

**A DISCOURSE ANALYSIS ON THE DEIXIS USED IN “COVER STORY SECTION”
PUBLISHED BY “GLOBAL FINANCE “**

THESIS

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2008**

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Hereby, that the thesis I wrote to fulfill the requirement for Sarjana Sastra (S.S) entitled A Discourse analysis on the Deixis Used In “Cover Story Sections” Published By “Global Finance Magazine” is truly my original work. It does not incorporate any materials previously written or published by another person, except those indicated in quotations and bibliography. Due to the fact, I am the only person responsible for the thesis if there is any objection or claim from others.

Malang, Juni 26. 2008

Sincerely,

Fitria Puji Lestari

MOTTO AND DEDICATION

MOTTO:

LOVE FOR ONE AND LIVE FOR ONE

(Allah SWT)

DEDICATION:

I dedicate this thesis to my beloved parents' mashuri & latifah for their evaluable endless prayer, sacrifices, and support. My beloved husband Abdul Holik for his supports and his prayer. Also my childrens nabila & wira yuda. My beloved younger sister "Ieké Maniezi" for her support and motivates me to finish this final project. Also my younger brother Cipop, thanks for your help and support.

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All praise and gratitude be to Allah, giving praise and mercy upon all creatures in the earth, the all mighty and All wise, the lord of the universe who has given the strength and guidance to the writer so that I can finish this thesis. Blessing and salutation be upon to our prophet Muhammad SAW, the greatest revolutionary in the universe who guides us from the barbarian to the civilized people.

This thesis is intended to fulfill the requirement for achieving the degree of Sarjana in English Letters and Language Department of UIN Malang. Finishing this thesis was not simple thing at all and I definitely spent my great deals of time but gave me valuable experience. This study would not have been completed without some contributions and support from many people. Those, my deepest gratitude are expressed to my advisor Rohmani Nur Indah, M. Pd. for her invaluable guidance as well as constructive suggestion.

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I realize that this thesis is still so far from perfect. However I have big expectation that this thesis will be useful for every one who wants to study further about deixis. Constructive criticism and suggestion expected from the reader.

Malang, June 26, 2007

The writer,

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ABSTRACT

Puji Lestari, Fitria. 2008. A Discourse analysis on the Deixis Used in “Cover Story Section” Published by “Global Finance”. Thesis. English Letters and Language Department. Faculty of Humanities and Culture. The State Islamic University of Malang. Advisor: Hj. Rohmani Nur Indah, M.Pd.

Key words: Deixis, Descriptive, Global Finance.

One of the elements of discourse studies is deixis. Deixis makes discourse easier and more effective, giving us a means to pass more information in less time. “Deixis” is derived from the Greek word meaning “to show” or “to indicate”. It is used to denote those element in language which for directly to the situation.

There are some reasons the researcher chooses this topic because the Global Finance is a magazine which used English in Indonesia, so it can be easily and effectively becoming the object of research, especially to analyze the use of deixis

The problems of this study are what kinds of deixis are used in the Cover Story Section of The Global Finance and how the meaning of deixis expressed in the Cover Story Section of The Global Finance? The researcher limits this research in analyzing the deixis type used by the writer/journalist in the Cover Story Section of The Global Finance.

In analyzing Global Finance as the object, the research uses qualitative method because it analyzes and interprets Global Finance as the object. The step to obtain the data is by describing the sources of data from as the source of data, conducting and analyzing the collected data and make conclusion.

The deixis used in Global Finance magazines are included into three types of deixis, namely: person deixis, place deixis, and time deixis. The third person deixis is used mostly, especially the singular forms. The first and second person deixis are not found in cover story section, In addition the place deixis is used to describe a certain location of a participant in the speech event. The time deixis is used to show temporal time or certain timewhen the event is used in the utterance. Furthermore, discourse and social deixis can not be found in cover story section.

Finally, the researcher expects this study could give contribution for the other researchers who are eager to know more about deixis. Moreover Deixis as an important branch of linguistics is interesting to be studied especially in applied linguistics.

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Finally, the researcher expects this study could give contribution for the other researchers who are eager to know more about deixis. Moreover deixis as an important branch of linguistics is interesting to be studied especially in applied linguistics.

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CHAPTER I INTRODUCTION

1.1 Background of the Study

In analyzing the sentence or utterance can be approached through discourse analysis. Brown and Yule (1983:9) specify the meaning of discourse analysis as the study of human used the language to communicate and particular addresses work on linguistic messages in order to interpret them.

According to the Renkena (1993:1) Discourse study is discipline devoted to the investigation of the relationship between form and function in verbal communication. Verbal communication related with spoken language, while written language is appeared in the form of texts. Therefore, discourse is different from text. Discourses focuses on process, while text on language production. Furthermore, discourse analysis studies the use of language in discourse, the manner in which the content of any subject is organized and given linguistic expression. The aim is to reveal the processes by which a piece of language is interpreted as discourse (Boey, 1975:117). Therefore in studying a language discourse analysis plays an important role to identify what may occur in the interpretation process.

Discourse analysis has become a growing interest issue. Discourse analysis is the discipline devoted to the investigation of the relationship between form and function in verbal communication. It is aimed to provide of systematic differences in form and function and the relation between them (Renkema, 1993:3)

When we want to analyze some sentence or utterance, we have to know the context and contain stated. We can not translate an utterance literally, since we will misunderstand the meaning of that utterance. Every utterance needs to be interpreted base on its context. It means that what is uttered depends on who or whom, where and when the utterance appears. It is more interesting to do through discourse analysis. Cook (1989:6) says that discourse is language in use for communication; it means all forms of language used in society whether spoken or

written. Spoken language has form of verbal communication while written language is appeared in form text.

One of the elements of discourse studies is deixis. Deixis makes discourse easier and more effective, giving us a means to pass more information in less time. There are many meanings of deixis. Renkema (1993:76) says that the word “Deixis” is derived from the Greek word meaning “to show” or “to indicate”. It is used to denote those element in language which for directly to the situation. Also we can say that deixis is the reference by means of an expression whose interpretation is relative to the linguistic or extralinguistic context of the utterance, such as who is speaking, to whom, what status does the interaction participants have, what relation do they have, the time or place of speaking, the gestures of the speaker, or the current location in the discourse (www.wikipedia.org).

There are five kinds of deixis: Discourse deixis, Person deixis, Place deixis, Time deixis and Social deixis. (Levinson, 1983) the theory of deixis which is proposed by Karl Buhler (developed by Stephen Levinson) is the one particularly used to analyze word or utterance used by the writer/journalist on the cover story section on Global Finance Magazine. It provides the basic theory of how people use the language in written or spoken in focusing the function of words, especially deixis which is always related to text, which cannot be separated from the context. Sometime, on the text there are some words, which are hidden, so we can show each function of words if we know the context this study, then focuses on the use of deixis types on the context.

Magazine is one of communication instrument in the form of written text between the writer and the reader. The writer uses his idea, language, experience, and world view expressed in words, while the reader uses his knowledge, language, though and world view to construct and interpret the writer’s word into idea to arrive at the writer’s intended meaning. As we know there are many kinds of English Magazine which spread all over Indonesia such as TESOL Magazine, Global Finance, Hello English, etc. each magazine has different style, news and language. In communication including magazine, unconsciously human being used deictic expression (such as I, you, and they, now, there, that and so on) to

indicate something in the immediate context. In this study the researcher will use Global Finance Magazine as the object of the research, because the Global Finance is only magazine which used English language in Indonesian country, so it is can be easily and more effective to become the object of research, especially they as English Student.

The Cover Story Section of The Global Finance Magazine will be investigated in this study for it is the most important part of magazine and denote to essence of news besides capturing the reader's attention in the first time when they receive a magazine. If the cover of magazine is interesting, the reader will enjoy reading it from beginning until the end. So, cover story as the news title must be located in strategic place on magazine, since it can be categorized as special word or utterance, in order that the readers can look at the cover of magazine. In short the Cover Magazine must convey a maximum or information with a minimum of language symbol.

To analyze the Cover Story of The Global Finance, the theory of deixis is chosen because it is used to pointed thing in order to make clear what speaker/writer means. Also the researcher will focus on analyzing the deixis type which consists of five parts: Discourse deixis, Person deixis, Place deixis, Time deixis and Social deixis.

This study has relation to previous research, they are Choiriyah (2003) is study which analyzed the Deixis used on the Jawa Post Radar Malang. She discuss Choiriyah (2003) discussed a pragmatic on deixis used in the headlines of Jawa Pos/Radar Malang. She found that deixis used in the headlines of Radar Malang could be divided into person deixis, place deixis, time and space deixis. The person deixis could be divided into person deixis which used the direct name of the third singular person, person deixis with certain social status in society and the professions. In addition, place deixis was used when the journalist wanted to show the time where the utterance occupied.

