An Analysis of Deixis in The Ted Talk Video Charlie Jane Anders Talk Entitled "Go Ahead, Dream About The Future" (A Descriptive Qualitative Research)

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Abstrak

Mengenali deiksis sangat penting untuk dipelajari, terutama dalam pidato formal, untuk memudahkan audiens memahami maksud pembicara dengan kepribadian melalui penampilan, latar belakang, dan budaya mereka dari beberapa jenis komunikasi mereka. Penelitian ini bertujuan untuk menganalisis deiksis yang dikenali dari TED Talk yang disampaikan oleh Charlie Jane Anders berjudul "Go Ahead, Dream about the Future" dan menafsirkan ekspresi deiksis dari pidatonya. Metode yang digunakan untuk menganalisis adalah kualitatif dengan pendekatan deskriptif yang diusulkan dari teori Brown dan Levinson (1983) tentang lima jenis deiksis. Teknik pengumpulan data adalah mengamati dan mendengarkan pembicaraan, merekam, menyalin, meninjau transkripsi dan memilih pidato pembicara. Analisis data adalah mengidentifikasi ucapan, mengklasifikasikan ucapan berdasarkan jenis deiksis, menganalisis frekuensi, menafsirkan data, dan menarik kesimpulan. Ada lima jenis deiksis, yaitu deiksis orang, deiksis temporal, deiksis spasial, deiksis sosial, dan deiksis temporal. Hasil penelitian ini menemukan bahwa 79,54% dari 176 data dikategorikan sebagai deiksis persona, deiksis temporal (7,95%) menempatkan ide dalam waktu, deiksis spasial (6,81%) membantu memvisualisasikan skenario masa depan, dan deiksis wacana (5,70%) mengatur dan memperjelas pembicaraan. Penggunaan deiksis yang seimbang ini meningkatkan keterlibatan audiens, pemahaman, dan koherensi presentasi. Terakhir, jenis deiksis yang paling dominan digunakan oleh pembicara adalah deiksis persona. Deiksis ini menyoroti fokus pembicara dalam menciptakan hubungan langsung dan menarik dengan audiens, sehingga meningkatkan keterhubungan dan kedekatan.

Kata kunci: *Deiksis, Ekspresi Deiksis, TED Talk, Penelitian Kualitatif Deskriptif.*

Abstract

Recognizing deixis is crucial to learn, especially in a formal speech, to ease audience to understand the speaker's intention with personalities through their appearance, their backgrounds, and cultures from their several communication types. This study aims at analyzing deixis recognized from TED Talk conveyed by Charlie Jane Anders entitled "Go Ahead, Dream about the Future" and interpreting deictic expression out of her speech. The method is used to analyze is qualitative with descriptive approach proposed of Brown and Levinson's theory (1983) of five types of deixis. The techniques of collecting data were observing and listening to talk, recording, transcribing, reviewing the transcription and selecting the speaker's speech. The data analysis were identifying utterances, classifying utterances based on deixis types, analyzing frequency, interpreting data, and drawing conclusion. There are five types of deixis, namely person deixis, temporal deixis, spatial deixis, social deixis, and temporal deixis. The result of this study is found that 79,54% out of 176 data is categorized person deixis, Temporal deixis (7,95%) situates ideas in time, spatial deixis (6,81%) helps visualize future scenarios, and discourse deixis (5,70%) organizes and clarifies the talk. This balanced use of deixis enhances audience engagement, comprehension, and coherence of the presentation. Finally, the most dominant type of deixis used by speaker is person deixis. It highlights highlights the speaker's focus on creating a direct, engaging connection with the audience, thereby enhancing relatability and immediacy.

Keywords: *Deixis, Deictic Expression, TED Talk, Descriptive Qualitative Research.*

INTRODUCTION

In communication, language plays a crucial role in ensuring that a speaker's message is conveyed effectively to the listener (Mawadah, 2022, p. 2). Many words and phrases in English can only be understood in relation to the specific situation in which they are used, potentially leading to miscommunication between the speaker and listener (Solihah et al., 2022, p. 27). To grasp the meaning accurately, the listener must comprehend the context. This is where pragmatics comes in a branch of linguistics that studies how people convey and interpret meaning based on context (Wardani & Rizkiani, 2021, p. 775). Pragmatics involves understanding what people intend to communicate and how their words impact others.

