The Analysis of Types of Deixis Found on Press Briefing Episodes in "*The White House* "Channel

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Abstract

The researcher used the press briefing video from "The White House" YouTube channel. This research aims to identify the types of deixis found in press briefing episodes on the White House channel's YouTube channel, as well as the dominant deixis found in the text. This study used the qualitative method to analyze the data. The data taken from three press briefing videos uploaded to the White House's YouTube channel shows the discovery of three types of deixis. The researcher found that the total deixis found in the three video press briefings uploaded on "The White House" channel was 4.366 words. There were shown the total found types of deixis with person deixis was 2.693 words (62%), and then spatial deixis was 1.382 words (31%), lastly, temporal deixis was 291 words (7%). The dominant type of deixis found in the three YouTube video press briefings on "The White House" channel was person deixis with 2.693 words with 62 %.

Keywords: Deixis, Press Briefing, The White House

Introduction

Language is a communication system that can be used between individuals to exchange information. Pragmatics is the study of the grammaticalized or linguistically encoded interactions between language and situation (Levinson, 1983:9). Based on that understanding, we can learn any aspect of deixis in pragmatics. Deixis is one of the most important parts to learn in pragmatics. Deixis helps the community who want to learn a language. Deixis is a technical name describing one of the most fundamental functions of speech (originating from Greek), according to Yule (1996:5). This means that deixis is understanding the language by technically "pointing" to it. Deixis is an important component studied in the language structures in pragmatic, linguistic, or semantic. To understand what was said in a speech, the reader must first understand the speaker's intention. Understanding deixis is essential for understanding the written or spoken. The goal of deixis is to clarify the speech's meaning so that the reader is acceptable and properly understood. Several sources mention the use of deixis; one example is a press briefing.

A press briefing is an official press conference held in a specific time frame, typically in the first, middle, or late months. It shares information and explanations related to enlightenment,

promoting brands, announcing emergencies, and providing dramatic information. This activity is planned by party media and cannot be carried out suddenly, except for urgent problems. It is designed to provide clear and accurate information to the general public, addressing specific public issues.

The author discusses deixis, a useful point for students and others learning about deixis. They discuss the topic of press briefings on The White House's YouTube channel, which hosts events featuring famous speakers like Angelina Jolie and Olivia Rodrigo. The president of The White House has invited prominent people, including BTS, to discuss issues affecting other countries, particularly the United States. BTS is the first Asia boyband to discuss Asian hate at The White House, making them non-American citizens.

The press briefing at the White House event in Korea has gained attention from fans and Asian citizens who oppose Asian hate and discrimination, particularly during the Covid19 pandemic. The US government is working with prominent figures to combat discrimination and Asian hate. The event discussed issues such as inclusion, representation, diversity, discrimination, and anti-Asian hate crimes. The White House channel broadcasts government activities and invites prominent figures to provide information. This research is useful for studying deixis and can be used to learn deixis using press briefing videos from the US government's YouTube channels.

Literature Review

1. Pragmatic

Pragmatics is the study of speaker meaning. The study of language forms and how they interact with their users is known as pragmatics. Pragmatics is the study of how meaning is expressed by a speaker or writer and understood by a reader or listener. It involves understanding what each of these uttered words and sentences means on its own. The benefit of learning a language through pragmatics is that it allows individuals to discuss their intended meanings, assumptions, or intent, as well as the kind of activities they undertake when speaking, such as requests. (Yule, 1996).

Lyons (1977a:117) states that the refinement between language structures and dialects is small and uncertain, while Searle, Kiefer, and Bierwisch (1980: vii) argue that pragmatics is a term that encourages special and professional social and cognitive expressions, but often lacks clear meaning in practice. Linguistics examines the principles behind anomalous or impossible utterances, highlighting the challenges in demonstrating its application within linguistic and philosophical traditions.

According to the definition given above, pragmatics is the study of the interaction between the speaker and the audience. Learning a language pragmatically has the benefit of allowing people to talk about their intended meaning, assumptions, objectives, and the actions they conduct when speaking, like making requests.

2. Deixis
   a. Definition of Deixis

Deixis is a related to speaker context and predicate difference between neartospeaker and fartospeaker representations in speech (Yule, 2017). According to Senft (2014:43) Deictic terms and direct terms partially divert interpretation from the speaker's situation. Paralinguistic gestures, such as nodding, directing gaze, turning, and moving arms and hands, are essential for complete speech.

