

Deixis Analysis on Oxford University E-mail Messages

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Abstract

Deixis is essential to creating effective communication. This research aimed (i) to determine the number of each type of deixis contained within E-mails from Oxford University Publications Office and (ii) the meanings contained there in. This research used qualitative descriptive method. The basic theory used by researchers is the theory of Yule. Yule described deixis as divided into 3, namely person, spatial, and temporal. The data used in this study came from one of the sources who received an E-mail from Oxford University and interview data. The result of the research was there are 2 types of deixis in E-mail, namely person deixis and spatial deixis. In person deixis was found 29 data with 3 forms of pronouns, namely *You, Your, We, Our, Us, Their, and It*. In spatial deixis was found 3 data with 2 forms, namely *below* and *this*. From the interview data, the researchers found that the language used in international campuses generally easy to comprehend, particularly noting the helpfulness of deixis in grasping message meanings, albeit sometimes requiring repeated reading for full understanding, with messages from Oxford University being notably straightforward.

Keywords

Deixis, E-mail, Oxford University

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INTRODUCTION

Deixis expressions are essential to creating effective communication. The function of deixis is to unite language in a context (Nurleli & Rahmawati, 2020). Deixis is a word that refers to something that depends on the context of the speaker's speech (Effendi et al., 2018). Deixis makes easier for people to interact and communicate both orally and in writing (Purwandari et al., 2019). Deixis enhances language by ensuring clear and effective communication, minimizing potential misunderstandings or varied interpretations for the recipient (Rizqi & Sabat, 2022). So, the existence of deixis affects the meaning of communication expressions both oral and written so that there is no misunderstanding of meaning in context.

In pragmatic theory, there is a phenomenon that describes the relationship between context and language, namely deixis. According to Yule (2020) said that the expression deixis is interpreted in terms of the person, place, or time that is in the speaker's mind. Deixis is concerned with referring to a word from what is meant by the speaker of that word. Deixis has a role to explain the meaning of the speaker's speech so that it is understood by the listener (Purwandari et al., 2019). Expressions known as deictic or indexical expressions refer to elements within the context of their utterance to some degree (Artelu & Indah, 2023). A speech form qualifies as deixis when the speaker's utterances and the interlocutor's responses are not interchangeably referenced, contingent upon the location of the speech act (Musarrofah, 2022). The use of communication media that is limited to different locations between speakers is prone to misunderstanding between speakers because there is no face-to-face meeting. Misunderstandings often occur in long-distance communication due to the absence of involvement of the five senses to know the meaning of the interlocutor (Fahriyani, 2021). Therefore, it is necessary to understand how the use of deixis occurs when using communication media.

All forms of communication in everyday life, both orally and in writing, have the existence of deixis. Deixis can be found in both oral and written communication. Written communication is one thing that allows many misunderstandings to be found, because there is no direct communication of understanding. Examples of written communication are Whatsapp messages, poetry, E-mail, and others. This digital technology serves as a means of communication and information delivery to transmit messages digitally, encompassing various platforms and tools such as websites, emails, text messages, applications, social media, and online multimedia (Rizqi, 2023). Mawarsih (2014) stated "*The internet resource most widely used by users is electronic mail*". E-mail is communication where the sender of the message and the recipient of the message as the perpetrator of communication are not in the same place (Effendi et al., 2018). Email acts as a digital medium for connecting individuals and transmitting messages from one person to another (Stevani, 2014).

According to Stevani (2014), E-mail is not only a personal communication but also between organizations or companies. Journal publication companies are one of them. For students, lecturers or educational societies, e-mail is one of the communication tools for the publication of research studies. However, virtual communications sent by international publication companies that use English as a foreign language, often cause difficulties in understanding. Many deixis expressions are found that make e-mail recipients confused about

interpreting the reference to the word in question. In fact, it takes a repeat reading effort to find out what is meant in the message.

There are several studies that have similar studies on deixis analysis. Such as research conducted by Alkhawaldeh (2022) with the research title "*Deixis in English Islamic Friday Sermons: A Pragma-Discourse Analysis*". The result of this study was found that there is a deixis as a regulator of information in communication between listeners and sermons. Another deixis research conducted by Purwandari et al. (2019) with the research title "*The Form and Function of Deixis in an editorial in the 2017 edition of the Solopos newspaper and its relevance as teaching material for editorial text learning in Upper Middle Schools*". The results of this study were found 5 forms of deixis, namely deixis persona, place/space, time, discourse, and social in the editorial of the 2017 edition of the Solopas newspaper.

