

DEIXIS ANALYSIS IN THE WHO DIRECTOR-GENERAL'S OPENING REMARKS AT THE MEDIA BRIEFING ON COVID- 19 ON JULY 2020

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ABSTRACT

Covid-19 has been spreading in this world since December 2019. As the health organization that takes responsibility for human health, the World Health Organization (WHO) has the right to publish official speeches during corona pandemic. One of the examples is opening remarks at the media briefing. Related to problems, this present study aims to find the predominant type of deixis used in WHO opening remarks in July 2020. This study follows Levinson (1983) types of deixis. This study was conducted using descriptive qualitative method. The data was collected from WHO Director- general's opening remarks at media briefing which can be found on the WHO official website. Based the data analysis, it was found that there are 546 deixis words. The most dominant deixis used is person deixis by a total of 363 or (66.5%), followed by temporal deixis by a total of 70 or (12,8%), discourse deixis by a total of 57 or (10,4%), spatial deixis by a total of 31 or (5,7%), and social deixis by a total of 25 or (4,6%). By this result, it can be a guide to compare the result with the use of deixis in spoken or written form and to make a clearer understanding.

Keywords: deixis, type of deixis, WHO

BACKGROUND OF THE STUDY

Covid-19 has been spreading this entire world since December 2019. This virus was found in Wuhan, China in December 2019. Right now, more than 30 million people are being infected, more than 20 million people are being recovered, and 1 million people are dead because of the virus. Covid-19 can infect a human's respiratory tract and causes several infections. As the organization that takes responsibility for global health matters through health systems, the life-course, non-communicable and communicable diseases, preparedness, surveillance and response, and corporate services., World Health Organization (WHO) has the right to publish official speeches during the corona pandemic. One of the examples is by giving opening remarks at the media briefing.

Related to nowadays problems about the coronavirus outbreak, this article tries to find the deixis which is found in WHO Director-General's Opening Remarks at the Media Briefing since July 2020. Deixis (Yule,1996) itself can be defined as pointing via language. (Levinson, 1983) stated that there are 5 types of Deixis. There are person deixis, spatial deixis, temporal deixis, social deixis, and discourse deixis.

To date, several studies have found that there are 5 types of deixis in songs, speeches, film. (Anggara, 2016) showed that there are 5 types of deixis in Keroncong song. There are 57 from person deixis, 48 from spatial, 10 temporal dexis, 9 discourse deixis, and 26 from social deixis. Previous research has been established by (Retnowati, 2019) there are more than 80% (279) the use of person deixis from Donald Trump's speech to the UN Assembly. Most of them are the use of the deictic word "we" in the text. She also found that there are 23 spatial deixis, 23 temporal deixis, 13 discourse deixis, and 6 social deixis. It also happened to the use of deixis in a religious text. (Adil, 2019) also stated that he found that the most dominant used deixis is person deixis in a religious text. The total of person deixis is 202, the use of spatial deixis is 11, and the use of temporal deixis is 7. He also found that from three types of person deixis, the use of third-person deixis is the highest (98 deictic words). However, he didn't analyze the social and discourse deixis. According to (Emad, 2017) reported that the most used deixis from all types of deixis is social deixis by a total of 164. She conducted a deixis analysis research from a tale of two cities. (Desy, 2020) established that the use of person deixis by a total of 125 becomes the most deixis which is uttered from the avenger film.

This study tries to investigate what the most used deixis from WHO Director-General's Opening Remarks at the Media Briefing in July 2020 is. The reason why the researcher chose in July is the researcher wants to see the use of deixis and see the deictic expression in the

WHO Director general's opening remarks collection and compare them with other previous studies. Is it different between the use of deixis from Director-General's speeches, songs, religious texts, political speech, and film? How many deictic words expression that can be found in the opening remarks.

The significances of the study are to find out what the most used deixis from WHO Director- General's opening remarks, to compare the use of deixis from director-general's speeches, songs, religious texts, film, and political speech, and to find out how many deictic words expression which are found in this opening remarks.

METHODS

The study will be conducted using descriptive qualitative design. It means that the researcher gets a unique phenomenon (Covid-19 and the speeches) then analyzes based on pragmatics theory to find out the use of deixis in the WHO Director-General's Opening Remarks at the Media Briefing on COVID-19. The researcher follows (Neuman, 1997) in doing this qualitative research design. The researcher collects the instruments from the WHO website: <https://www.who.int/dg/speeches>.

Neuman (1997) states that the researcher can use a case study approach where they might collect a lot of information on one or several cases, go into greater depth, and get more details on cases being examined. It means that we can explore further about the subject and extract the necessary information for this research.