Deixis is a distinction between near and far speaker representations in speech, related to context and predicate. It is a grammatical feature that reflects language structure and language interaction with surroundings. Deixis is derived from Greek and is used to represent demonstrative pronouns, tenses, and place-specific adverbs.

b. Types of Deixis
  1) Person Deixis
      Person deixis is related to identifying the role of an interlocutor or participator in an oration event. This is commonly represented by   (Huang, 2007),
      a) A person's traditional grammatical category and reflected in the persona pronouns and, if relevant, the relevant predicate rules.
      b) Vocatives can be encoded, for example with genetic terms, titles, appropriate nouns, and combinations thereof.
  2) Time Deixis
      Time Deixis is kind of relevant to many other elements of language that relate to times. These consist of deixis modifiers, this, next, last, weeks, months, years, and appropriate noun units such as Monday, December, and afternoon (Levinson, 1983).
  3) Space Deixis
      Senft (2014:44), argues in his book that spatial deixis (*here, there, east, west, in front of, behind, left, right, etc.*) allows pointing to spatial locations. Space deixis deals with locations in space related to CT participants' language events. The coding time, or CT, at the time of speech is another distinction. Space deixis is the location associated with an anchor point for a voice event. However, some times are purely representative of the place. The example of deixis space is as follows:
      a) Place it *here*
      b) Bring *that here* and take *this there*
      c) How are things *there*?

    According to (Huang, 2007), asserts that this section should also take into account other types of deixis: discourse deixis and social deixis.

  4) Social Deixis

      Social deixis is social status of talker, recipient, or third party referred to or the codification of organizations and the social relationships that exist between them (Huang, 2007).

  5)   Discourse Deixis

Discourse deixis is employing linguistic terms within an utterance to indicate current, preceding, or subsequent utterances within the alike statement or written discourse. Some examples of discourse deixis can be found in (Huang, 2007),
  a) In this section
  b) That is barristers.
  c) This is the professional.
3. Press Briefing
Press briefings are short-term events where press releases are required or given on short notice, often due to incidental events or requests for interviews. They help keep the media updated and provide a brief overview of the topic.
4. Youtube

YouTube is a space that provides new video education, entertainment, or advertisements It can be selected, rated high, or subscribed to the account discretion of the viewer. In addition, users can also contribute to the content creator that provides particular content that is appropriate and can be done by account users to be uploaded on their channel. Upload videos can generate youtube salaries through completed requirements determined by youtube according by (Miller et al., 2009).

The White House channel is an official YouTube owned by the White House, featuring presidential activities, including the vice president and other members. Launched in 2006, it has a subscriber base of 2.5 million and has been played 50 million times.

Research Method

According to Creswell (2009) Creswell (2009) highlights qualitative research as a method for understanding social and human meanings. This involves developing questions, techniques, data collection, inductive analysis, and interpretations of findings. Techniques including ethnography, naturalistic inquiry, narrative research, case studies, interpretative research, fieldwork, and participant observation are all included under the heading of qualitative inquiry in the context of educational research.

The study utilized a qualitative descriptive method, as described by Lambert & Lambert (2013). This method extracts data and develops codes during the investigation, providing a straightforward account of a phenomenon. Researchers can identify their research as qualitative descriptive, and if they include overtones of other qualitative research methods, those overtones must be explained. The descriptive qualitative approach was applied to identify deixis in three press briefing videos, describe dominant deixis, and understand the implications of understanding deixis found in transcribed text.

Findings and Discussions

Findings

The researcher analyed three press briefing videos posted per episode based on the dates uploaded by the channel owner. Researcher analyzed three press briefing videos that had

audiences with the top three rankings of the many press briefing videos that have already been uploaded. The three videos were firstly, 053122 press briefing by press Secretary Karine Jean-Pierre featuring BTS, secondly, 012021 press briefing by press Secretary Jen Psaki, Thirdly, 012121 press briefing by press Secretary Jen Psaki. The researcher found the types of deixis that the most dominat type of deixis found at " The White House " channel as follows. Based on Yule's theory, researcher found three types of deixis. the researcher showed that deixis types were person deixis, spatial deixis, and temporal deixis. The three press conference videos uploaded to the White House YouTube channel showed the total discovery of types of deixis with 2.693 people's deixis words, 1.382 spatial deixis words, and 291 temporal deixis words. The total deixis found in the three videos press briefing were 4.366 words.

