework, and any previous studies.

1.1 Research Background

Social deixis is a linguistic expression that occurs when people in a conversation make references to each other or referents based on their social status or differences. Social deixis is a linguistic indication of respect. According to Levinson (1983: 63), social deixis is related to the encoding of social distinctions associated with participant roles, most notably aspects of the social relationship between the speaker and the addressee (s) or the speaker and some referent. Furthermore, respect is conveyed in a unique manner through social deixis, which is a particular type of linguistic expression. Because social deixis is associated with the social side of a society's culture and generates politeness or language manners.

Social deixis is used in everyday communication. The use of social deixis is intended to highlight the significant difference in a social position that exists between the speaker and the addressee. Although the language is used for communication, sometimes the utterance produced by the speaker to the listener or writer to the reader is not clear, making it difficult for the listener or the reader to understand what the speaker or writer is saying. So, the role of context is also used here to understand what is being discussed.

In addition, social deixis can be found in verbal communication either spoken or written. Written communication is a way of conveying ideas or information through an orderly series of words that are written, typed, or printed. Examples of written communication include e-mails, books, articles, etc. In this case, the writer was interested in analyzing the social deixis in the news articles of Men category on the official Manchester United website based on Stephen C. Levinson's Theory. Because social deixis demonstrated the critical message conveyed by the speaker or writer to assist the listener or reader in comprehending the text or speech. Hence, comprehending social deixis will help the readers to understand well the content of the articles.

Actually, the official Manchester United website is one of the official based-internet media of Manchester United Football club besides its social media account such as Instagram, Twitter, Facebook, etc. The reasons why the other social media accounts of Manchester United such as Instagram, Twitter, and Facebook were not chosen. Because even though the other social media accounts of Manchester United such as Instagram, Twitter, and Facebook have a lot of followers, they just use short captions and do not use many social deictic expressions. Meanwhile, the official Manchester United website uses a lot of social deixis expressions that can be analyzed and have a lot of visitors.

The official Manchester United website is one of the most visited websites in the world. As of June 2021, it reached 843.000 visitors per month. The website provides information about the team, advertisement, and partnership. One of the ways to get information about the Manchester United team, people can read news

articles on the official Manchester United website. The news article has several categories including Latest, Men, Women, Under 23-s, Under-18s, Club, Breaking News Alerts, Transfers & Loans, and Injuries & Suspensions.

Manchester United is an English professional football club that plays in English Premier League (EPL). Manchester United is also one of the biggest football clubs in the world that has collected many achievements. In domestic English football competitions, the team has won 20 Premier League titles, 4 League Cups, 12 FA Cups, and a club record of 21 FA Community Shields. Meanwhile, in international competitions, the team has won 1 UEFA Cup, 1 UEFA Winners' Cup, 1 UEFA Super Cup, 3 European Cups, 1 Intercontinental Cup, and 1 FIFA Club World Cup.

Manchester United FC has a lot of fans around the world. To communicate with their supporters and provide them with the most up-to-date information they require, football teams are utilizing social media platforms. Furthermore, the Men category on the official Manchester United website is a category of news articles on the official Manchester United website that discusses the Manchester United men's senior football team. In this case, the news articles of Men category on the official Manchester United contain numerous social deictic expressions.

The several reasons that the news articles of Men category on the official Manchester United website. The first is Manchester United is one of the most successful clubs in the world that many achievements and a lot of fans around the world. The second is the official Manchester United website is on the list global rank as the most football club visited website in the world. The third is the news

articles of Men category on the official Manchester United website used many deictic expressions. Therefore, the news articles of Men category on the official Manchester United website are interesting in being the object of the study and Levinson's theory regarding social deixis is considered suitable for this study.

There are several studies which relate to this study. The first is a journal written by Zovi, Dedi Sofyani, and Barnabas Sembiring (2020) titled "*An Analysis of Social Deixis in the Madness of King George Movie*". This research identified social deixis in The Madness of King George movie and explained its social stratification causes. According to the analysis, this movie used 965 relational and 504 absolute social deixis. This film used the first personal pronoun, which refers to the speaker, 279 times. Additionally, "Sir" was used 144 times in absolute social deixis. In this study, relational social deixis is dominant. This movie's social deixis utterances used three social factors. Moreover, it was found that relational and absolute social deixis refers to male characters more than female characters.

