

## DEIXIS INVESTIGATION IN SHAKIRA ISABEL'S SPEECH ABOUT EDUCATION CHANGES THE WORLD

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### Abstract

The research aims to investigate the types of deixis used by Shakira Isabel in her speaking for global quality education at the WISE conference in Qatar. This research is based on the theory that reveals by Levinson (1983). This study has differences from previous research in terms of data analysis theory. In previous studies, researchers used theories from Yule (2014), Yule (1996), and C.S Peirce, while this study used theory from Levinson (1983). The object of this research is the speech transcript of Shakira Isabel. The researcher applied descriptive qualitative research. This study was classified as documentary research since the data was taken from a document or written text that is a speech transcript. The research showed 139 data with 96 (69%) person deixis, 2 (1%) place deixis, 10 (7%) time deixis, 17 (12%) social deixis, and 14 (10%) discourse deixis. Therefore, it can be said that Shakira Isabel's speech at the WISE conference in Qatar tends to use the person deixis as the dominant type of the other types.

**Keywords – deixis, Levinson, Shakira Isabel, speech, WISE conference**

### Introduction

Language is crucial in human life. Humans can interact and communicate with each other by exchanging viewpoints, patterns of thought, and understanding of things. Pei & Gaynor (1954) state that language is a communication system using sound through speech and hearing organs, between humans and humans, or between humans with other communities, by using vocal symbols which have changing meanings. This statement can be interpreted that in communication is necessary to have clarity of what the speaker is saying. Therefore, their speech can be easily accepted and understood by the interlocutor. Communication can be said to be good if the listener can understand and grasp the intent of the speaker, and vice versa. Thus, every human being will certainly be able to have a good relationship with other humans, if communication is also going well.

There are several different ways to share information, namely verbal, nonverbal, written, and visual communication. For example, we might use verbal communication when sharing a presentation with a group, giving a speech, or teaching students in a class, or we can use written communication for more formal matters. Speech is an example of verbal or spoken communication delivered in front of an audience. A speech is typically used to congratulate someone or a group of people. It may also be used to greet visitors, commemorate special occasions, and so on (Karomani, 2011). In expressing opinions through speech, speakers must pay attention to the aspects of the language used. Before delivering a speech, speakers should already understand the target audience. Therefore, speakers cannot choose any word. The language used must be not ambiguous to make the listener understand clearly. Shakira Isabel is a public figure, businesswoman, and philanthropist whose speech will have a significant impact on



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the audience. Therefore, she should use the appropriate deixis as a strategy to make her speech properly understood without any misunderstanding.

Yule (1996) mentions that deixis is a word that comes from the Greek "deicticos" which means 'to refer' in discourse or utterance. According to Griffiths (2006), deixis is words, sentences, and grammatical elements that must be evaluated concerning the circumstances in which they are stated. Deixis has the function of encoding the language from an utterance and with this coding. The utterance can be interpreted according to the analysis of the context of the utterance (Levinson S. , 1997). Simbolon, Sihombing, Herman & Marpaung (2020) argue that the function of deixis in an utterance is to find people, differences, events, times, and locations when the utterance is spoken and heard. In this study, the researcher intends to investigate the use of deixis in Shakira Isabel's speech. The results of this study are to give a deep understanding to the readers of how to interpret the meaning of a speech. Yule (2010) adds that deixis is something that naturally happens in the use of language. That statement relates to the use of deixis in an utterance. There are three types of deixis proposed by Yule (2006), namely (i) person deixis, (ii) time/temporal deixis, and (iii) place/spatial deixis. Furthermore, Levinson (1997) adds two more types of deixis, namely (i) discourse deixis, and (ii) social deixis.