Table 1. The total of deixis found from three videos press briefings on "The White House" channel

Type of Deixis	(f)	(%)
Person Deixis	2.693	62 %
Spatial Deixis	1.382	31%
Temporal Deixis	291	7%
Total	4.366	100%

The researcher analyed three press briefing videos posted per episode based on the dates uploaded by the channel owner. Researcher analyzed three press briefing videos that had audiences with the top three rankings of the many press briefing videos that have already been uploaded. The researcher found the types of deixis that the most dominat type of deixis found at "The White House "channel as follows.

The table 2. Deixis found in episode 053122 press briefing by press Secretary Karine Jean-Pierre featuring BTS by "The White House "YouTube channel

Types of Deixis	(f)	(%)
Person Deixis	1.052	57%
Spatial Deixis	680	37%
Temporal Deixis	109	6%
Total	1.841	100%

The press briefing episode 053122 by press secretary Karine Jean-Pierre featured BTS on the YouTube channel "The White House". The researcher analyzed this research and found three types of deixis. The result was 1.052-person deixis times with 57%. Then, spatial deixis

occurs 680 times, with 37%. Lastly, temporal deixis appears in 109 words, with 6%. The total of deixis types in this channel is 1.841 words.

Table 3. Deixis found in episode 012021 press briefing by press Secretary Jen Psaki by " The White House " YouTube channel

Types of Deixis	(f)	(%)
Person Deixis	579	68%
Spatial Deixis	206	24%
Temporal Deixis	66	8%
Total	851	100%

Ms. Jean-Pierre : "So let *me* first say that the systems continue to be under consideration, so I do not have anything to preview on anything specific there".

The results of the analysis which shown up that the most frequently used type of deixis is person deixis with the number of times that appear was 579 times. Furthermore spatial deixis appear at 206 times. The last, temporal deixis 66 word. The total deixis found in this episode were 851 words.

Types of Deixis	(f)	(%)
Person Deixis	1.062	63%
Spatial Deixis	496	30%
Temporal Deixis	116	7%
Total	1.674	100%

Table 4. Deixis found in episode 012121 press briefing by press Secretary Jen Psaki by "The White House"YouTube channel

The researcher analyzed deixis in the video press briefing on episode 012121 press briefing by press Secretary Jen Psaki on the Youtube channel "The White House " which shown up the results of analyze that the most common types of deixis were person deixis with 1.062 times with 63%. And

then, spatial deixis were 496 times with 30%. Lastly, temporal deixis were 116 times with 7%. The total deixis found in this data were 1.674 words.

According to the results of the analysis carried out by the researchers, the dominant type of deixis that appeared in the three episodes of the press briefing that were uploaded on the YouTube channel The White House is person deixis.

Discussion

According Yule (2017), deixis is a related to speaker context and predicate difference between near to speaker and far to speaker representations in speech. Deixis using words such us *this* or *here* as a way to pointing a language. The researcher used Yule's theory of three types of deixis: person deixis, spatial deixis, and temporal deixis.

a) Person deixis
Person deixis is the grammatical category that distinguishes between first person (the speaker, me), second person (the hearer, you), and third person (any other individuals, she, them). Singular and plural forms are available for both individuals and things in person deixis. In English, pronouns are used to demonstrate person deixis. Below is the examples of person deixis taken from the data of this research:
1. First person singular *me*

> The Press   : "Which of *us* is your favorite? (Laughter) for you, but I can check and see if any notification or discussion have happened this afternoon".

Sample text 1 (episode 05/31/22 press briefing by press secretary Karine Jean-Pierre featuring BTS) by 34.36 minutes

Context : First person deixis is used by Ms. Jean-Pierre to refer to "*me*" in this dialogue. The object in this sentence is "*me*".

2. First person deixis plural *us*
Sample text 1 (episode 05/31/22 press briefing by press secretary Karine Jean-Pierre featuring BTS) by 5.38 minutes

Context :The interview was conducted by journalists and Ms. Jean-Pierre. In this statement, the word "us" was spoken by the press to journalists, and Ms. Jean-Pierre used the word "we" in the conversation. In this phrase, "us" refers to an object.

3. Second Person Singular "you"

The Press : "With regard to the former President Biden spoken to speaker Pelosi at all about the timing of when *she* plans to bring the impeachment articles of the Senate and how he would like see this trial proceed?".