As for the steps in conducting this qualitative study are as follows:

1. Identifying a research problem/stating the problem
2. Reviewing the literature
3. Specifying a purpose and research questions
4. Collecting the data
5. Analyzing the data
6. Determining the quality of data
7. Doing the research

FINDING AND DISCUSSION

In July 2020, the Director General of WHO have produced 9 speeches about Opening Remarks at the Media Briefing on COVID-19. There are July 1st 2020, 7th, 10th, 13th, 17th, 20th, 23rd, 27th, and 30th. The researcher analyze the use of deixis which are found from each dates.

No	Type Of Deixis	Number of utterances
1.	Person Deixis	27
2.	Spatial Deixis	1
3.	Temporal Deixis	14
4.	Discourse Deixis	2
5.	Social Deixis	5
	Grand Total	49

Table 1. The use of deixis at July, 1th 2020

No	Type Of Deixis	Number of utterances
1.	Person Deixis	29
2.	Spatial Deixis	3
3.	Temporal Deixis	13
4.	Discourse Deixis	11
5.	Social Deixis	0
	Grand Total	56

Table 2. The use of deixis at July, 7th 2020

No	Type Of Deixis	Number of utterances
1.	Person Deixis	27
2.	Spatial Deixis	4
3.	Temporal Deixis	4
4.	Discourse Deixis	6
5.	Social Deixis	5
	Grand Total	46

Table 3. The use of deixis at July, 10th 2020

No	Type Of Deixis	Number of utterances
1.	Person Deixis	47
2.	Spatial Deixis	8
3.	Temporal Deixis	5
4.	Discourse Deixis	10
5.	Social Deixis	0
	Grand Total	70

Table 4. The use of deixis at July, 13 th 2020

No	Type Of Deixis	Number of utterances
1.	Person Deixis	64
2.	Spatial Deixis	2
3.	Temporal Deixis	11
4.	Discourse Deixis	6
5.	Social Deixis	5
	Grand Total	88

Table 5. The use of deixis at July, 17th 2020

No	Type Of Deixis	Number of utterances
1.	Person Deixis	19
2.	Spatial Deixis	2
3.	Temporal Deixis	3
4.	Discourse Deixis	3
5.	Social Deixis	4
	Grand Total	31

Table 6. The use of deixis at July, 20th 2020

No	Type Of Deixis	Number of utterances
1.	Person Deixis	54
2.	Spatial Deixis	1

3.	Temporal Deixis	7
4.	Discourse Deixis	2
5.	Social Deixis	0
	Grand Total	64

Table 7. The use of deixis at July, 23th 2020

No	Type Of Deixis	Number of utterances
1.	Person Deixis	48
2.	Spatial Deixis	7
3.	Temporal Deixis	8
4.	Discourse Deixis	9
5.	Social Deixis (Dr.)	0
	Grand Total	72

Table 8. The use of deixis at July, 27th 2020

No	Type Of Deixis	Number of utterances
1.	Person Deixis	48
2.	Spatial Deixis	3
3.	Temporal Deixis	5
4.	Discourse Deixis	8
5.	Social Deixis	3
	Grand Total	67

Table 9. The use of deixis at July, 30th 2020

Example :

Person Deixis

“**We** will never get tired of saying” (Table 1)

The use of “we” refers to the speaker who is WHO (World Health Organization) speaks that they will never be tired to telling the procedure to prevent COVID-19.

“...73 countries have reported that **they** are at risk of stock-outs of antiretroviral medicines...”
(Table 2)

The use of “they” refers to countries which is uttered by the speaker are at risk of stock-outs of antiretroviral medicines which.

“...If governments do not clearly communicate with **their** citizens...”

The use of “their” refers to listener or reader which the speaker itself (WHO) utters about

“...Yesterday, **I** had the honor of being in Madrid...”

The use of “I” refers to the speaker itself, WHO Director General’s.

Spatial deixis

“...**there** were more than 400 thousand cases across the globe...”

The use of “there” refers to the places where the speaker (WHO) wants to talk about, the place where the corona virus had been spreading.

“**There**’s a lot of work still to be done.”

The use of “there” refers to places that the speaker wants to discuss, that place will need a work which must be done.

“...Egypt has tested more than 60 million people for hepatitis C, and linked **those** who test positive to treatment free of charge....”

The use of “those” here refer to places which are explained by the speaker are countries.

“...Although the pandemic is global, **there** are differences in the experience and approach of each region and country...”

The use of “there” here refers to places which are mentioned by the speaker

Temporal deixis

“...**Today** and **tomorrow**, WHO is holding a second research and innovation...”

Both today and tomorrow refers to sign the day when the day that the speaker (WHO) wants to hold a second research and innovation

“...Three months **ago**, WHO launched its updated Strategic Preparedness and Response Plan,....”

The use of “ago” refers to the sign of time when the speaker has told before the speaker speaks.

“...which was declared over **last month**...”

The use of “last month” here refers to adverb of time when the speaker wants to speak utterance.

