

CHAPTER I

INTRODUCTION

1.1 Background of the Problem

Language is an acquired oral system for communication. Communication does not purely mean transmitting idea, emotion, or desires to other, but it refers to the same or equal understanding between speakers and listeners. Since man brings language into social activities he does not speak, listen, read and write for himself, but rather he communicates with others.

Knowing what to say, how to say it, and when to say it and how to “be” with other people is important in communication. All the way is related to pragmatics as Levinson (1983) states, “And indeed, in one sense there is no problem of definition at all: just as, traditionally, syntax is taken to be the study of the combinatorial properties of words and their parts, and semantics to be the study of meaning, so pragmatics is the study of language use”. Some of the aspects of language studied in pragmatics include: deixis, presupposition, performative and implicature.

Based on the topic of the thesis, the researcher takes deixis as the problem of the thesis. Deixis is reference by means of an expression whose interpretation is relative to the (usually) extralinguistic 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 (Levinson, 1983). A language without deictic terms could not serve the communicative needs of its users. It is

not only awkward, but also uncommunicative. Deictic words help the hearer to identify the referent of a referring expression through its spatial or temporal relationships with the situation of an utterance. Levinson (1983) states that there are many kinds of deixis, such as person deixis, time deixis, place deixis, et cetera. Considering the magnificent influence of words or language in communication, it motivates the researcher to analyze the language that is used in communication, in terms of deixis, especially place deixis. Then, the writer decides to give a name *A Study of Place Deixis in Reader's Digest*.

1.2 The Statement of the Problem

Concerning with the title of the thesis, that is a study of place deixis in *Reader's Digest* magazine, the researcher takes some problems, which related to the topic. The problems discussed are as follows:

1. What types of place deixis are used in *Reader's Digest*?
2. What is the meaning of place deixis used in *Reader's Digest*?

1.3 The Objectives of the Study

The objectives of the study are as follows:

1. To describe the type of place deixis used in *Reader's Digest*
2. To describe the meaning of place deixis used in *Reader's Digest*

1.4 The Scope of the Study

It is necessary to limit the scope of the problem in this study in order to get a detail understanding about the topic of discussion. Here, the researcher discusses pragmatics, namely the area of language function that embraces the use of language in social context.

Some of the aspects of language studied in pragmatic include deixis, presupposition, performative and implicature. Here, the researcher only focusses on deixis. Deixis has a meaning pointing to something. In verbal communication however, deixis in its narrow sense refers to the contextual meaning of pronoun, and in its broad sense, what the speaker means by a particular utterance in a given speech context. For there are many kinds of deixis, the researcher focuses on the place deixis as the topic of the thesis. Place deixis is deictic reference to a location relative to the location of a participant in the speech event, typically the speaker (Levinson, 1983). For there is another term of place deixis, that is, spatial deixis, the researcher chooses the term place deixis because it is familiar for us.

1.5 The Source of the Data

Concerning with the title, the researcher only wants to analyze the place deixis in *Reader's Digest* magazine. This magazine is one of the famous magazines in this world. It is published monthly. Although, it is written in English many people read it because English is international language for communication

between the people from different countries. That is why, the researcher chooses *Reader's Digest* magazine as the source of the data.

Further, the researcher chooses the column of *Reader's Digest* for some place deixis constructions can be found in it. Then the researcher chooses 3 published magazines in October, November, and December in the same year, that is, in 1993.

1.6 The Thesis Systematization

This thesis consists of five chapters. They are: introduction, underlying theories, methods of research, analysis of data, and conclusion and suggestion.

The five chapters are divided into sub-chapter are as follows:

Chapter I Introduction

This chapter consists of background, the statement of the problem, the object of the study, the scope of the study, the source of the data and the thesis systematization.

Chapter II Underlying Theories

This chapter consist of pragmatics, deixis, meaning and contextual orientation.

Chapter III The Method of Research

This chapter is divided into kinds of research, population, sample, . . . technique of collecting data and technique of data analysis.

Chapter IV Data Analysis

This chapter contains the type of place deixis and the meaning of place deixis.

Chapter V Conclusion and Suggestions

This chapter is divided into conclusion and suggestions.