Moreover, Hasanah (2004) studied deixis of headlines published by Kompas during general election 2004. Based on Levinson theory, she found that there were five kinds of deixis, namely person, place, time, discourse, and social deixis. The first person deixis was used when journalist wanted to show the speakers who produced the utterance in the headline, while the third person deixis was expressed when the journalist wanted to show the people who did refer to the speaker or addressee. Place deixis was used to describe a location relative to the location of participant in speech event, as well as have been shown in the context. Time deixis was used to point the certain period of time when journalist showed the utterances used by the speaker and also the time of event. In addition, a discourse deixis was used to refer to some portions of discourse that contain the utterance as a signal and its relation to surrounding text. Furthermore, social deixis was used to indicate the distinct social roles between participants.

Furthermore, Zuhriyah (2004) focused her study on deixis on headlines of Jawa Pos during general election 2004. She found that deixis used in the headlines of Jawa Pos during general election 2004 could be classified into person, place and time-space deixis. The names of people or the second person deixis, such as *SBY* and *Mega*. Meanwhile, the third person deixis could be shown with the words, those were *pemerintah*, *KPU*, *TNI* etc. The names of places or locations could be classified into place deixis, such as *Di Kediri*, *12 Propinsi*, *BI* etc. Time deixis was used when the journalist showed the time where utterances occurred, for instance *dimatangkan*, *susulan*, *pasti* etc.

In addition, Wahyuningtyas (2004) investigated deixis of advertisements published in Jakarta Post. She analyzed deixis used in the telecommunication tools advertisements of Jakarta Post are in forms of the person deixis, time deixis and place deixis. The three kinds of person deixis (first, second, and third person deixis) were used to identify the speaker, the addressee and the referents, which were neither speaker nor addressee. In addition, time deixis was used to indicate certain periods of time when the advertisers began to give their service to the users. Meanwhile, the place deixis was used to refer the specification of location as well as what have been shown in the context.

Meanwhile, Khoirot (2005) focused on deixis on Romeo and Juliet novel by William Shakespeare. She found that there were three types of deixis namely, person deixis, time deixis, and place deixis in the conversations between Romeo and Juliet in the novel based on Karl Buhler's theory. Person deixis could be found as subject, object, possessive determiner, possessive pronoun, reflexive or emphatic pronoun, name of person, nickname or deixis. Furthermore, time deixis could be in the form of minute, hour, day, week, month, season, or even year. The level of frequency in using deixis was person deixis, and then was followed by place deixis, and the last was time deixis. It was caused both the speaker and the addressee often talked about themselves and their conditions. They rarely used the time and made appointment in certain time.

In accordance with the previous discussion, there are many researchers who have conducted the research on the same field, yet they have different subjects and theories. Some of them conducted the research on Indonesian

newspaper. However, in this research the researcher takes an English magazine as the subject and analyzes all the titles and the subtitles on Opinion sections published by Tempo magazines. Moreover, the previous researchers studied some types of deixis. Therefore, the researcher wants to comprehend it more detailed covering all types of deixis.

Based on the explanation above, the researcher is interested to investigate the deixis used in the Cover Story section of The Global Finance.

1.2 Problems of the Study

1. What kinds of deixis are used in the Cover Story Section of The Global Finance?

1.3 Objective of the Study

1. To explain descriptively the kinds of deixis are used in the cover Story Section of The Global Finance.
2. To explain descriptively the way the meanings of deixis which are expressed in the Cover Story section of The Global Finance.

1.4 Scope and Limitation

The researcher limits her study to analyze the deixis type used by the writer/journalist in the Cover Story Section of The Global Finance. There are many words or phrases related to the deixis theory, they choose the words and express what is in their mind by words and it has some purpose to the readers to interpret what the journalist means.

The problems discussed are the utterances used on it and specified into what types are used and the analysis of those words with discourse approach.

The Global Finance is monthly magazine is chosen because the language phenomena are interesting to be analyzed and also related to the global economy. Because the limited time, the research is limited merely to analyze the title of cover story section of Global Finance published on August 2007 until March 2008, during that period there has been change of the year, which involves several kinds of context, so the deixis used will be various.

1.5 Significance of the Study

The result of this research is to give both theoretical and practical contributions for the readers as follow;

Theoretically, the findings of this study are expected that it would be useful contribution to the discourse study.

Practically, it is expected that it would be useful for journalists/writers, readers of this research to know deeply about deixis types and analysis which are found in its form and context. In addition, this study expected to give contribution and information for other researches who want to conduct the same field of research as previous study.

1.6 Definition of the Key Terms

In order to avoid any possible misunderstanding off some terms used in this study, it is necessary to define the terms as follow;

Deixis : is a word means 'to show' or 'to indicate' in which the journalist shows the person indicated place, discourse, social, and time-space, where he got the headlines. (Renkema, 1993:76)

Cover Story: is the important section of the magazine, especially in The Global Finance.

Global Finance: is one of the monthly magazines in the world, which tell about economic in the world.

CHAPTER II

REVIEW OF THE RELATED LITERATURE

To support the analysis, this chapter reviews the contains of several theories related to this research. Those are discourse analysis, reference, inference, and deixis, (person deixis; first person deixis, second person deixis, and third person deixis, place deixis, time deixis, discourse deixis, social deixis) and previous studies.

2.1 Discourse Analysis

Discourse analysis is the discipline devoted to the investigation of the relationship between form and function in verbal communication (Renkema, 1993: 1). The term of discourse analysis, approximately refers to attempts to study the organization of language above the sentence or clause, and to study larger linguistic units, such as conversational exchanges or written texts. Cook (1989: 6) says that discourse is language in use for communication. It means all forms of language used in society whether spoken or written can be called as discourse.

Meanwhile, Yule (1996: 83-84) explains that discourse analysis covers an extremely wide range of activities from the narrowly focused investigation of how words such as ‘oh’ or ‘well’ are used in casual talk, to the study of the dominant ideology in a culture as represented, for example, in its educational or political practices. When it is restricted to linguistic issues, discourse analysis focuses on the record (spoken or written) of the process by which a language is used in some contexts to express intention.

Furthermore, Yule (1985: 104) states that discourse analysis is how language users interpret what other language users intended to convey. Further, when doing research on how we make sense of what we read in texts, understand what speaker means through what they say, yet we are capable to recognize of more than correct versus incorrect form and structure and successfully take part in that complex activity called conversation, we are undertaking what is known as discourse analysis.

Stubbs (1983: 1) states that discourse analysis concerns with (1) the language use beyond the boundaries of a sentence or an utterance, (2) the relationship between the language and the society, and (3) the interactive or dialogic properties of everyday communication. Further, he states that the fascination of discourse analysis comes from the realization of that language, action and knowledge which are inseparable. In addition, Schiffrrin (1994: 20) says that discourse is often defined in two ways: a particular unit of language and a particular focus on language use.

In addition, Brown and Yule (1983: 1) state that discourse analysis is committed to an investigation of what and how that language is used for. It means that discourse analysis concerns with language used for communication and how addresses work on the linguistic messages in order to interpret them.

In accordance with the previous explanation, we can conclude that human will be easier to understand and to comprehend the functions of words of how people use a language with reference to the social and psychological factors and to

make easier in understanding the meaning of a language in verbal communication by using discourse analysis.

2.1.1 Reference

In discourse analysis, reference is treated as an action on the part of the speaker. A speaker or a writer uses the reference to enable the listeners or readers to identify something. To identify a reference the following ways are taken: (a) The speaker has an individual in mind and wants the hearers to have the same individual in mind. (b) The speaker produces the name. (c) The hearers recognize the name, and it activates the representation of the individual in the hearers' short-term and long-term memory. Furthermore, a reference can also be defined as a social act. It means that the word or phrase chosen to identify an object or person will be interpreted as the speaker's intended meaning.

Reference is the relationship of one linguistic expression to another, in which one provides the information necessary to interpret the other (<http://www.sil.org/inguistic/GlossaryOfLinguisticTerms/WhatIsReference.html>).

A reference by itself can never make the speaker's complete intention clear, that is, why the speaker would want to call the hearers' attention to the referent in the first place. A reference is only one aspect of human language, and a speaker has access to more than just names. But even with the help of a full-blown modern human language, speaker can never directly transfers what is in their minds to the minds of hearers (www.indiana.edu/~hlw/Meaning/reference.html).

Meanwhile, Yule (1996: 17) identifies reference as an act in which a speaker, or a writer, uses linguistic forms to enable listeners, or readers, to identify

something. It is used to retrieve the information concerning the referential meaning. Therefore, those linguistic forms are referring expressions, which can be proper nouns (*i.e. Shakespeare, Cathy Revuelto, Hawaii*), noun phrases which are definite (*i.e. the author, the singer, the island*), or indefinite (*i.e. a man, a woman, a beautiful place*), and pronouns (*i.e. he, her, it, them*). The choice of one type of referring expression rather than another seems to be based, to a large extent, on what the speaker assumes the listeners already know.

Lyons in Brown and Yule (1983: 28) says that the relationship that holds between words and things is the relationship of reference: words refer to thing. In addition, it is claimed that reference is not something an expression does: it is something that someone can use an expression to do.