“**Twenty years ago**, Nelson Mandela closed the AIDS conference by saying”

The use of phrase “twenty years ago” here refers to adverb of time when the speaker talks about, the speaker wants to refers with case which was happened.

Discourse Deixis

“...**Those** words from Madiba echoed through a generation of activists and policy makers...”

The use of “those” here refers to words or speeches which the speaker (WHO) wants to show to the listener or reader.

“...Several countries in the Mekong region, the Pacific, the Caribbean and Africa fit into **that** category....”

The use “that” refers to category which are explained by the speaker, category which can defined as countries.

“...**This** is all the more critical as countries are opening up....”

The use of “this” refers to critical collection which the speaker wants to utter.

“...WHO has worked tirelessly to support countries to prepare for and respond to **this** virus.”

The use of “this” refers to virus which was being talked by the speaker.

Social Deixis

“.....**Dr** Ahmad Al-Mandhari, WHO’s Regional Director for the Eastern Mediterranean, and **Dr.** Rick Brennan,

The use of “Dr.” here refers to a degree which the speaker wants to talk about.

“Thank you to both **Princess** Dina...”

The use of “princess” refers to government degree’s which was told by the speaker

“...**Ms** López finished her remarks with this appeal:...”

The use of “Ms” refers to saying greeting from the speaker.

No	Type Of Deixis	Total	Percentage (%)
1.	Person Deixis	363	66.5%
2.	Spatial Deixis	31	5,7%
3.	Temporal Deixis	70	12,8%
4.	Discourse Deixis	57	10,4%
5.	Social Deixis	25	4,6%
	Grand Total	546	100%

Table 10. Total the use of deixis in July 2020

Based on those tables, the researcher has found that the most dominant use of deixis is person deixis. The use of person deixis here is 363 or (66,5%). Types of person deixis are first-person (I, me, we, our, ourselves), second-person (you, yourself), third-person (they, their, themselves, she, her, he, his, and him). The second most dominant deixis is temporal deixis by a total of 70 (12,8%). Types of temporal deixis are yesterday, ago, today, tomorrow, never, since, before, and after. Discourse deixis here becomes the third by a total of 57 (10,4%). Types of discourse deixis are this, that, and those. The use of spatial deixis here becomes the fourth by a total of 31 (5,7%). Types of spatial deixis are there, here, those. Lastly, the use of social deixis by a total of 25 (4,6%). Types of social deixis are Ms., Professor, and Dr.

According to this present study, the use of the deixis result is quite similar to (Retnowaty,2019) who analyzed Trump’s speech, and (Adil 2019) who analyzed the religious text. Both of them found that the use of person deixis is the most deixis used in the text. Contrastingly, the use of spatial, temporal, discourse, social deixis isn’t similar yet. (Desy,

2020) also found that the use of person deixis is the most used deixis in avenger movie by a total of 87 from 168. However, the use of other deixis is quite different from this present study. Meanwhile, this present study has a different result compared to Emad, 2017 who analyzes a story. Based on her finding, the use of social deixis becomes the most dominant deixis by a total of 164, then the use of person deixis becomes the second dominant by a total of 125. Another previous study who was conducted by (Anggara, 2016) who analyzed the use of deixis in keroncong had found that person deixis is the most dominant used deixis by a total of 57 or 38%. However, the use of another deixis such as spatial, temporal, discourse, and social are also different from this present study.

CONCLUSION

Covid-19 has been spreading in this world since December 2019. As the organization who takes responsibility for human global health, the World Health Organization (WHO) also has the right to publish official speeches during corona pandemic. One of the examples is giving opening remarks at the media briefing about covid-19 by Director-general. The researcher tries to find what is the most dominant deixis at the written opening remarks about covid-19. Deixis itself can be defined as pointing via language. There are 5 types of deixis which are analyzed in this present study: person deixis, spatial deixis, temporal deixis, discourse deixis, and social deixis. This study is conducted by using a descriptive qualitative method by using Neunan,1997. This present study analyzes the use of deixis in July 2020. The purpose of the study is to find what deixis becomes the most dominant use, to compare the use of deixis from WHO opening remarks', song, film, political speech, and religious text, and to find how many deictic words expression which is found.

The researcher collects the data from the WHO official website, there are 9 data about Director-general's opening remark at the media briefing about covid-19. This present study found that 5 types of deixis that are used by the director-general's opening remark. There are person deixis, spatial deixis, temporal deixis, discourse deixis, and spatial deixis. This present study also finds that the most dominant used deixis is person deixis by a total of 363, followed by temporal deixis by a total of 70, spatial deixis 31, discourse deixis 57, and social deixis 25.

SUGGESTION

For the future researcher, this study can be a comparison for who wants to analyze the used of deixis in spoken or written form. The future researcher also can compare the use of deixis in WHO speeches with another data (spoken or written form)

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