Sample text 2 (episode 01/20/21 press briefing by press secretary Jen Psaki) by 22.34 minutes

Context   : The press addressed Ms. Psaki using the pronoun "you" throughout this exchange. "*You*" is referring to Ms. Psaki.

4. Third Person Singular *she*

Sample text 3 (01/21/21 press press briefing by press secretary Jen Psaki) by 47.24 minutes

Context : The word "she" in the above expression is in the third person singular. The "she" used in the statement is the pronoun for the speaker, Pelosi.

b) Spatial deixis

Spatial deixis is a word used as a way of "pointing" to a location with language, such as "here" or "there". The relative locations of individuals and objects are being expressed in spatial deixis at the previously described distance, which is unquestionable. However, it's crucial to keep in mind that position from the speaker's perspective might be fixed

J-Hope   : "We are *here* today thanks to our ARMY, our fans worldwide, who have different nationalities and cultures and use different languages. We are trully and always grateful".

psychologically in addition to physically when thinking about spatial deixis. Spatial deixis is a word language "pointing" to a location utilizing spatial deixis using words like "here" or "there". Below is the examples of spatial deixis taken from the data use in this study:

The Press   : "Yes, thank *you,* Jen. The president pledged today to repair alliances. Has he planned his first foreign trip yet?".

Spatial deixis "*here*"

Sample text 1 (episode 05/31/22 press briefing by press secretary Karine Jean-Pierre featuring BTS) by 4.53 minutes

Contetx : The word "here" in the expression of J-hope is the actual location of the person who pronounced the word "here". The word "here" indicates the location of the speaker. The location of this word stated in this conversation was the press room at the White House.

Ms. Jean Pierre :"Phil, in the back, and **then** Kelly?".

c) Temporal deixis

In general, a point or period of time that centers on the speaker's utterance time is referred to as temporal deixis. The term "now" is used to refer to both the instant the speaker's voice was heard (the hearer's "now") and the time at which the speaker's words were said. The distal term "then," in contrast to the distal phrase "now," refers to both past and future time in reference to the speaker's present time. The distal form is in the past tense, whereas the proximal form is in the present. It is normal to disregard anything from the speaker's history as unrelated to their current situation. The distal (past tense) form can also be used to express something that is considered to be exceedingly implausible (or impossible) given the speaker's current circumstances. The examples below are taken from the data to show the temporal deixis:

Temporal deixis "*then*"

Sample text 1 (05/31/22 press press briefing by press secretary Jen Psaki) by 16.54 minutes

Context : The word "*then*" in the statement above is in the conversation's present tense proximal form. The word "*then*" is temporal deixis.

Based on the discussion's findings, it can be seen that the researcher's research employed the qualitative study documentation technique to identify the many dictions utilized in the text, the dominating deixis that developed, and the consequences of knowing deixis for comprehension. It is crucial for someone to comprehend the meaning that is conveyed in voice and text. somebody. Deixis is one of the most fundamental components of utterances, technically speaking. Deixis is one of the most basic technical terms of speech. The impact of deixis knowledge on text comprehension is crucial because difficulties in reading comprehension arise when readers are unable to appropriately interpret deixis in literary discourse.

Conclusion

After researcher analyzing the data from chapter I until IV, the researcher can conclud that the result of finding of the research problem of this research as follows
1.   This study found that there were three types of deixis on the YouTube channel "The White House" in the three highest-rated. Firstly, in episode press briefing by press Secretary Karine Jean-Pierre featuring BTS, the person deixies was found in 1.052 words, then spatial deixis in 680 words, and 109 words of temporal deixis . Secondly, in

the press briefing by press Secretary Jen Psaki that aired on january 20, 2021, there were found 579 words of person deixis, then spatial deixis 206 words and 66 words of temporal deixis. Third, in a press episode by Press Secretary Jen Psaki, aired on January 21, 2021, it uses person deixis 1.062 words, spatial deixes 496 words, and temporal deixes 116 words.

2.   In this research, the researcher found that the most dominant type of deixis that appeared in the three episodes was person deixis. First, an episode of a press briefing by press secretary Karine Jean-Pierre contains as many as 1.052 words. Second, in the episode, the press briefing by press secretary Jen Psaki aired on January 20, 2021, and used 576 words for the person Deixis. Third, the episode press briefing by Press Secretary Jen Psaki uploaded on January 21, 2021, used 1.062 words of person deixis.

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