Brown and Yule (1983: 192-193) state that a reference can be divided into exophoric and endophoric. Exophoric is related to the hearers' or readers' interpretation exist outside the text, but still in the context of situation such as *this, that, here, and there*. While endophoric is related to the interpretation within the text. Endophoric can be anaphoric and cataphoric. A reference is called anaphoric, when to find out the reference, we have to look back in the text which is given previously. Anaphoric reference as a process of continuing identifies exactly the same entity as denoted by the antecedent. In addition, a reference is called cataphoric if presupposition is given in the beginning and the presupposed items at the end. For example:

- a. Exophora : Look at that!

(*That refers to the moon*)

b. Endhopora

1) Anaphoric : Look at the moon. It is going down quickly.

(It refers back to *the moon*)

2) Cataphoric : It is going down quickly, the moon.

(It refers forwards to *the moon*)

In accordance with the preceding examples, the relationship of a reference is illustrated as holding between a full lexical expression *the moon* and a pronominal expression *it*.

Therefore, a speaker usually uses words to enable listeners to identify someone or something in interpreting what the speaker's intended meaning. Furthermore, a reference is clearly tied to the speaker's goals (*e.g. to identify something*) and to the speaker's beliefs (*e.g. to know that particular something*) in the use of language. We could add that the successful reference is necessarily collaborative with both the speaker and the listeners having a role in thinking about what the others have in mind.

2.1.2 Inference

Inference is the collective term for all possible implicit information which can be derived from a discourse. The term *inference* (from the Latin '*inferre*' meaning '*to carry in* ') is used to indicate the information which can be used to understand the information (Renkema, 1993: 158).

In addition, Grundy (2000: 6) asserts that inference is a way to have the readers or hearers get from a string of words that appear to have a literal meaning (i.e. long conversation) to an understanding of its indirect meaning (i.e.

disagreement). So, the readers or hearers obviously have to draw inferences or come to conclusions as to what the writer or speaker intends to convey. For instance, *"I'm a man"*. The meaning of this word that is conveyed by the writer is more important than the literal meaning of his utterance. It means someone who said that he is a man not only to convince that he is really a man but also wants to show his power. Sometimes this inference is quite dramatic and more interesting than the literal meaning.

Brown and Yule (1983: 256) assert inference is used to describe the process which the readers (hearers) must go through to get from the literal meaning of what is written (said) to what the writer (speaker) intended to convey. Therefore, readers or hearers construct meaning by what they take the words to mean and how they process the sentence to find out the meaning. They constructed unstated meaning based on their knowledges, their experiences, the social conventions and values. For example, when the speaker says, *"It's really cold here with the window open"*. In a particular context, the hearers must infer that what the speaker intended to convey is *"Please close the window"*.

Meanwhile, an inference and a reference cannot be separated. In reference, the writer or speaker uses linguistic forms to enable the readers or listeners to identify something. While in inference the listeners or readers have to infer correctly which entity the speaker intends to identify by using a particular reference expression, since there is no direct relationship between entities and words. So, when the hearers or readers have no a direct access to the speaker's or the writer's intended meaning in producing an utterance, he often has to rely on a

process of inference to arrive at an interpretation for the connections between utterances.

2.2 Deixis

The single most obvious way in which the relationship between language and context is reflected in the structures of languages themselves which through the phenomenon of deixis (Levinson, 1992:54).

Essentially, deixis concerns with the ways in which languages encode or grammaticalize features of the context of an utterance or a speech event, and thus also concerns ways in which the interpretation of an utterance depends on the analysis of that context of utterance (Levinson, 1992: 54).

There are many meanings of deixis, one of them is a technical term (from Greek) for one of the most basic things we do with utterances which refers to the means of an expression of which the interpretation is relative to the (usually) extra linguistic context of the utterance, such as who is speaking, the time or place of speaking, the gestures of the speaker, or the current location in the discourse (<http://www.sil.org/Linguistic/GlossaryOfLinguisticTerms/WhatIsDeixis.html>).

In pragmatics, deixis describes words or expressions of which the reference relies absolutely on context. Deixis is an important field of language study for learners of second languages, because it has some relevance to analysis on utterances both in spoken and written text. In accordance with Yule (1995: 9), deixis is a technical term (*from Greek*) for one of the most basic things we do with utterances. It means “*pointing*” via language. It is clearly a form of referring that is tied to the speaker’s context with the most basic distinctions between deictic

expressions being ‘*near speaker or proximal*’ versus ‘*away from speaker or distal*’. All linguistic forms used to point at something are called deictic expressions, such as *I, me, you, here, this, that, there, now, then, the following* etc.

In addition, Renkema (1993: 76) says that deixis deals with the connections between the discourse and the situation in which a discourse is used. The word deixis means “*to show*” or “*to indicate*”, is used to denote those elements in a language which refer directly to the situation. Deictic words are words with a reference point which depend on the speaker or writer and are determined by the speaker or writer’s position in space and time.

A deictic center is a reference point which is related to a deictic expression or an expression that has a deictic usage which has to be interpreted (<http://www.sil.org/Linguistic/GlossaryOfLinguisticTerms/WhatIsADeicticCenter.html>). The form of deictic is classified into two, namely **deictic** in which the context is required to determine the reference and **non-deictic** in which the reference is general rather than to particular identifiable persons (Grundy, 2000: 26). In addition, Fillmore in Levinson (1983: 54) states that the importance of deictic information for the interpretation of utterances is perhaps best illustrated by what happens when such information is lacking. For example, finding the following notice on someone’s office door “*I’ll be back in an hour*”, we do not know when it was written, we cannot know when the writer will return. Therefore, there are many facets of deixis which are so pervasive in natural languages, and so deeply grammaticalized.

All of the utterances or words can be expressed on deixis theory, although its context is near or away from speaker. The focus is on how the speaker establishes various types of linkage between his utterances and elements in a situational context.

Every linguist has his/her own view and opinion about types of deixis. In this research, the discussion is focused only on five parts of deixis based on Stephen C. Levinson theory, namely person deixis, place deixis, time deixis, social deixis, and discourse deixis.

2.2.1 Person Deixis

Person deixis is a deictic reference to the participant role of a referent, such as the speaker and the addressee, and referents which are neither speaker nor addressee (<http://www.sil.org/Linguistic/GlossaryOfLinguisticTerms/WhatIsPersonDeixis.html>) Furthermore, it is commonly expressed by the following kinds of constituents, namely: pronouns (first person, second person, and third person), possessive affixes of nouns, and agreement affixes of verbs.

Furthermore, Levinson (1992: 62) states that person deixis concerns with the encoding of the role of participants in the speech event in which the utterance in question is delivered. Although person deixis is reflected directly in the grammatical categories of person, it may be argued that we need to develop an independent pragmatic framework of participant roles, so we can see how and to what extent these roles are grammaticalized in different languages. However, here, the basic grammatical distinctions are the categories of first, second, and third person (Levinson, 1992: 68-69).

In addition, Yule (1996: 10) adds that person deixis clearly operates on a basic three-parts exemplified by the pronouns for first person (*I*), second person (*You*), and third person (*he, she, and it*). Meanwhile, in many languages, these deictic categories of speaker and addressee are elaborated with markers of relative social status such as addressee with higher status and addressee with lower status.

Person deixis is commonly expressed by the following kind constituents, namely: pronoun, possessive affixes of nouns, and agreement affixes of verbs. Here are some kinds of person deixis.

2.2.1.1 First Person Deixis

Levinson (1992: 62) states that first person is the grammaticalization of the speaker's reference to himself. First person deixis is a deictic reference which refers to the speaker, or both the speaker and referents grouped with the speaker. This can be divided into:

PERSONAL PRONOUN	
Singular Pronoun	Plural Pronoun
I	We
Me	Us
Myself	Ourselves
Mine	Our

(<http://www.sil.org/Linguistic/GlossaryOfLinguisticTerms/WhatIsFirstPersonDeixis.html>).

Meanwhile, Renkema (1993: 77) states that person deixis is realized with personal pronouns. The speaker as first person “*I*” directs the utterance to the

listeners. Person deixis clearly operates on a basic three-part division, exemplified by the pronouns for the first person “I”..... (Yule, 1996:10).

2.2.1.2 Second Person Deixis

Levinson (1992: 62) states that the second person deixis is the encoding of the speaker’s reference to one or more addressees. In addition, second person deixis is a deictic reference to a person identified as addressee, in English, such as *you, yourself, yourselves, your and yours* ([http://www.sil.org/Linguistic/GlossaryOfLinguistic Terms/WhatIsSecondPersonDeixis.html](http://www.sil.org/Linguistic/GlossaryOfLinguisticTerms/WhatIsSecondPersonDeixis.html)).

The word *you*, can be used both deictically, when the context is required to determine the reference and non-deictically, when the reference is general rather than to particular identifiable persons. *You* is also used in English in a much wider range of social context than would be represented by a single second person reference term in most other language (Grundy, 2000: 26).