The second previous study is a thesis written by Ninda C. Ayuningtyas (2019) titled "*An Analysis of Social Deixis In 'Great Expectations' Novel (2001)*". This study examines the social deixis and social relationships in the short narrative Great Expectations (2001). According to the findings of the study, there are 207 words or phrases have been identified as social deixis. The predominant type of social deixis in this short story is relational social deixis, which accounts for 75.85% of the total. In the meantime, the absolute social deixis is 24.15%. Moreover, there are three factors of social relationships: title, clan, and friendship. The most

dominant factor is the relationship, with a percentage of 57,97%. Followed by title with a percentage of 36,72% and clan with a percentage of 5,31%.

The third previous study is a thesis written by Kemala I. Mulyadi (2020) titled “*Social deixis in Zootopia anthropomorphic animation*”. This study analyzed the types of social deixis and their functions in Zootopia anthropomorphic animation. In this study, it was found two types of social deixis: relational and absolute. Zootopia includes three kinds of relational forms: 9 referent honorifics, 10 addressee honorifics, and 3 bystander honorifics. Moreover, this animation features 19 absolute social deixis expressions: 5 include authorize speaker and 14 include authorize recipient. Moreover, from 41 data that were found, there are four roles of social deixis were identified: 19 data reflect politeness, 7 data represent a differentiator of social status, 9 data represent proximity, and 6 data represent social identity.

The difference between this study and those previous studies is this study focuses on analyzing non-fiction works which are articles. Non-fiction is written work that is written as accurately as possible and is based on facts and reality. In contrast with these previous studies that focused on fiction works which are mostly filled with characters created by human imagination.

1.2 Research Problems

The research problems that will be discussed in this study are formulated as follows:

1. What types of social deixis are used in the news articles of Men category on the official Manchester United website?

2. What are the functions of social deixis that are used in the news articles of Men category on the official Manchester United website?

1.3 Research Objectives

Based on the research problems above, the focus of this study is formulated as follows:

1. To identify the types of social deixis used in the news articles of Men category
2. To identify the functions of social deixis used in the news articles of Men category on the official Manchester United website.

1.4 Research Significance

The researcher intended that both the reader and the researcher can gain substantial significance from this study. The significance of the study can be categorized into two types: theoretical significance and practical significance.

Theoretically, this research is expected to give more insights into the pragmatics study conducted in the news articles of Men category on the official Manchester United website, specifically on its social deixis. This research explains the types of social deixis and the functions of social deixis used in the news articles of Men category on the official Manchester United website. Thus, the readers will gain a better understanding of the two research objectives as a result of this research. The analysis offered in this paper is expected to contribute useful data to future research on pragmatics, particularly for those interested in deixis.

Practically, this research is expected to be beneficial to English Literature students, Faculty of Adab and Humanities at State Islamic University of Sunan

Gunung Djati Bandung as a reference for writing journals, thesis, and other scientific works in the linguistics sector.

1.5 Conceptual Framework

The writer analyses each component that makes up the object of this research which is the news articles of Men category that can be found on the official Manchester United website. This line of inquiry is supported by several theories that will guide the interpretation of the findings from this investigation.

In this study, the first theory that the writer uses is pragmatics which is a study of language's meaning and the context that influences its meaning. This theory is applied because the association between language and context in communication is the subject of investigation in this study. This study investigates the application of pragmatics to the written content that can be found in the news articles of Men category on the official Manchester United. As Levinson (1983: 9) explained that pragmatics is the study of those interactions between language and situation that are grammaticalized, or encoded, in the structural makeup of the language.

Moreover, the second theory that the writer use is context. Context is background information that the speaker is presumptively sharing with the listener, and the listener should aware of the speaker's meaning. It concerns an utterance's environment, both physically and socially (Leech, 1983:13). It outlines who is speaking and who is listening, the circumstances, the topics being discussed, the communication settings, and other elements. This theory is used to assist in

comprehending the conveyed message or what the speaker intends in the news articles of Men category on the official Manchester United website.

Furthermore, the third theory that the writer applies in this study is deixis. Deixis is one of the studies in the branch linguistics of pragmatics. As stated by Saeed (2009: 200), deixis comes from the classical Greek *Deiknymi* which means “To show” or “Point out”. Deixis is a term when specific words or phrases in an utterance require context to grasp their meaning. Therefore, their meanings are not fixed and changeable. To know the meaning of the words or phrases in an utterance demands an understanding of the context. However, this study applied the theory of deixis from Levinson (1983: 69-94) who classified deixis into five kinds namely person deixis, place deixis, time deixis, discourse deixis and social deixis.