In the field of pragmatics, deixis plays a crucial role in understanding how language is used to link meaning with context. Deixis refers to words whose meaning shifts based on the context in which they are used (Lorenza et al., 2024, p. 241). Deictic expressions, such as personal pronouns, demonstratives, and temporal adverbs, are integral to creating a shared frame of reference between the speaker and the audience, which enhances the clarity and relevance of communication (Levinson, 1983, p. 62; Yule, 2016, p. 42). These expressions help anchor the discourse in a specific context by pointing to people, places, and times, thus facilitating a clearer understanding of the speaker's message. As noted by (Lyons, 1977), deixis is essential for grounding discourse in the speaker's and listener's mutual context, thereby making communication more effective.

Understanding deixis allows us to accurately identify and refer to the intended subjects or locations in communication (Raputri, 2022, p. 390). Deictic expressions encompass various components, including person deixis, temporal deixis, and spatial deixis. Person deixis involves pronouns like "I" and "you," which denote the speaker and the audience, respectively. Temporal deixis includes markers such as "now" and "then," which situate the discourse in time. Spatial deixis involves terms like "here" and "there," which locate the discourse within a physical space (William, 2019, p. 23). A word is considered deixis if its meaning varies based on factors like the speaker and the time of utterance (Uzma et al., 2022, p. 1166). Additionally, non-verbal cues such as gestures can also serve as deictic markers, further contextualizing the speaker's message and helping to direct the audience's attention to specific referents (William, 2019, p. 45). As Bühler (1934) argued, deixis is not just about words but also includes how physical and temporal contexts are constructed through language and gesture.

Deixis can be found in the novel, newspaper, poetry, lyrics, speech and so on (Syafryadin et al., 2021, p. 105). In public speaking, particularly in motivational contexts, deixis plays a significant role in establishing a connection with the audience and reinforcing key messages (Scully & O'Neill, 2014, p. 88). Motivational speakers use deictic expressions to create a sense of immediacy and personal relevance, thereby engaging the audience more effectively. This use of deixis can help bridge the gap between the speaker's experiences and the audience's own context, making the message more compelling and relatable. As noted by Schiffrin (1994), discourse markers and deictic expressions are crucial in shaping the interactional dynamics of speeches, enhancing both engagement and comprehension. Additionally, recent studies emphasize that the strategic use of deixis in public speaking can influence audience perceptions and responses, highlighting the dynamic interplay between language use and audience engagement (Bublitz, 2011; Holmes, 2013).

Charlie Jane Anders' TED Talk, "Go Ahead, Dream About the Future," offers a valuable case study for examining the application of deixis in motivational settings. Known for her thought-provoking science fiction narratives, Anders uses her platform to inspire her audience to envision and strive for a better future. The talk's focus on personal empowerment and future aspirations presents an ideal opportunity to analyze how deictic elements function to enhance the speaker's message and engage the audience effectively (González & Gómez, 2020, p. 89; Van Dijk, 2008, p. 102). By analyzing the use of personal pronouns, spatial references, and temporal markers in Anders' talk, this study aims to uncover how these deictic elements contribute to the overall effectiveness of her communication strategy.

Due to the significant role of deixis in speech events and communication, several researchers have investigated this phenomenon. Artelu & Dewi (2023) examined five forms of

deixis in the movie *Cruella*, utilizing a descriptive method to analyze character dialogues based on Levinson's (1983) theory. Mawadah (2022)explored the types and functions of deixis in the film *Pride and Prejudice*, employing qualitative content analysis and analyzing data from the movie and its script according to Yule's (1996) theory. Solihah et al. (2022)conducted a study titled "An Analysis of Deixis in *Catching the Sun*" by Tony Parsons, focusing on identifying deixis types and their referents within the novel. This research used a descriptive qualitative method. Uzma et al. (2022) investigated deixis in *The Gift of the Magi* with the aim of identifying deixis types, analyzing their referential meanings, and exploring their application in teaching narrative writing. This study also employed a descriptive qualitative approach and analyzed deixis using Yule's theory. Previous research has concentrated on deixis in films and novels, examining scripted dialogues and literary texts. In contrast, this study analyzes deixis in a TED Talk, a motivational speech, which offers a unique perspective on how deixis functions in real-time public speaking.