2.2.1.3 Third Person Deixis

Based on Levinson (1992: 62), third person deixis is the encoding of a reference to persons and entities which is neither speaker nor addressee of the utterance. On the other word, third person deixis is a deictic reference to a referent which is not identified as the speaker or addressee. For examples: *he, she, they, and third person singular verb suffix –s, like he sometimes flies*

(<http://www.sil.org/Linguistic/GlossaryOfLinguisticTerms/WhatIsThirdPersonDeixis.html>). It is supported by (www.indiana.edu/~hwl/meaning/differences.html)

who claims that the third person pronouns fall into the singular group of three, namely '*he, she, and it*', and the single plural pronoun '*they*'. He adds that among the third person singular pronouns, the remaining difference has to do with gender, whether the referent is being viewed a male, a female, or neither. The previous description is in line with Renkema that in many languages person deixis could also contain other meaning elements, for example, the gender of the third person (1993: 78).

Meanwhile, Grundy (2000: 78) states that the third person pronouns (*he, she, and they*) are not usually used deictically but rather refer anaphorically to objects or persons already mentioned in the discourse.

2.2.2 Place Deixis

Based on Lyons, as quoted by Levinson (1992:79), place or space deixis concerns that the specification of locations of the speech event. The importance of locational specifications in general can be measured from the fact that there seem to be two basic ways of referring to objects, by describing or naming them on the one hand by locating them on the other. In other words, place deixis is a deictic reference to a location relative to the location of a participant in the speech event, typically the speaker. For examples: "*here, above, over there, and left*"

(<http://www.sil.org/>

[Linguistic/GlossaryOfLinguisticTerms/WhatIsPlaceDeixis.html](http://www.sil.org/Linguistic/GlossaryOfLinguisticTerms/WhatIsPlaceDeixis.html)).

Furthermore, place deixis is a deictic reference to a location relative to the location of a participant in the speech event. In place deixis, a speaker can refer to something that is in the vicinity or further away: *this, these* as "**proximal**

demonstrative” as opposed to *that, those* as “**distal demonstrative**”. Place deixis can be realized not only by the use of demonstrative pronouns, but also by the use of adverbs of place: *here* and *there* (Renkema, 1993: 78).

In addition, Levinson (1992: 62) says that place deixis concerns with the encoding of spatial locations relative to the location of the participants in the speech event, there are **proximal** (close to speaker) and **distal** (non-proximal, sometimes close to addressee). Such distinctions are commonly encoded in demonstratives (as in English *this* vs. *that*) and in deictic adverbs of place (as in English *here* vs. *there*). In addition, proximal is typically interpreted in terms of the speaker’s location or the deictic center so that it is generally understood as referring to some point or period in time that has the time of the speaker’s utterance at its center. While, distal can simply indicate away from the speaker.

In considering place deixis, however, it is important to remember that location from the speaker’s perspective can be fixed mentally as well as physically. Speaker temporarily away from his home location will often continue to use ‘*here*’ to mean (the physical distant) home location, as if he is still in that location. Speaker also seems to be able to project his self into other locations prior to actually being in those locations, as when he says ‘*I will come later*’ (movements to addressee’s location).

2.2.3 Time Deixis

Levinson (1992: 62) states that time deixis concerns with the encoding of temporal points and spans relative to the time in which an utterance was spoken. In addition, time deixis is a reference to time relative to a temporal reference

point. Typically, this point is the moment of an utterance. It is most often encoded in English in adverbs such as “*now* and *then*”, and terms based around the calendar like “*yesterday, today, tomorrow*”, and *the distinctions in tense* (<http://www.sil.org/>

[Linguistic/GlossaryOfLinguisticTerms/WhatIsTimeDeixis.html](http://www.sil.org/Linguistic/GlossaryOfLinguisticTerms/WhatIsTimeDeixis.html)).

Here is a list of some of the deictic items whose reference can only be determined in relation to the time of the utterance in which they occur:

This/last/next Monday/week/month/year

Now, then, ago, later, soon, before

Yesterday/today/tomorrow (Grundy, 2000: 31)

Time deixis that includes an utterance or a text always explains about two terms, *proximal and distal*. The proximal deictic forms in direct speech communication are a sense of being in the same context which occurs. While distal in indirect speech makes the original speech event seems more remote (<http://www.ufsm.br/labber/englishVIII/yulechapters'/chap2pragmatics.html>).

One basic type of time deixis in English is in the choice of verb tense. Whereas other languages have many different forms of the verb as different tenses, English has only two basic forms, *the present* and *the past*. The present tense is the proximal form and the past tense is the distal form.

Another important time deictic is the tense system. In fact, almost every sentence makes reference to an event time. Often this event time can only be determined in relation to the time of an utterance. For instances, when Alf

Ramsey, the former manager of the England football team, said repeatedly in 1965 and 1966.

England will win the world cup.

He was referring to an event which he thought would be accomplished in 1966. Half-a-lifetime later, it only makes sense to refer to that event with a past form such as:

England won the world cup

Or to make the utterance non-deictic by saying:

England won the world cup in 1966 (Grundy, 2000: 32).

Based on the preceding explanation, it can be concluded that time deixis is related to temporal structures, which include two kinds, proximal and distal which are also related to time in the past and present. Besides, interpreting the deictic expression can be seen from the context of what speaker says in expressing the utterance in which it occurs. Furthermore, in time deixis, the remote or distal form can be used to communicate not only about the distance from current time but also the distance from current reality or facts.

2.2.4 Discourse Deixis

Discourse deixis is a deictic reference to a portion of a discourse relative to the speaker's current location in the discourse (<http://www.sil.org/Linguistic/Glossary/OfLinguisticTerms/WhatIsDiscourseDeixis.html>). Furthermore, discourse deixis concerns with the use of expression within some utterances to refer to some portions of a discourse that contain the utterance (including the utterance itself). We may also include in the discourse deixis a number of other

ways in which an utterance signals its relation to surrounding text, e.g. utterance-initial anyway seems to indicate the utterance that contains. It is not addressed to immediately preceding discourse, but to one or more steps back (Levinson, 1992: 85).

Meanwhile, in discourse deixis, linguistic expressions are used to refer some parts of the wider discourse in the form of either a written or an oral text in which these expressions occur. A written text both occupies space and is composed at certain points in time. A similar temporal dimension is conferred on an oral text through the time-specific acts of speaker production and addressee reception. Given these spatial and temporal aspects of oral and written texts, it is unremarkable that discourse deixis should be expressed through many of the same linguistic elements that are used to express place and time deixis. For instance, “*That was the funniest story I’ve ever heard*”. The use of *that* refers to the stories that have been heard to the hearers.

To return to straightforward issues in discourse deixis, there are many words and phrases in English, and no doubt most languages, which indicate the relationship between an utterance and the prior discourse. Examples are utterance-initial usages of *but, therefore, in conclusion, to the contrary, still, however, anyway, well, besides, actually, all in all, after all*, and so on.

2.2.5 Social Deixis

Social deixis is a reference to the social characteristics of, or distinctions between the participants of the referents in a speech event (<http://www.sil.org/Linguistic/GlossaryOfLinguisticTerms/WhatIsSocialDeixis.html>). In addition,

Levinson (1983: 63) says that social deixis concerns with the encoding of social distinctions that are relative to participant-roles, particularly aspects of the social relationship holding between speaker and addressee or speaker and some referent.

Moreover, Fillmore in Levinson (1983: 89) says that a social deixis concerns with aspects of sentences which reflect or establish are determined by certain realities of the social situation in which the speech act occurs. He also asserts that there are restrictive terms, to those aspects of language structure that encode the social identities of participants, or the social relationship between them, or between one of them and persons and entities referred to (Levinson, 1983: 83).

There are two basic kinds of social deictic information that seem to be encoded in languages around the word i.e. **absolute deixis** and **relational deixis**. The relational variety is the most important, and the relations that typically get expressed are those between:

- (i) Speaker and referent (e.g. referent honorifics)
- (ii) Speaker and addressee (e.g. addressee honorifics)
- (iii) Speaker and bystander (e.g. bystander or audience honorifics)
- (iv) Speaker and setting (e.g. formality levels)

Absolute social deixis is a deictic reference to some social characteristics of a referent (especially a person) apart from any relative ranking of referents. Moreover, absolute social deixis is often expressed in certain forms of address which will include no comparison of the ranking of the speaker and addressee; there will be only a simple reference to the absolute status of the addressee. In

English, *Mr. President and Your Honor* are some examples of absolute social deixis.

Relational social deixis is a deictic reference to a social relationship between speaker and addressee, or other references in the extralinguistic context. The example of relational social deixis are the distinctions between the French second person pronouns *tu* and *vous*, the speech levels of Southeast Asian languages that depend on the relative status of speaker and addressee and the distinction between lexical choices made in the presence certain kind in Dyirbal (http://www.Indiana.edu/hwl/meaning_deixis/html).

Therefore, to know or to understand the functions of words of how people use language in written or spoken and to make easier in understanding the meaning of it, the theory of deixis can be used.

2.3 Previous Studies

Some university students have done the study of discourse analysis from different perspectives. Choiriyah (2003) discussed a pragmatic on deixis used in the headlines of Jawa Pos/Radar Malang. She found that deixis used in the headlines of Radar Malang could be divided into person deixis, place deixis, time and space deixis. The person deixis could be divided into person deixis which used the direct name of the third singular person, person deixis with certain social status in society and the professions. In addition, place deixis was used when the journalist wanted to show the time where the utterance occupied.