Table 1. Types of Deixis

<b>Person Deixis</b>	<b>Time/Temporal Deixis</b>	<b>Place/Spatial Deixis</b>	<b>Discourse Deixis</b>	<b>Social Deixis</b>
I	Now	Here	This	Your highness
We	Then	There	It	Mr. President
They	Next week	On the chair	That	Your majesty
Her	Last month	In the...		
Him	Today	This		
Them	When	That		
Me	Soon	Those over there		
You	Yesterday	Come		
Us	Next year	Go		
It	Tomorrow	These		

There is some previous research that relates to this topic. The first research was conducted by Rica and Johan (2021), who examined deixis in The First Victory Speech of Joe Biden as United States President on November 7, 2020. This research applies qualitative research methods and analyzes data using theories from Miles and Huberman in Sugiyono (2012). Grouping and classifying deixis data based on the deixis theory from Yule (2014). The data shows that President Joe Biden used 198 person deixis and 12 temporal/time deixis. The second research came from Simanjuntak, Napitupulu, Herman, Purba & Thao (2021), which analyzed the type, reference meaning, and dominant deixis in Hailee Steinfeld's song in the album Half Writing



Story. This study uses qualitative research methods and uses the theory of Yule (1996) to analyze the type of deixis in Hailee Steinfeld's song. The results of this study indicate that there are 425 (93%) person deixis, 27 (6%) spatial deixis, and 5 (1%) temporal deixis. Adewale (2022) also examines deixis in the speech of ex-governor Ayodele Fayose of Ekiti State. The researcher analyzes the use of deixis in a political speech. This study uses mix-method research and uses the theory of C.S Peirce. The results show that the speaker uses person deixis more than the other types of deixis.

This study has differences from previous research in terms of data analysis theory. In previous studies, researchers used theories from Yule (2014), Yule (1996), and C.S Peirce, while this study used theory from Levinson (1983). From these differences, the results of this study will be different from previous studies. The result of this study is expected to provide helpful information about the use, types, and functions of deixis in speech and provide information about textual analysis. In addition, this research is expected to understand the use of written and spoken English grammar as a means of textual analysis in language studies.

### Methodology

The investigation gives precise guidance for processes in a research project (Creswell, 2014). While according to Sugiyono (2011), a research method is a scientific method of gathering data for specific goals and uses. The researcher applied descriptive qualitative research because the researcher explained, analyzed, described, collected, and identified the deixis that emerged from Shakira Isabel's speech. Qualitative research to gain a thorough understanding of the data (Ary, 2010). This study was classified as documentary research since the data was taken from a document or written text that is a speech transcript.

The data sources for this research are YouTube videos and a transcript of Shakira Isabel's speech obtained from the page <https://www.englishspeechchannel.com/english-speeches/shakira-speech/>. In processing the data, the first step was to mark the deixis found in the speech transcript of Shakira Isabel. The second step is to identify the deixis embodied in the speech. The next step is to observe and classify the types of deixis so that researchers can discover what types of deixis are used by Shakira Isabel in her speech. The last step is to interpret the purpose of using deixis in Shakira Isabel's speech based on Levinson's (1983) theory.

### Finding(s) and Discussion

The analysis of the types of deixis proposed by Levinson (1983) is divided into 5 types that appear in the speech, namely person deixis, time deixis, place deixis, social deixis, and discourse deixis. Shakira Isabel uses deixis expressions to help her catch the attention of her listeners. Researchers found all types of deixis used in Shakira Isabel's speech. The frequency of types of deixis used can be seen in table 1, and the types of deixis listed in table 2.



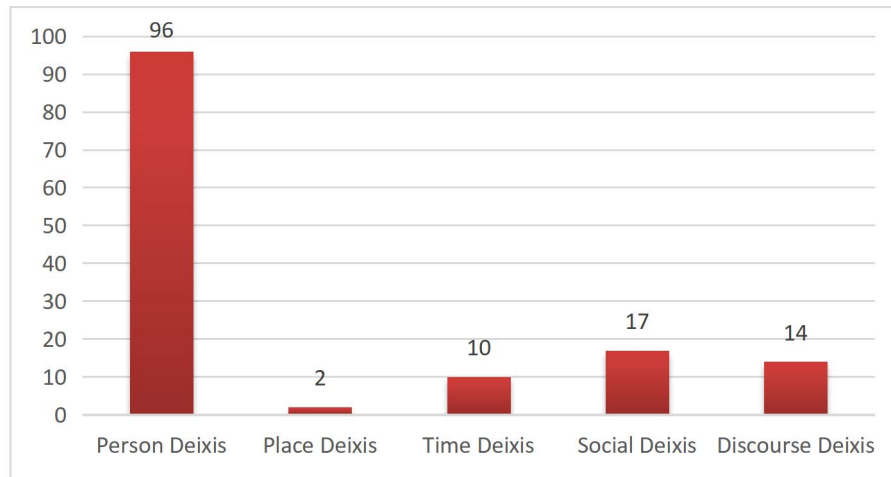


Figure 1. Frequency of Types of Deixis

Table 2.