This research employs a descriptive qualitative approach to investigate the use of deixis in Anders' TED Talk. The study involves identifying and categorizing various deictic expressions used throughout the talk, analyzing their frequency and functions, and interpreting how these elements contribute to the discourse. By examining personal pronouns, demonstratives, and temporal markers, the research seeks to provide deeper insights into the mechanisms of motivational discourse and the practical application of pragmatic theories in real-world contexts. This approach aims to enhance our understanding of how deixis can effectively connect with an audience and support motivational communication.

METHODS

This research is qualitative and employs descriptive methods to interpret the data. Narsir (as cited in Aksana et al., 2019, p. 2) said that "the descriptive method is a type of research that accurately describes situations, events, or occurrences." This means that the main goal of descriptive research is to clearly and systematically explain the facts and features of the subjects or objects being studied. The method is utilized to conduct a comprehensive analysis of deixis in Charlie Jane Anders' TED Talk, "Go Ahead, Dream About the Future." This methodological approach is particularly suited for exploring the nuanced application of deixis within the discourse, as it emphasizes understanding and describing the intricate ways in which deictic expressions function to convey meaning and engage the audience.

Data Source

The primary data source is the TED Talk presented by Charlie Jane Anders, titled "Go Ahead, Dream About the Future." This particular motivational address was chosen due to its extensive and nuanced use of deictic expressions, which are pivotal for understanding how deixis functions in public speaking scenarios. Anders, renowned for her imaginative and thought-provoking science fiction, employs a range of deictic elements to engage her audience and deliver her message about envisioning and preparing for the future. The TED Talk is readily accessible online, available through the official TED website as well as various video streaming platforms such as YouTube. This broad availability ensures that the talk can be conveniently accessed for detailed analysis and review. The selection of this TED Talk offers a practical advantage due to its easy accessibility and the ability to retrieve the content in high-quality video and audio formats. This facilitates a comprehensive analysis of the deictic expressions used by Anders and their impact on audience engagement. By analyzing a widely recognized and relevant example, this study aims to contribute valuable insights into the application of deixis in motivational discourse and public speaking.

Research Instrments

In the qualitative research design, the researcher serves a crucial role as the designer, data collector, analyst, interpreter, and reporter of the research findings (Aksana et al., 2019, p. 3). The researcher herself serves as the instrument for this study. To effectively analyze deictic expressions in the TED Talk, a systematic approach is employed involving several technical and analytical tools. First, a high-quality recording device is utilized to capture the TED Talk, ensuring that both audio and visual elements are clearly documented for thorough analysis (Denzin & Lincoln, 2011, p. 73). Transcription of the recorded talk is accomplished using advanced tools such

as Otter.ai or Rev.com, which facilitate the accurate conversion of spoken content into text. The study employs a coding framework derived from Brown and Levinson's (1983) theory of deixis, categorizing instances into personal deixis, temporal deixis, spatial deixis, discourse deixis, and social deixis.

Data Collection

The methodology for this study involves several key steps to ensure a thorough analysis of deictic expressions in the TED Talk delivered by Charlie Jane Anders. Initially, the TED Talk is observed and listened to attentively to identify instances of deictic expressions, focusing on how deixis is used to establish context and connect with the audience (Yule, 2016, p. 42). If necessary, the TED Talk is recorded to ensure accurate documentation and to facilitate multiple reviews of the content. Following this, the recorded talk is transcribed verbatim to create a comprehensive text for analysis, capturing all instances of deixis as they occur. The transcription is then meticulously reviewed for completeness and accuracy. Relevant sections that illustrate deictic expressions are selected for detailed analysis, ensuring that the focus remains on significant instances that contribute to understanding the use of deixis in the speech (Denzin & Lincoln, 2011, p. 92).