Moreover, Hasanah (2004) studied deixis of headlines published by Kompas during general election 2004. Based on Levinson theory, she found that

there were five kinds of deixis, namely person, place, time, discourse, and social deixis. The first person deixis was used when journalist wanted to show the speakers who produced the utterance in the headline, while the third person deixis was expressed when the journalist wanted to show the people who did refer to the speaker or addressee. Place deixis was used to describe a location relative to the location of participant in speech event, as well as have been shown in the context. Time deixis was used to point the certain period of time when journalist showed the utterances used by the speaker and also the time of event. In addition, a discourse deixis was used to refer to some portions of discourse that contain the utterance as a signal and its relation to surrounding text. Furthermore, social deixis was used to indicate the distinct social roles between participants.

Furthermore, Zuhriyah (2004) focused her study on deixis on headlines of Jawa Pos during general election 2004. She found that deixis used in the headlines of Jawa Pos during general election 2004 could be classified into person, place and time-space deixis. The names of people or the second person deixis, such as *SBY* and *Mega*. Meanwhile, the third person deixis could be shown with the words, those were *pemerintah*, *KPU*, *TNI* etc. The names of places or locations could be classified into place deixis, such as *Di Kediri*, *12 Propinsi*, *BI* etc. Time deixis was used when the journalist showed the time where utterances occurred, for instance *dimatangkan*, *susulan*, *pasti* etc.

In addition, Wahyuningtyas (2004) investigated deixis of advertisements published in Jakarta Post. She analyzed deixis used in the telecommunication tools advertisements of Jakarta Post are in forms of the person deixis, time deixis

and place deixis. The three kinds of person deixis (first, second, and third person deixis) were used to identify the speaker, the addressee and the referents, which were neither speaker nor addressee. In addition, time deixis was used to indicate certain periods of time when the advertisers began to give their service to the users. Meanwhile, the place deixis was used to refer the specification of location as well as what have been shown in the context.

Meanwhile, Khoirot (2005) focused on deixis on Romeo and Juliet novel by William Shakespeare. She found that there were three types of deixis namely, person deixis, time deixis, and place deixis in the conversations between Romeo and Juliet in the novel based on Karl Buhler's theory. Person deixis could be found as subject, object, possessive determiner, possessive pronoun, reflexive or emphatic pronoun, name of person, nickname or deixis. Furthermore, time deixis could be in the form of minute, hour, day, week, month, season, or even year. The level of frequency in using deixis was person deixis, and then was followed by place deixis, and the last was time deixis. It was caused both the speaker and the addressee often talked about themselves and their conditions. They rarely used the time and made appointment in certain time.

In accordance with the previous discussion, there are many researchers who have conducted the research on the same field, yet they have different subjects and theories. Some of them conducted the research on Indonesian newspaper. However, in this research the researcher takes an English magazine as the subject and analyzes all the titles and the subtitles on Opinion sections published by Tempo magazines. Moreover, the previous researchers studied some

types of deixis. Therefore, the researcher wants to comprehend it more detailed covering all types of deixis.



CHAPTER III

RESEARCH METHOD

There are two kinds of research method; namely qualitative and quantitative research. The researcher applies qualitative method in this study. This chapter presents and discusses the research method including research design, data sources, research instrument, data collection, triangulation and data analysis.

3.1. Research Design

This study uses descriptive qualitative method, since it is aimed at describing the utterance used in the cover story section of Global Finance published on August 2007 until March 2008, based on the deixis theory. In addition, the data are in the form of utterances or words, which are not statistically analyzed. Azwar (1999:20) states that descriptive method is purposed to describe systematically the accurate facts and characteristics about certain population or area. Therefore, in this research, descriptive qualitative design is used to analyze and interpret the data base on deixis theory with discourse analysis approach.

3.2. Research Subject

The subject of this study are the words or utterances, which contains the deixis used in the cover story section of Global Finance published from August 2007 until March 2008. Therefore, the utterances in the cover story section are classified and further analyzed using the deixis.

3.3. Data Sources

The data sources in this study are the cover story section of Global Finance published from August 2007 to March 2008. These are taken because in this recent time many interesting news to analyzed and that period has been change of the year, where that are will be talking about the kinds of context, So the problems of research will be various. Therefore the utterances in the title of the cover story section of Global Finance are analyzed.

3.4. Research Instrument

The instrument of this study is the writer her self, the data compile by reading and understanding the newspaper of Global Finance. Particularly its headlines and classifying it accordance with the deixis theory.

3.5. Data Collection

The data of this study will be taken from the utterances or words in the title of Cover Story Section of Global Finance published from August 2007 until March 2008, during that period there has been change of the year, which involves several kinds of the context, so the deixis used will be various. To collect the data the researcher uses the following step: First, reading the Cover Story Section of Global Finance published from August 2007 until March 2008. Second, selecting the data obtained from data sources to meet the nature of the research questions.

3.6. Data Analysis

After getting the data from the cover story section of Global Finance, the researcher analyzes the data such as: categorizing the data, discussing and interpreting the data from each categories base on Karl Buhler theory (developed by Stephen Levinson) and discussing the whole data sources which will be continued by making conclusion the result of analysis.

CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

In this chapter, the analysis of the data is done in line with the formulated research question. It consists of two parts; research findings and discussion.

4.1 Research Findings

This section presents the analysis of Cover Story Section of Global Finance started from August 2007 until March 2008. The data were analyzed descriptively based on deixis theory.

1. *How the New Cadre of Political Leaders is Transforming the Continent*

(July/August 2007)

From the context on July/August 2007 page 16 in Global Finance magazine. Latin America's new cadre of political leaders is changing the continent's external relationship. There is no longer any doubt that Venezuelan President Hugo Chavez's "Bolivian Revolution" has a significant economic and political impact on Latin America.

The first word *How* is cannot be classified into five types of deixis. This word cannot be assumed as person deixis, since it is not included in a person that becomes the center of the utterance. It is not considered as place deixis that shows the name of the place where the event happens. Furthermore, it is not included as time deixis since it does not show a certain time or temporal time. The word *how* can be categorized as Wh questions.

From the title '*How the New Cadre of Political Leaders is Transforming the Continent*', the word *cadre* is classified into third person deixis because it encodes a reference to persons and entities which is neither speaker nor addressee of the utterance. A person deixis concerns with the encoding of the role of participants in the speech event in which the utterance in question is delivered.

The next word is “the continent”, it refers to place of deixis because it concerns with the specification of locations of the speech event. The importance of location specifications in general can be measured from the fact that there seem to be two basic ways of referring to objects, by describing or naming them on the one hand by locating them on the other.

2. The EU’S Newest Members Struggle to Balance Growth with Stability

(September 2007)

Written on September 2007 page 24 in Global Finance magazine,” EU (European union) accession contributed significantly to balanced economic development, high growth and reduced inflation,” observed by Rainer Singer, research analyst of Erste Bank. which improved the macro picture of these countries and some of the legal frameworks that were implemented.” This was a much different scenario from that of the early 1990s. He says, where despite early economic reforms preceding the fall of the iron Curtain, growth rates were unbalanced, inflation and foreign trade deficits were higher, and domestic production could not keep pace with demand.

From the utterance above entitled *The EU’S Newest Members Struggle to Balance Growth with Stability*, the first phrase *The EU’S Newest* is third person deixis with singular pronouns because it encoding of a reference to persons and entities which is neither speaker nor addressee of the utterance. A person deixis concern with the encoding of the role of participants is the speech event in which the utterance in question is delivered.

The next phrase “*struggle to balance growth with stability*” can be categorized into five type deixis because this sentence it is not consider as place deixis that show the name of the place and it is not included as time since it does not show certain time or temporal of time. Furthermore, can not be assumed as person deixis, since it is not included into person that becomes center deixis of the utterance.

3. Preparing their economics for entry to the European Union is yielding dramatic results for accession candidates and providing inspiration for those that aspire to follow them.

(September 2007)

While EU accession has already provided significant benefits to the 10 CEE countries that joined in 2004 and in January this year, it remains a beacon of hope for future EU candidate countries and hopefuls that are becoming more proactive in defining their national interest and embracing the principles of a market economy.

The first words *Their economics* can be categorized into person as third person deixis because these words shows the group of people and encoding of a reference to persons and entities which is neither speaker nor addressee of the utterance. A person deixis concern with the encoding of the role of participants is the speech event in which the utterance in question is delivered.

The next word "*the European union*" can not be categorized into person deixis, since it not included into person that becomes center deixis of the utterance. It is can not be assumed as time deixis since it is does not show a certain time or temporal time. But the word "*the European union*" can be categorized into place deixis because it shows the name of place where the event happened that are contain from many countries in Europe (Turkey, Albania, Croatia, Yugoslavia and soon).

The word "*candidates*" can be categorized into third person deixis singular pronouns. Because these words shows the group of people and encoding of a reference to persons and entities which is neither speaker nor addressee of the utterance. A person deixis concern with the encoding of the role of participants is the speech event in which the utterance in question is delivered.