Types of Deixis

No	Types of deixis	Deixis word	Utterance
1.	Person deixis	I	<ul style="list-style-type: none"> <li>– <i>I</i> would like to thank you for the opportunity to be here today.</li> <li>– <i>I</i>'ve been doing since <i>I</i> was 13 years old, but <i>I</i> never would have imagined when <i>I</i> started out.</li> <li>– <i>I</i> was around 8 years old, <i>I</i> remember <i>I</i> saw kids my age.</li> <li>– <i>I</i> set out to find a team.</li> <li>– <i>I</i> had witnessed throughout my entire childhood.</li> <li>– <i>I</i> knew, and <i>I</i> was only 18 years old then, but <i>I</i> knew that <i>I</i> wanted to focus on children and improving their lives, but <i>I</i> didn't know where to start.</li> <li>– <i>I</i> really felt that <i>I</i> needed to learn.</li> <li>– <i>I</i> decided to study the reasons why children were working in the streets.</li> <li>– <i>I</i>'ve done in my lifetime even more so than winning Grammys, <i>I</i> think.</li> </ul> <hr/> <p>You</p> <ul style="list-style-type: none"> <li>– Most of <i>you</i> may know me as an artist, as an entertainer, and that's indeed my calling.</li> <li>– ...if <i>you</i>'re born poor, <i>you</i> will almost certainly die poor.</li> <li>– So many more of <i>you</i> who are adamant about achieving are here for.</li> <li>– A bus that will leave <i>you</i> safely.</li> </ul> <hr/> <p>Me</p> <ul style="list-style-type: none"> <li>– Most of you may know <i>me</i> as an artist.</li> <li>– Work as an artist would end up being the vehicle for <i>me</i>...</li> <li>– Kids like <i>me</i> whose reality was completely different than mine.</li> </ul>



- 
- It was really hard for *me* to accept that.
  - Around *me* were so resigned to the fact that these kids who were just like *me*.
  - Thought like *me* to help *me* right the wrongs.
  - To *me*, it became crystal clear...
- 
- My
- This is such an exciting day for us because it marks the beginning of a new era in *my* home country Colombia.
  - Most of you may know me as an artist, as an entertainer, and that's indeed *my* calling.
  - *My* work as an artist would end up being the vehicle for me to serve my greater purpose in life.
  - Growing up in *my* country when I was around eight years old, I remember I saw kids my age...
  - The most meaningful project of *my* life.
  - I had witnessed throughout *my* entire childhood.
  - And I realized that most of the issues that children face in *my* country.
  - I've done in *my* lifetime.
  - Will be the model to replicate throughout *my* country.
- 
- Myself
- So I often asked *myself* why the adults, around me were so resigned.
  - This is the goal of the SDGs and what people like Her Highness and *myself*...
- 
- Mine
- Kids like me whose reality was completely different than *mine*.
- 
- We
- Their own children *we*'re living in a parallel reality so different and so cruel.
  - *We* decided to build in those places
  - *We*'ve decided to engage the government as a strategic partner
  - *We* noticed that as soon as a school is built in those places
  - how *we* go forward and how we'll fix what's wrong
  - *We* should all put as much pressure as *we* possibly can
  - *We* pledge to get fifty-four thousand kids
  - *We* are extremely confident
- 
- Us
- This is such an exciting day for *us*
- 
- They
- Kids like me whose reality was completely different than mine only because of the circumstances into which *they* were born.
  - *They* don't cost a lot.
  - *They* can receive psycho-social support.
- 
- Their
- Improving *their* lives.
  - Improving *their* circumstances in life because Education is
- 