Data Analysis

The process of analyzing deictic expressions in the TED Talk involves a series of systematic steps to ensure thorough examination and interpretation. The first step is identifying utterances from the transcription of the TED Talk, where each instance containing deictic expressions is noted and categorized by type, including personal, temporal, spatial, discourse, or social deixis. Once the deictic expressions are identified, the next step is classifying these utterances according to the categories defined in the coding framework, which helps in organizing the data systematically (Levinson, 1983). Following classification, the frequency of each type of deictic expression is calculated to determine their prevalence and distribution throughout the talk (Miles et al., 2014, p. 120). With frequency data in hand, the subsequent step involves interpreting the data to understand the role and impact of deictic expressions, specifically examining how these elements contribute to the speaker's engagement with the audience and enhance the motivational impact of the talk (Scully & O'Neill, 2014, p. 88). Finally, based on the interpretation, conclusions are drawn regarding the effectiveness of deictic expressions in achieving the motivational goals of the TED Talk, and these findings are related to relevant theoretical frameworks to assess their significance (Van Dijk, 2008, p. 102).

RESULT AND DISCUSSION

The analysis of deictic expressions in Charlie Jane Anders' TED Talk, "Go Ahead, Dream About the Future," reveals significant insights into how different types of deixis contribute to the structure and effectiveness of the speech. The breakdown of deixis usage shown in the table below:

Table 1. The Total Frequency of Deixis in Charlie Jane Anders' TED Talk

Type of Deixis	Frequency	Percentage
Personal Deixis	140	79,54%
Temporal Deixis	14	7,95%
Spatial Deixis	12	6,81%
Discourse Deixis	10	5,70%
Total	176	100%

The table provides a detailed breakdown of the types of deixis observed in the study, highlighting their frequency and percentage relative to the total count. Personal deixis emerges as the most prevalent, with 140 occurrences, constituting 79,54% of the total deixis identified. This high frequency indicates a strong focus on establishing direct connections between the speaker and the audience, facilitating personal engagement and interaction. Temporal deixis, with 14 occurrences or 7,95%, reflects the importance of situating events and ideas within specific time frames. This category includes expressions that anchor the discourse in past, present, or future

contexts, enhancing the audience's understanding of the temporal dimensions of the speaker's message.

Spatial deixis, totaling 12 instances or 6,81%, highlights the role of spatial references in constructing the physical and metaphorical environments described in the discourse. These references help the audience visualize and relate to the described settings and scenarios. Discourse deixis, the least frequent with 10 occurrences or 5,70%, includes markers that structure the flow of the discourse and guide the audience through the speaker's arguments. Despite being less common, these markers are essential for maintaining coherence and clarity within the talk.

Overall, the distribution of deixis types reflects a nuanced use of language to create a well-rounded and engaging discourse. The varied frequencies suggest a strategic emphasis on personal connection, temporal framing, spatial visualization, and discourse organization to effectively communicate the speaker's message. Collectively, these types of deixis work in tandem to enrich the talk, making it more engaging, organized, and comprehensible by addressing personal engagement, discourse structure, temporal context, and spatial visualization.

Personal deixis can be categorized into three types: first person, second person, and third person deixis. Each type serves a specific function in communication. The detailed classifications are illustrated in the following table:

Table 2. Examples of Person Deixis Found in Charlie Jane Anders' TED Talk

Person Deixis	
First Person Deixis	*"I have a lot of those stories."*
	"When I was a kid in the 1980s, we knew what the future was going to look like." (The "I" refers to the speaker, while *"we"* includes the speaker and others.)
	"I've found it really liberating and fun to do that."
	"So as a science fiction writer whose stories often take place years or even centuries from now, I've found that people are really hungry for visions of the future." (The "I" here denotes the speaker's personal experience and observations.)
	"So my process kind of begins and ends with imagination, and it's like my imagination is two pieces of bread in a research sandwich."
	"I try to live in the world through the eyes of my characters and try to see how they navigate their own personal challenges in the context of the space that I've created."
	"What do they smell? What do they touch? What's it like to fall in love inside a smart city?" (The "I" is implied in the context of the speaker's creative process.)
	"But back to the city of the future. How do people navigate the space?" (The "people" refers to general inhabitants, but the context involves the speaker's perspective.)
	"What if your toilet could analyze your waste and let you know if your microbiome might need a little tune-up?" (The "your" and "you" are used to directly engage the audience, but are implied in the context of the speaker's imagination.)
Second Person Deixis	*"Don't be afraid to think about the future, to dream about the future, to write about the future."*
	"But there's something that you need to know."
	"What if your toilet could analyze your waste and let you know if your microbiome might need a little tune-up?" (The "your" and "you" are used to address the audience directly.)
	"And speaking of traffic jams, I spent a lot of time trying to picture the city of the future." (The "I" refers to the speaker's personal actions, but the audience is implied in the discussion.)

Third Person Deixis	*"But now, nobody knows what the world is going to look like even in just a couple years, and there are so many scary apparitions lurking on the horizon."*
	"From climate catastrophe to authoritarianism, everybody is obsessed with apocalypses, even though the world ends all the time, and we keep going." (The "everybody" and "we" refer to people in general.)
	"There's a saying often attributed to writer and editor Frederik Pohl that 'A good science fiction story should predict not just the invention of the automobile, but also the traffic jam."
	"A future city should have monuments, yeah, but it should also have layers of past architecture, repurposed buildings and all of the signs of how we got to this place." (The "it" and "a future city" refer to the general concept of cities in the future.)

In Charlie Jane Anders' TED Talk, the predominant use of first person deixis underscores the speaker's personal engagement and the subjective nature of their insights. This approach effectively builds a personal connection with the audience, illustrating the speaker's direct involvement in the topics discussed. Second person deixis is used to create a more interactive experience, directly addressing the audience and inviting them to consider their own perspectives and imaginations. Although third person deixis appears less frequently, it is essential for framing the speaker's personal experiences within broader societal and future-oriented contexts. The varied use of these deixis types highlights the speaker's strategy to balance personal narrative, audience engagement, and general observations, making the talk both intimate and thought-provoking.

Temporal deixis is used to specify time references such as 'now,' 'then,' and other particular time markers. The details are outlined in the following table.

Table 3. Examples of Temporal Deixis Found in Charlie Jane Anders' TED Talk

Temporal Deixis
"*years ago*" - Refers to a past time when the speaker was writing a story about drones.
"When I was a kid in the 1980s" - Indicates the time period of the speaker's childhood.
"But now" - Shifts the discussion to the present time.
"just a couple years" - Refers to a near-future time frame.
"2100" - Specifies a future year.
"the 33rd century" - Refers to a distant future time period.
"at this point" - Indicates the present moment in the context of the talk.
"years or even centuries from now" - Refers to a distant future time frame.
"the future" - General reference to an unspecified future time.
"early 21st century" - Refers to the beginning of the current century in comparison to past eras.
"early 20th" - Indicates a past century for comparison purposes.

These references help anchor the talk in different time periods, illustrating the speaker's discussion of past experiences, present observations, and future projections. Spatial deixis involves using terms such as 'here' and 'there' to specify particular locations or places. Additional information can be found in the table below.

Table 4. Examples of Spatial Deixis Found in Charlie Jane Anders' TED Talk

Spatial Deixis
"It's going to be neon megacities and flying vehicles" – Spatial reference to a type of cityscape.
"But now, nobody knows what the world is going to look like" – Refers to the current and future spatial context.
"A city that lives and breathes" – Metaphorical spatial description of a futuristic city.

Spatial Deixis
"I try to picture a green city with vertical farms and structures that are partially grown rather than built" – Imagines specific spatial characteristics of a futuristic city.
"What do you see when you look out your window" – Direct spatial reference to an individual's immediate environment.
"How do people navigate the space?" – Refers to the layout and movement within a city or environment.
"A place where there are spaces that are partially only in virtual reality" – Refers to a spatial concept involving both physical and virtual spaces.
"A future city should have monuments, yeah, but it should also have layers of past architecture" – Describes spatial layers and the historical evolution of a city.
"What if the walls of your apartment are made out of a kind of fungus" – Refers to spatial elements within a personal living space.
"Speaking of eating: What kind of sewer system does the city of the future have?" – Spatial reference to infrastructure within a city.
"If there's no streets, how do people even make sense of the geography?" – Considers the spatial arrangement and navigation within a futuristic city.
"When I was a kid in the 1980s" – Refers to a past location in time rather than a physical space, but indicates a temporal context that influences spatial imagination.