The next word "*those*" can be categorized into place deixis as distal demonstrative, because it concerns with the specifications of locations of the speech event. The word those show the names of European Union like: Turkey, Albania, Croatia, Yugoslavia and soon. The word "*them*" can be categorized into third person deixis singular pronouns, because it encodes a reference to person

and entities which is neither speaker nor addressee of the utterance. The word “*them*” refers to candidates that will newest members in Europe union. Furthermore the word “*them*” cannot be assumed into place deixis since show the name of the place where the event happened. It is not included into time deixis since it are not shows certain time or temporal time.

4. Wracked by Scandal and Challenged by Globalization the World bank Struggles to Justify its Existence

(October 2007)

From the context on October 2007 page 24 in Global Finance Magazine. The World Bank’s struggle to redefine its role in a globalized economy. Responsibility for policing the World Bank’s had been entrusted to the bank’s Department of Institutional Integrity (INT). The bank’s governance and anti-corruption strategy were build around a two-pronget strategy: helping member states combat corruption themselves and instituting “measure to protect and enhance the integrity of the bank’s own operations”.

The words “*World Bank*” is used deictically that indicate a referent not identified as speaker or addressee. It show the name of organization in the word which provides a financial service. The word “*World Bank*” is the representation of a group of people who are considered the third person deixis singular, so, it can be categorized into third person deixis.

And the next word “*its*” it refer to the World Bank so it can be categorized into person deixis as third person deixis, because it encodes of a reference to a persons and entities which is neither speaker nor addressee of the utterance.

5. Private Equity has emerged from the credit Crunch Stronger and More Focused than Ever

(November 2007)

From the context on November 2007 page 20 in Global Finance Magazine. Private equity has had a tough year. It was hounded by legislators for its methods during the first half of 2007. In the second half it was hit by the credits crunch.

Private equity has become a significant and vital component of the global economy in the past decade.

Deixis describes words or expressions of which the reference relies absolutely on context. Deixis is an important field of language study for learners of second languages, because it has some relevance to analysis on utterances both in spoken and written text. In *Analyzing Private Equity has emerged from the credit Crunch stronger and more Focused than Ever*, three categories are found, namely: person deixis, place deixis and time deixis. The word *Private Equity* is *person deixis* (*third person deixis*) because the private equity show the people that have the private equity and encoding a reference to the persons and entities which is neither speaker nor addressee of the utterance and fall into the singular 'it' and deictic reference to a referent which is not identified as the speaker or addressee.

Time deixis is related to temporal structures, which include two kinds, proximal and distal which are also related to time in the past and present. Besides, interpreting the deictic expression can be seen from the context of what speaker says in expressing the utterance in which it occurs. Based on the sentence of *Private Equity has emerged from the credit Crunch Stronger and More Focused than Ever*, time deixis is *than ever*, because a reference to time relative to a temporal reference point.

6. Global Finance's Anniversary Timeline Describes the Biggest Crises that the World's Economics Have Faced over the Past Two Decades

(December 2007)

In the context on December 2007, Global finance describes the biggest crises, namely the financial crises of the 1990s began in the emerging world and caused very substantial damage to the economies and financial systems of a large number of emerging market economies, Geither said,. "while no broad characterization can do justice to the different condition at play, I believe the available evidence supports the view that the crises were generally most acute where there was a large buildup in short-term external debt, encouraged by the

presence of a fixed exchange-rate regime and perverse incentives in the capital account, tax and supervisory rimes,’’

From the title as stated previously there are two person deixis it are global finance and world economics, the word *Global Finance* is classified into third person deixis in which the suffix –s involves possessive affixes of noun. It can be categorized as person deixis because it refers to someone who describes the Biggest Crises that the World’s Economics Have faced over the Past Two Decades. Additionally, the word *Global Finance* letter is a deictic center which indicates the referent neither speaker nor addressee.

World’s Economics stated previously within title, classified into person deixis, because it encodes a reference two person and entities which is neither speaker nor addressee of the utterance. And also the writers finds of two time deixis is found, *Past Two Decade and Anniversary* are categorized into time deixis because concerns with the encoding of temporal points and spans relative to the time in which an utterance was spoken. In addition, concerns with a reference to time relative to a temporal reference point.

7. Global Finance’s 20th Anniversary Issue examines why – and hoe the world’s market are able to weather crises and potential disasters so much more effectively than ever before.

(December 2007)

Written on December 2007 page 22 in Global Finance Magazine, global stock market crashed to the 2007 subprime mortgage crisis, The financial markets have witnessed much upheaval and a few-blown crises over the past 20 years. But while volatility remains as prevalent as ever, the world’s economies have proved increasingly resilient in the face of financial turmoil. According to Alien, he says, world economies are more resilient because central bankers and policy markers are doing a good job. Today, exchange-rate regimes are more flexible, central banks are more independent, inflation has been brought under control and large holdings of reserves are available to cushion shocks. All of this means that futures

sudden changes in financial flows should not precipitate damaging runs on financial assets of country as they have in the past.

Global Finance as the first phrase on the title above is classified into third person deixis in which the suffix –s involves possessive affixes of noun. On the other word, third person deixis is a deictic reference to a referent which is not identified as the speaker or addressee. It can be categorized as person deixis because usually used deictically but rather refer anaphorically to objects.

The next phrase *world's market* on the title above person deixis as third person deixi because this word shows the group of people and encoding of a reference to persons and entities which is neither speaker nor addressee of the utterance. A person deixis concern with the encoding of the role of participants is the speech event in which the utterance in question is delivered.

The last word on title above is than *ever before*. It can be categorized as time deixis, because concerns it with the encoding of temporal points and spans relative to the time in which an utterance was spoken. In addition, time deixis is a reference to time relative to a temporal reference point.

8. *Global Finance asked the central bankers who were awarded “A” grades in our recent central banker report cards how they felt the world’s economies had changed over the past two decades.*

(December 2007)

Written on page 28 in Global Magazine, the central bankers, deserve much of the credit for the financial world’s ability to ride out tumultuous market conditions. Global finance asked the central bankers who were awarded “A” grades in the recent central banker report cards how they felt the world’s economies have changed over the past two decades. Therefore, to stabilize, central bank need to maintain the delicate balance between the provision of adequate liquidity and the raison of most central banks’ monetary policy in the 21st century keeping inflation flow and interest rates at levels that encourage economic growth and price stability. In order to achieve this, some central banks have moved from

monetary policy tied to an exchange rate anchor to an inflation targeting regime, which aims to keep or headline inflation within a target range.

There are four persons deixis, *namely global finance, central bankers, world's economics and they*. The phrase *Global finance* as third person deixis because encoding of a reference to persons and entities which is neither speaker nor addressee of the utterance. On the other word, third person deixis is a deictic reference to a referent which is not identified as the speaker or addressee. The word *Central banker* is used deictically that indicates a reference not identified as speaker or addressee. It show the name of organization in which that provide a financial service. The central banker is the representations of a group of people who are considered the third persons singular so it can be categorized into person deixis. The word *they* refer to the central bankers that are representations of group of people who are considered into third person deixis singular pronoun. The next word *World Economics* can not be categorized into place deixis since it does not show temporal of time or certain of time. It can be categorized into person deixis as that third person deixis because encoding of a reference to person and entities which is neither speakers nor addressee of the utterance.

There are two time deixis, it are *past two decade* and recent. It can be categorized into time deixis because concerns with the encoding of temporal points and spans relative to the time in which an utterance was spoken.

9. The success of the euro has fueled interest in a plan for global monetary union

(December 2007)

Written on Global Finance, December 2007, page 31, the success of the euro has fueled interest in a plan for global monetary union. It explains that by a single global currency, prices worldwide would be dominated in the same unit and could be easily compared. Trade between countries would be as simple as interstate commerce in the United States. Global travelers would not have to worry about changing their money and paying fees for this inconvenience.

On the context written on the title above, there are two as the person deixis it are euro in union. The phrase *Euro and union* refers to group of people that to become the leaders in European Union. It's as third person deixis. Because it is a deictic reference to the participant role of a referent, such as the speaker and the addressee, and referents which are neither speaker nor addressee.

10. Global finance anniversary timeline describes the biggest crises that the world's economies have faced over the past two decades.

(December 2007)

In the context on December 2007, written on page 34, describes about the biggest crises that the world's economies which have faced over the past two decades. In analyzing the title above, there are two person deixis, namely *global finance and worlds economics*, the phrase *global finance* and *world economics* as third person deixis because deictic reference to a referent which is not identified as the speaker or addressee and encodes of a reference to person and entities which is neither speaker nor addressee of the utterance.

The last phrase on the title above is *past two decades*, it is classified into time deixis because concerns with the encoding of temporal points and spans relative to the time in which an utterance was spoken. In addition, time deixis is a reference to time relative to a temporal reference point.

11. Asia's Most Dynamic Economies are Amassing Huge Cash Fortunes that They Can then Wield to Increase Their Power Around the World. Will 2008 be the Year When the Balance o Global Power Shifts to the East

(January 2008)

Written on Global Finance, page 20, 2008, describes about some observes suggest that China and India are moving toward their long-term potential faster than anticipated and that a substantial shift in balance of economic power to the East is already under way.

In analyzing on the title above, *Asia's* is classified into third person deixis in which the suffix *-s* involves possessive affixes of noun. *Asia's* here encodes of a reference to persons and entities which is neither speaker nor addressee of the utterance.