		<p>the great equalizer.</p> <ul style="list-style-type: none"> <li>– Say no to doing <i>their</i> part.</li> <li>– Different outcomes for <i>their</i> lives, they're now on <i>their</i> way to the University and thriving in <i>their</i> communities.</li> </ul>
	Them	<ul style="list-style-type: none"> <li>– Made it nearly impossible for <i>them</i> to say no.</li> <li>– Showing <i>them</i> results through our holistic model.</li> <li>– Some of <i>them</i> are athletes; some of <i>them</i> are professionals.</li> <li>– Put <i>them</i> at risk of dropping out.</li> </ul>
	Our	<ul style="list-style-type: none"> <li>– <i>Our</i> foundation The Barefoot Foundation.</li> <li>– Showing them results through <i>our</i> holistic model that really proved to work.</li> <li>– <i>Our</i> work is far from being done.</li> <li>– This is <i>our</i> responsibility to <i>our</i> children and <i>our</i> debt to fulfill for the generations to come.</li> </ul>
2.	Place deixis	<p>Here</p> <ul style="list-style-type: none"> <li>– I would like to thank you for the opportunity to be <i>here</i> today.</li> <li>– So many more of you who are adamant about achieving are <i>here</i> for.</li> </ul>
3.	Time deixis	<p>Today</p> <ul style="list-style-type: none"> <li>– I would like to thank you for the opportunity to be here <i>today</i>.</li> </ul> <p>After</p> <ul style="list-style-type: none"> <li>– Generation <i>after</i> generation.</li> </ul> <p>Now</p> <ul style="list-style-type: none"> <li>– And <i>now</i> those kids who could have been recruited by the guerrillas.</li> <li>– They're <i>now</i> on their way to the University.</li> </ul>
4.	Social deixis	<ul style="list-style-type: none"> <li>– Good morning <i>Your Highness, excellences, friends, and colleagues</i>.</li> <li>– As a <i>Colombian citizen</i> inequality as a concept that sadly one becomes very familiar with at a very young age.</li> <li>– As <i>Kofi Annan</i> put it, poverty is intolerable in a world of plenty.</li> </ul>
5.	Discourse deixis	<p>This</p> <ul style="list-style-type: none"> <li>– <i>This</i> is our responsibility to our children and our debt to fulfill for the generations to come.</li> <li>– More than two hundred ninety-five thousand people will benefit from <i>this</i> project</li> <li>– We are extremely confident that <i>this</i> partnership is only the beginning.</li> </ul> <p>That</p> <ul style="list-style-type: none"> <li>– <i>that</i> could have had a completely different outcomes for their lives</li> <li>– It was really hard for me to accept <i>that</i>.</li> <li>– Most of you may know me as an artist, as an entertainer, and <i>that's</i> indeed my calling</li> </ul>



Based on the data obtained by researchers, the speech delivered by Shakira Isabel used person deixis, time deixis, place deixis, social deixis, and discourse deixis. Therefore, all types of deixis are present in the speech. The choice of words and sentences used in the speech is good, and the deixis type used in the speech is also adjusted to something that is being discussed. Consequently, that it can be easily accepted and understood by the audience. Here is a discussion of the types of deixis used in Shakira Isabel's speech:

### **Person deixis**

Person deixis in discourse or utterance is generally expressed using personal pronouns. The first person category to refer to a speaker (*I, we*), the second person to refer non-speaker people and entities (*you*), and the person when to refer people and entities who are not the intended speaker or recipient (*he, she, they*) (Levinson, 1983). In a conversation, *I* and *You* can be used to refer to other people. It depends on who is speaking and the role that as the focal point of the deixis. Here the examples of person deixis used in Shakira Isabel's speech:

- (a) This is such an exciting day for **us** because it marks the beginning of a new era in **my** home country Colombia.
- (b) Most of **you** may know me as an artist, as an entertainer, and that's indeed **my** calling and what **I**'ve been doing since **I** was 13 years old, but **I** never would have imagined when **I** started out that **my** work as an artist would end up being the vehicle for **me** to serve **my** greater purpose in life of working towards eradicating poverty through the power of Education.
- (c) **We** noticed that as soon as a school is built in those places.