Additionally, the fourth theory that the writer applies is social deixis, which, according to Levinson (1983:63), is concerned with the connections or social distinctions among participants, as well as their standing and relationship to the discourse's subject. Relational and absolute social deixis are the two categories that make up social deixis. Absolute social deixis is a deictic reference that is typically expressed in certain forms of the addressee and does not include any comparison of the ranking of the speaker and the addressee. Occasionally, social deixis is related to differences in social status such as higher status and lower status (Utami, 2009: 22). The examples of absolute social deixis are ‘your majesty, ‘Mr. President’ and ‘my lord’.

Meanwhile relational social deixis is a deictic reference to a social relationship that exists between the speaker and the person who is addressed by the

speaker. It can be expressed by honorifics (M. Amin & Jukil, 2019: 14). The deictic expression of relational social deixis is also can be found in the form of lexical items (my mother, my husband, teacher, etc) and pronouns (you, her, etc). The theory of social deixis is applied because this assists the writer to identify the social deictic expressions in the news articles of Men category on the official Manchester United website and their roles.

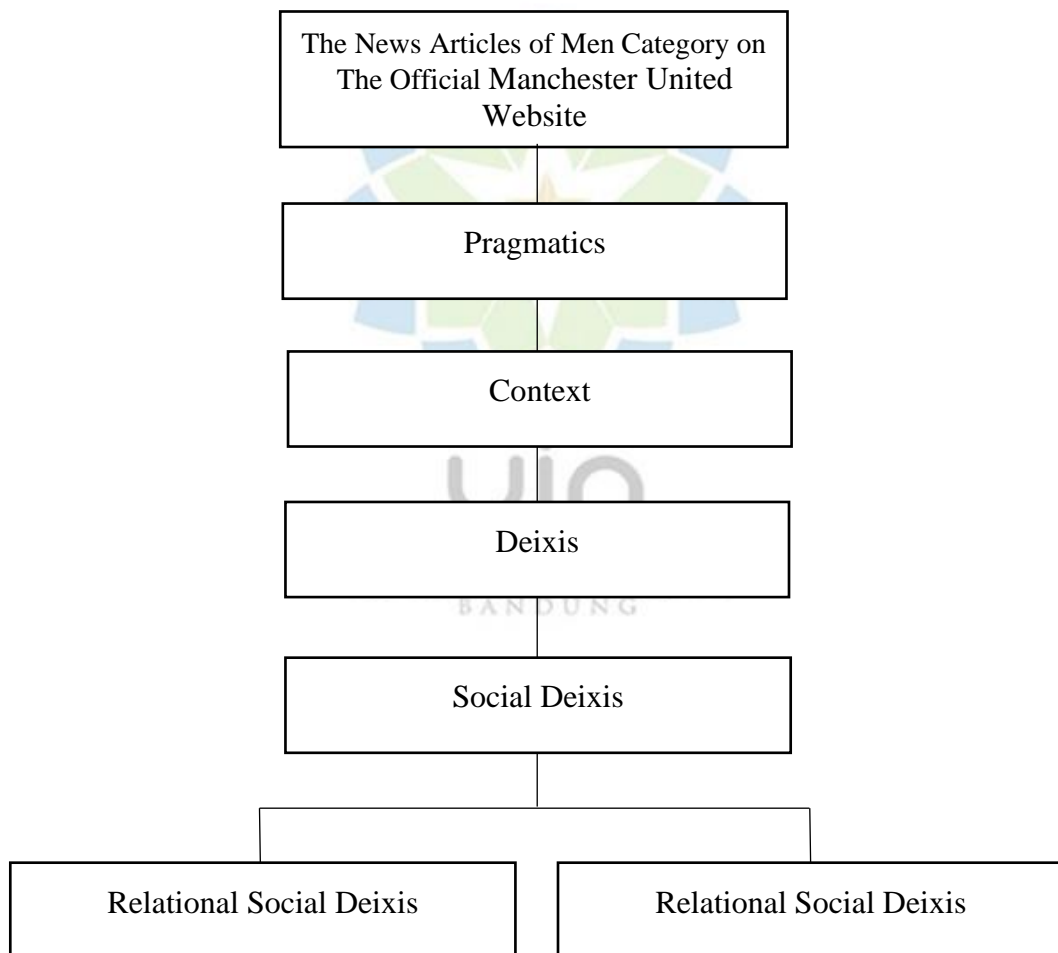


Figure 1. Conceptual Framework



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