The words *they* and *their* refer to Asia that show the group of people who can increase their economic power around the world so they can be categorized into person deixis as third person deixis, because they encodes a reference to person and entities which is neither speaker nor addressee of the utterance.

The next word *2008* can not be categorized into place deixis since it is does not show the name of place and it also include into person deixis since it is does not show the people or someone. It can be categorized into time deixis because it concerns with the encoding of temporal point and spans relative to the time in which an utterance was spoken. In addition, time deixis is a reference to time relative to a temporal reference point.

The last word *east* can not be categorized into place deixis since it does not show person and can not be assumed into time deixis since does not show the temporal of time. Yet , it can be categorized into place deixis because it show the place or space deixis concerning that specification of location of the speech event, In other words place deixis is a deictic reference to a location relative to the location of a participant. The word *east* here refers to Asia's part of East (China, Japan, and soon) where that countries balance the economic power.

12. Banks are spreading the Net Ever wider in their Efforts

To Bring Financial Services to China's Increasingly Wealthy Population

(February 2008)

Written on Global Finance on February 2008, page 18, the utterance shows the context that China clock up the fastest growth in more than a decade. Foreign banks made significant progress as well. For the first time, the government allowed foreign banks to offer Yuan –based on retail banking services to Chinese costumers. Some of these banks are now offering credit card and wealth management services as well as innovative programs for SME (medium size

enterprise) lending and rural finance. And International and domestic banks are spreading the ever wider in their efforts to bring financial services to China's increasingly wealthy population.

The first word *Banks* on the title above is as third person deixis because it encodes of a reference to persons and entities which is neither speaker nor addressee of the utterance., It shows the name of organization which provides financial services , *Banks* is the representation of group of people who are considered the third person deixis .

The next word *China* refer to the name of place especially the name of countries in the world especially in East Asia, where it has economics growth faster than other. So it can be categorized into place deixis because it concerns with the specification of location of the speech events. The last word is *population* which can not be assumed into place deixis since it is does not shows location or name of place,and it cannot be included into time deixis since it is does not shows the temporal of time or certain time. But it can be categorized into person deixis as third person deixis, because it refers to group of people from the wealthy population in china, and it encodes a reference to person and entities which is neither speaker nor addressee of the utterance.

13. Latin American government attempt to gain more control over their countries economic fortunes are having far reaching effects on International Corporation doing business in the region

(March 2008)

From the context on March 2008, page 20 in Global finance magazine. Businesses say the situation has led to the establishment of a new business and regulatory environment throughout the region, while the challenges are great the profits so far are event greater. There are considerable differences between of populist left hugo Chavez and the pragmatic left of (cilliant president) michelle Bachelet or (Brazillian president) lula de silva.

The first phrase *Latin American government's* refers to the group of people it are the leads of latin America who attempt to gain more control over their

countries economics. It can be categorized into person as third person deixis with singular pronouns, because it encodes of a referent to person and entities which is neither speaker nor addressee of the utterance. On the other word third person deixis is a deictic reference to a referent which is identified as the neither speaker nor addressee .e

The next phrase *their countries economics* refer to person, so it can be categorized into person as third person deixis with singular pronouns, that is because the phrase *their countries economics* encodes of a reference to person and entities is neither speaker nor addressee of the utterance.

The last words Region can not be assumed into person deixis , since it does not shows the name of people or someone , and can not be included into time deixis since it does not show the certain time or temporal time . The word *Region* here is included into place deixis, because it concerns with the specification of location of speech event. The importance of location specification is general can be measured from the fact that there seems to be two basic ways of referring to objects, by describing or naming them on the one hand by the locating them on the other,

14. Local banks' stranglehold on the Brazilian market is coming under threat from acquisition-hungry international banks and investors.

(March 2008)

From the context on March 2008, page 23 the global finance magazine. Brazil's biggest bank are enjoying a heyday of growth and stability ,but competition from mid-size bank backed by strong foreign investment is putting pressure on all parts of the banking spectrum to expand domestically and built international partnerships .

From the title above there are three person deixis it are *local banks'*, *international banks and investor*. The words *local banks and international banks* are used deictically that indicate reference not identified as speaker or addressee. It shows the name of organization which provides a financial service. It are representation group of people who are considered into the third person deixis

singular, Moreover the suffix-s of the noun bank involves agreement affixes of noun , the other words Third person deixis is the encoding of reference to person and entities which is neither speaker nor addressee of the utterance. The word *investors* refers to person or someone who becomes investor in the international and local bank, so it can be categorized into person as third person deixis because it is a deictic referent which is not identified as the speaker or addressee.

The phrase *Brazilian markets* can be categorized into place deixis because it concerns with the specification of location of the speech event, the place deixis is a deictic referent to a location relative to the location of a participant in the speech event.

15. Mexico's recent economics progress could be derailed by turmoil in the US economy and the outcome of the US presidential election.

(March 2008)

From the context on March 2008, page 26 in the Global finance magazine. The Mexican economics contracted by 0, 2 % nearly crushing its industrial sector . with the threat of a US recession looming large and uncertainties over of US-Mexican relation will look like once a new occupant move into white house next year , Mexican government official say the country is better prepared this time around to meet the challenge.

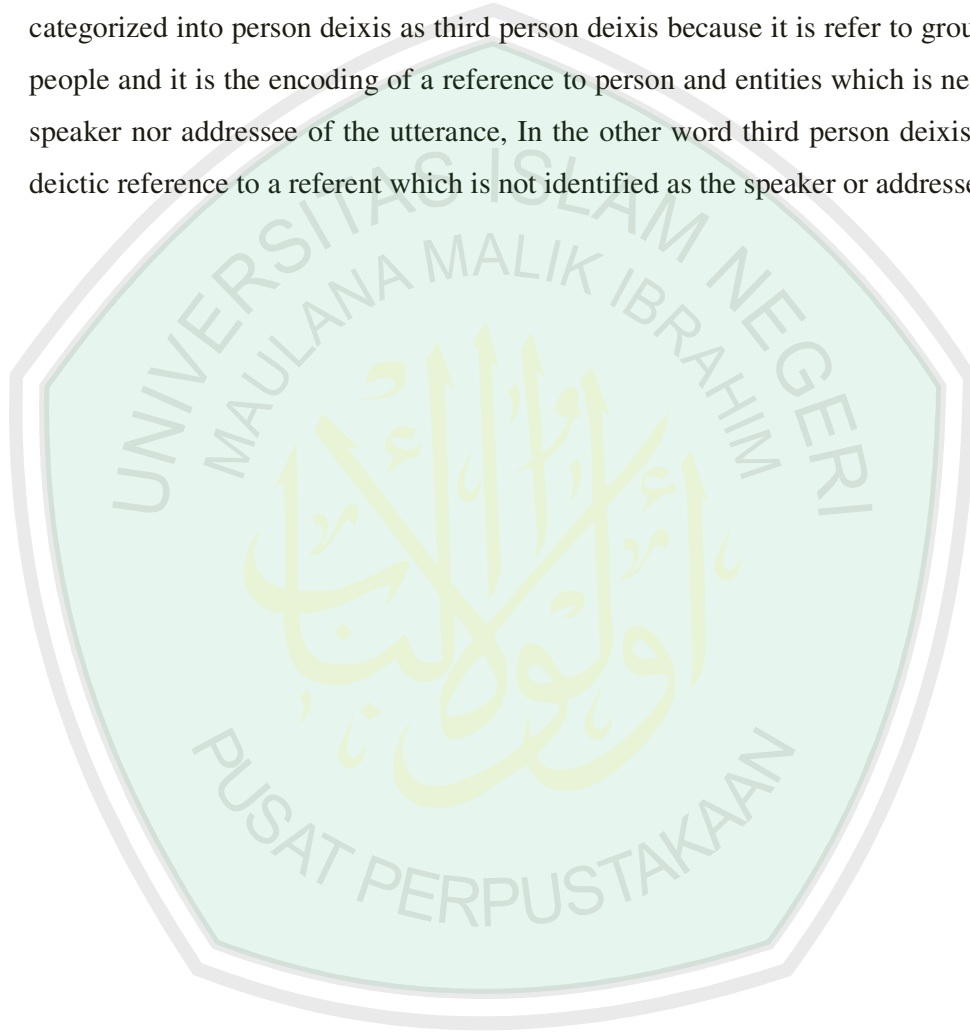
The first word *Mexico's* can not be included into time deixis since it does not show the temporal time or certain time, and it can not be assumed into person deixis since it does not show the person or someone. The word *Mexico's* refers to place especially the name of countries in US. So it can be categorized into place deixis because it concerns with the specification of location of the speech event,

The next word *Recent* can be categorized into time deixis because it shows the temporal of time or certain time, In addition time deixis is a reference to time relative to a temporal referent point.

The word *could* can not be classified into three types of deixis because this can not be assumed as person deixis since it is not included into person that

becomes center deixis of the utterance. It is not considered into place deixis that shows the name of place where the event happen. Furthermore it is not included into time deixis .Yet; the word “*could*” can be categorized as modal auxiliary.