In point (a), *us* as a first plural person deixis refers to Shakira Isabel who represents herself and the audience who feel excited over the events that occurred in Qatar. "*My*" refers to the speaker, Shakira Isabel, and *my* as a first singular person. In point (b), *you* as a second person deixis refers to the audience who know her as an artist and entertainer. That functions as a subject personal pronoun. *I* refers to the Shakira Isabel who is currently delivering a speech, and *I* is a first person and it is singular pronouns. In point (c), *we* refers to the speaker and the audience that function as a subject personal pronoun and it is plural first person.

### **Time/Temporal Deixis**

Levinson (1983) states that time deixis is a coding of the place and time a spoken utterance (or written message) occurs. Time deixis usually uses a sequence of time adjectives such as *tonight, last week, before, yesterday, soon*, etc. Time deixis can be either a present tense or a past tense. From this statement, researcher find several examples of time deixis used in Shakira Isabel's speech:

- (a) I would like to thank you for the opportunity to be here **today**.
- (b) **Now** those kids who could have been recruited by the guerillas or paramilitaries or that could have had a completely different outcome for their lives.
- (c) History it's made every day in the **present**.

In point (a), *today* refers to the time when the audience attending the event (WISE conference) in Qatar. In point (b), *now* refers to the current condition of kids as the subject discussed. In other words, *now* refers to the time of speech it is classified into the present time. Also in point (c), *present* refers to the time of speech it is classified into the present time.



***Place/Spatial Deixis***

Levinson (1983) clarified that place deixis shows a space, location or place in a speech event. Place deixis is also called spatial deixis or space deixis. Place deixis relates to the situation or condition of the speech position. The adverb forms to express place deixis in English are *here and there*, the demonstrative pronouns are *this and that*, or in phrases such as *in front, in back, this city*, etc. Here the examples of place deixis used in Shakira Isabel's speech: "I would like to thank you for the opportunity to be **here** today". *Here* refers to area or place (podium, in Qatar) of Shakira Isabel delivered the speech is being in that time.

***Social Deixis***

Social deixis focuses on the relationship between the role of a person, both speaker and receiver, and the social environment. Levinson (2011) argues that social deixis refers to social differences that are reflected between participants, especially regarding their social relationships. Social deixis will be a marker of a person's social status. For example: *sir, madame, mum, your highness, your majesty*, etc. Here the examples of social deixis used in Shakira Isabel's speech:

- (a) Good morning **Your Highness, excellences, friends, and colleagues**.
- (b) As **Kofi Annan** put it, poverty is intolerable in a world of plenty.

In point (a), *Your Highness* refers to the audience who is a member of the royal family, *excellences* refers to the audience who has a superiority, *friends* refers to someone who knows the speaker well, and *colleagues* refers to an audience who is someone who works in the same job as the speaker. In point (b), *Kofi Annan* refers to the first person who made the statement

***Discourse Deixis***

Discourse deixis is also known as text deixis. It refers to the use of expressions in a discourse or utterance. Discourse deixis is used to show a discourse part that contains utterance using an expression in utterance. The demonstrative *this and that* can be used to show discourse deixis (Levinson, 2011). Here the examples of discourse deixis used in Shakira Isabel's speech:

- (a) **This** is such an exciting day for us because it marks the beginning of a new era in my home country Colombia.
- (b) Most of you may know me as an artist, as an entertainer, and **that's** indeed my calling and what I've been doing since I was 13 years old.

In point (a), *this* this refers to the day Shakira Isabel's speech occurred. And in point (b), *that* refers to the part of the discourse in the previous statement that people know Shakira Isabel as an artist and as an entertainer.

**Conclusion(s)**

From the data analysis, it is reveals that Shakira Isabel uses all types of deixis in her 11:14 minutes speech at the WISE conference in Qatar, they are person deixis, time deixis, place deixis, social deixis, and discourse deixis. The researcher found a total of 139 data with 96 person deixis, 2 place deixis, 10 time deixis, 17 social deixis, and 14 discourse deixis. Therefore, it can be said that Shakira Isabel's speech at the WISE conference in Qatar tends to use the person deixis as the dominant type of the other types. The references found in this research were in person deixis were *I, Me, My, Myself, Mine, You, We, Us, They, Their, Them, Our*; place deixis were *here*; time





deixis found were *today, after, now*; social deixis found were *Your Highness, excellences, friends, colleagues, Colombian citizen, Kofi Annan*; and the last discourse deixis found were *this, that*.

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