Discourse deixis involves terms and references that guide the audience through the structure and content of the speech. Further details are provided in the following table.

Table 5. Examples Discourse Deixis Found in Charlie Jane Anders' TED Talk

Discourse Deixis
"For example": Introduces a specific instance or illustration of a point being made.
"Here's something that you need to know": Signals important information or a crucial detail about the topic.
"Now": Indicates the current point in the discussion or shifts focus.
"So": Used to connect ideas or summarize points, guiding the flow of the discourse.
"And here's where": Introduces a new segment or idea that relates to the previous discussion.
"Speaking of": Shifts to a related topic or provides an example.
"But again": Refers back to a previously discussed idea, emphasizing its relevance.
"OK, like": Used to introduce an example or hypothetical situation for illustration.
"Finally": Concludes the discussion or introduces the last point.
"Basically": Summarizes or simplifies the main argument or point being made.

Overall, these discourse deixis elements are essential for maintaining coherence, guiding the audience's attention, and ensuring that the talk remains engaging and comprehensible. In Charlie Jane Anders' TED Talk, certain types of deixis are either minimally used or not present at all. Notably, social deixis is absent in the presentation. The talk is characterized by its informal and motivational style, which focuses on engaging the audience through personal and universal themes rather than addressing specific social roles or hierarchies. For instance, Anders does not employ formal titles or hierarchical forms of address such as "Mr.," "Ms.," or professional titles that might typically signal a particular social status or relationship. Instead, her language is conversational and inclusive, using personal pronouns and general expressions to create a sense of shared experience rather than emphasizing social distinctions.

The lack of social deixis in the talk reflects its goal of fostering a connection based on common human experiences and aspirations, rather than navigating specific social hierarchies or relationships. This approach aligns with the motivational nature of the talk, which aims to inspire and engage the audience on an equal footing, without the need for formal social markers. The absence of social deixis emphasizes the speaker's intention to create a relatable and inclusive atmosphere, where the focus remains on the message and the audience's engagement rather than

on social positioning. By not utilizing social deixis, Anders effectively centers the talk around universal themes and personal engagement, thereby enhancing its motivational impact and accessibility to a broad audience.

CONCLUSION

In conclusion, this study reveals the nuanced use of deixis in Charlie Jane Anders' TED Talk, "Go Ahead, Dream About the Future," demonstrating its pivotal role in shaping the discourse. Personal deixis, the most prevalent type at 79,54%, is essential for creating a direct and engaging connection between the speaker and the audience, fostering relatability and immediacy. Temporal deixis, comprising 7,95% of the total, situates the narrative within specific time frames, aiding the audience's understanding of the evolution of ideas and current uncertainties. Spatial deixis, accounting for 6,81%, enhances the visualization of future environments and scenarios, contributing to the talk's vivid depiction of potential futures. Finally, discourse deixis, representing 5,70% of the occurrences, organizes and structures the talk, guiding the audience through the arguments and ensuring clarity and coherence. The distribution of these deixis types reflects a balanced approach to engaging the audience, situating ideas in time and space, and maintaining structural clarity throughout the presentation.

Overall, the study demonstrates that the strategic use of deixis is fundamental in shaping the communicative effectiveness of motivational discourse. By employing personal, temporal, spatial, and discourse deixis in targeted ways, Charlie Jane Anders successfully engages and motivates her audience. This research not only contributes to the understanding of deixis in public speaking but also provides a valuable framework for analyzing how deictic expressions influence audience perception and interaction. Future research could build on these findings by exploring deixis in other motivational and public speaking contexts, thereby further enriching the field of pragmatics and discourse analysis.

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