The last words *US economy* and *US presidential election* it can be categorized into person deixis as third person deixis because it is refer to group of people and it is the encoding of a reference to person and entities which is neither speaker nor addressee of the utterance, In the other word third person deixis is a deictic reference to a referent which is not identified as the speaker or addressee.



4.2 Discussion

After obtaining the data and analyzing them based on the deixis theory by Karl Buhler, the next part is the discussion of the whole data to answer the problem proposed in previous chapter.

In accordance with the theory, the information obtained from the data shows that deixis used in the Cover story sections published by GLOBAL FINANCE magazines can be divided into three types, namely; person, place and time, deixis. The person deixis is mostly found and then the place and time deixis are used in similar number.

Person deixis is typically interpreted in some terms, but most of them are third person deixis which are in plural and singular forms, such as the names of people, the social status of someone and the name of organization which represents a group of people. The example of singular forms , *New Cadre*, *The EU's*, *Their economic candidates* , *World Bank*, *private equity*, *Global finance*, *World's economic*, *World's market*, *Central bank* , *union*, *Banks*, *Population*, *Latin America*, *Region*, *Local Bank*, *International Bank*, *Investor*, *US economic*, *US presidential*. Besides the plural forms such as *They*, *Their* and *Them*. From the examples above the third person deixis with singular forms are used mostly found, and the person deixis with plural forms are used little number. In addition the first and second person are not found in the cover story section, Because there is no signals a deictic referent which refer to speaker as the first person deixis , and there is no signals encoded of the speaker referent to one or more addressee as the second person deixis.

Furthermore, Levinson (1992: 62) states that person deixis concerns with the encoding of the role of participants in the speech event in which the utterance in question is delivered. Although person deixis is reflected directly in the grammatical categories of person, it may be argued that we need to develop an independent pragmatic framework of participant roles, so we can see how and to what extent these roles are grammaticalized in different languages. However, here, the basic grammatical distinctions are the categories of first, second, and third person (Levinson, 1992: 68-69). In addition Levinson (1992: 62) states that

first person is the grammaticalization of the speaker's reference to himself. First person deixis is a deictic reference which refers to the speaker, or both the speaker and referents grouped with the speaker. Moreover Levinson (1992: 62) states that the second person deixis is the encoding of the speaker's reference to one or more addressees. In addition, second person deixis is a deictic reference to a person identified as addressee, in English, such as *you, yourself, yourselves, your and yours* (<http://www.sil.org/Linguistic/GlossaryOfLinguisticTerms/WhatIsSecondPersonDeixis>). In addition Levinson (1992: 62), third person deixis is the encoding of a reference to persons and entities which is neither speaker nor addressee of the utterance. On the other word, third person deixis is a deictic reference to a referent which is not identified as the speaker or addressee. For examples: *he, she, they, and third person singular verb suffix -s, like he sometimes flies* (<http://www.sil.org/Linguistic/GlossaryOfLinguisticTerms/WhatIsThirdPersonDeixis.html>).

The time deixis in those opinion sections can be categorized in the forms of time of event which are influenced by tenses, for examples *Than ever, Two decade, 20th anniversary, ever before, and recent*. Most of them indicate certain period of time when the events are used in the utterances. Based on Levinson (1992: 62) states that time deixis concerns with the encoding of temporal points and spans relative to the time in which an utterance was spoken. In addition, time deixis is a reference to time relative to a temporal reference point. Typically, this point is the moment of an utterance. It is most often encoded in English in adverbs such as "*now and then*", and terms based around the calendar like "*yesterday, today, tomorrow*", and *the distinctions in tense* (<http://www.sil.org/Linguistic/GlossaryOfLinguisticTerms/WhatIsTimeDeixis.html>).

The place deixis is used to show the location but not necessarily reflect adverb of place, such as, *the continent, European Union, China, Brazilian market, Mexico, East*. Those words refer to certain locations which have been shown in the context, even though some are figuratively used.

In addition, Levinson (1992: 62) says that place deixis concerns with the encoding of spatial locations relative to the location of the participants in the

speech event, there are **proximal** (close to speaker) and **distal** (non-proximal, sometimes close to addressee). Such distinctions are commonly encoded in demonstratives (as in English *this* vs. *that*) and in deictic adverbs of place (as in English *here* vs. *there*). In addition, proximal is typically interpreted in terms of the speaker's location or the deictic center so that it is generally understood as referring to some point or period in time that has the time of the speaker's utterance at its center. While, distal can simply indicate away from the speaker.

In addition, discourse deixis can not be found in the cover story section because there are no signals of utterance to state that the utterances are related to certain contexts which make them uniquely used with its relation to the surrounding texts. That contains. It is not addressed to immediately preceding discourse, but to one or more steps back (Levinson, 1992). Discourse deixis is a deictic to a reference portion of a discourse relative to the speaker's current location in the discourse ([http://www.sil.org/Linguistic/ Glossary Of Linguistic Terms/WhatIsDiscourseDeixis.html](http://www.sil.org/Linguistic/Glossary%20Of%20Linguistic%20Terms/WhatIsDiscourseDeixis.html)). Furthermore, discourse deixis concerns with the use of expression within some utterances to refer to some portions of a discourse that contain the utterance (including the utterance itself). We may also include in the discourse deixis a number of other ways in which an utterance signals its relation to surrounding text, e.g. utterance-initial anyway seems to indicate the utterance; 85).

Furthermore, social deixis also can not be found in the cover story section because in here can not find the distinction between participants in terms of particular social roles. Fillmore in Levinson (1983: 89) says that a social deixis concerns with aspects of sentences which reflect or establish are determined by certain realities of the social situation in which the speech act occurs. He also asserts that there are restrictive terms, to those aspects of language structure that encode the social identities of participants, or the social relationship between them, or between one of them and persons and entities referred to (Levinson, 1983: 83).

In addition, there are words that cannot be categorized into five types of deixis because most of them are used to modify the previous or the next words, such as *how, to, could, struggle*.

The deixis used in Global Finance magazines are included into three types of deixis, namely: person deixis, place deixis, and time deixis. The third person deixis are expressed when the journalist wants to show the people who are not referred to the speaker or the addressee. The first person deixis and second person deixis are not found in cover story section, , Because there is no signals a deictic referent which refer to speaker as the first person deixis , and there is no signals encoded of the speaker referent to one or more addressee as the second person deixis.

In addition, the time deixis is appeared to point the certain period of time when the utterance is produced by the speaker and event occurs.

Meanwhile, place deixis is realized to describe a location relative to the location of a participant in the speech event, as well as the ones that have been shown in the context. Moreover Discourse deixis and social deixis are not found in cover story section, because there is no signals of utterance to state that the utterances are related to certain contexts which make them uniquely used with its relation to the surrounding texts as discourse deixis and also can not finds the distinction between participants in terms of particular social roles as social deixis.

CHAPTER V

CONCLUSION AND SUGGESTIONS

After analyzing the research findings and the discussing in the preceding chapter, conclusion and some suggestions are taken. The conclusion is drawn based on the formulated research question, while suggestion is intended to give information to the next researchers who are interested in doing further researches in this area.

5.1 Conclusion

In line with the previous chapter, the conclusion of this research can be formulated based on the proposed research question.

The deixis used in Global Finance magazines are included into three types of deixis, namely: person deixis, place deixis, and time deixis. The third person deixis are expressed when the journalist wants to show the people who are not referred to the speaker or the addressee. The first person deixis and second person deixis are not found in cover story section, because there are no signals a deictic referent which refer to speaker as the first person deixis, and there is no signals encoded of the speaker referent to one or more addressee as the second person deixis.

In addition, the time deixis is appeared to point the certain period of time when the utterance is produced by the speaker and event occurs, Meanwhile, place deixis is realized to describe a location relative to the location of a participant in the speech event, as well as the ones that have been shown in the context. Moreover Discourse deixis and social deixis are not found in cover story section, because there is no signals of utterance to state that the utterances are related to certain contexts which make them uniquely used with its relation to the surrounding texts as discourse deixis and also can not finds the distinction between participants in terms of particular social roles as social deixis.

5.2 Suggestions

In accordance with the findings of this research described previously, there are several points could be recommended. For the journalist in writing magazines, they should consider the word and the utterance that will be presented in the cover story section in order that the inference being conveyed is easily understood by the readers. It is also recommended to the readers to know the context of cover story section in order that they can arrive at the intended messages by journalist. Furthermore, for the students, to determine the types of deixis, person deixis, place deixis and time deixis. They should have good comprehension on the context and contents of the news by reading the whole texts. It will be able to help them avoid having wrong interpretation, especially in deixis. Meanwhile, for the teacher, in order that their student can easily comprehend the deixis theory, it is also suggested that they should take examples from available researches, not only in written but also in spoken texts.

In addition, it is also recommended for the next researchers who are interested in doing further researches in this area to use these finding as a starting point in conducting the research. Using the same theory (Levinson's theory of deixis) the next researchers are suggested to use different data source, in this case daily conversation which can be formal or informal dialogue or in any literary work such as the spoken dialogue in drama. The researches should consider how language used influences the deixis

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