The use of deixis can be found from various sources (Purwandari et al., 2019). Many of the research examining deixis comes from speeches, novels, and songs. However, there is still not much research on deixis on E-mail messages. One of the sources that deixis can find is electronic messages or E-mail. Understanding the meaning of deixis is very important to do on E-Mail to find out the meaning of a message (Aswad et al., 2023). In knowing the meaning of deixis in E-mail messages, there are several problem formulations that the author wants to know and analyze, namely 1) How many deixis are found in E-mail? and 2) What does deixis mean in the E-mail? The purpose of this research is to determine the number of each type of deixis contained within the E-mail Publisher and the meaning of deixis in the E-mail message. There are many variations of E-mail that can be researched, but the author focuses on E-mail Messages from one of the publication journals. Then, the benefit of this study is to describe the existence of deixis in E-mail and develop the theory of deixis expression as a reference for researchers to study digital deixis. With this writing, it will help the community, especially students and lecturers in understanding the number and meaning of Deixis in the E-mail message of a research journal publisher.

LITERATURE REVIEW

The basis theory was used by the researchers was a theory from Yule (2020). Yule (2020) stated "*Deictic expressions are interpreted in terms of the person, place, or time that the speaker has in mind.*" Deixis is used by people to designate people, places, and times (Yule, 2020). It can be said that deixis is a reference spoken by a speaker to a speaker bound by context. Therefore, there are three types of deixis, such as person deixis, spatial deixis, and temporal deixis.

Person deixis is an expression used to designate people, such as he, she, it, them, it (Yule, 2020). The role of person deixis is as a grammatical form of a person (Pangaribuan et al., 2015). In deixis persona is also categorized as first-person pronouns, second-person pronouns, and third-person pronouns. The person deixis has always been closely related to the social deixis. Social deixis influences people's use of deixis for use by writers. The author will consider the selection of deixis that will be used so as not to violate the norms of decency that exist in social society. So person deixis in this pragmatic study will explain how to apply speech appropriately according to the context of the situation and social in the message (Novitasari & Handayani, 2023). Examples of person deixis are you, me, them, and others.

The second type of deixis is spatial deixis. Spatial deixis is an expression to designate a location or place (Yule, 2020). “The definition of ‘spatial or place deixis’ observes a multitude of concepts indicating the location of some spaces” (DiFonzo & Bordia, 1998). It involves the use of spatial markers and indicators, such as adverbs, pronouns, and prepositions, to indicate the location of objects or events in space. Spatial deixis describes the way language refers to location, e.g. here, there and so on.

The third deixis is the temporal deixis. Temporal Deixis is an expression to designate time (Yule, 2020). Temporal deixis refers to the use of language to refer to the time at which an event occurs. It involves using temporal expressions such as "now", "then", "yesterday", "tomorrow", "last week", "next month", and so on. When stating time in speaking, the role of temporal deixis will be required (Purwono, 2021).

RESEARCH METHODS

The type of research used in this study is qualitative descriptive research with indirect and direct interactive methods. Researchers use indirect interactive methods by retrieving data sources that feel from email. The indirect interactive method is carried out by taking data whose source is from electronic message media in the form of E-mail. The source of the data comes from the Oxford University Publishing Office E-mail sent directly by the University of Oxford via an e-mail application. Researchers interact indirectly through messages sent using E-mail as a medium of interaction for Oxford University publication companies. The data obtained was in the form of a conversation script via E-mail sent to Eka as a resource person. Then the direct interactive method is carried out by collecting data which is carried out by interviewing resource persons face-to-face. The data obtained will be used to ensure the correctness of the data obtained interactively indirectly. Data taken in November 2023.

The data analysis stage was carried out in several sequences, namely (1) the selection of words containing deixis from the data source in the E-mail message sent to the source. The data obtained from E-mail chats does not all contain deixis, so researchers took parts that contain deixis. (2) Researchers classified the deixis into deixis types presented in table form. The researchers determined the type of deixis found and put in the appropriate table column. (3) Researchers explained the meaning of the deixis that has been chosen. The researchers explained the meaning of deixis in the e-mail message and explain the number of deixis found.

FINDING AND DISCUSSION

Based on the analysis of types of deixis conducted by the researchers, the following research data were found:

Table 1. Analysis of The Types of Deixis in E-mail message from Oxford University

Utterance	Deixis		
	Person	Spatial	Temporal
Mr Arif Cahyono has registered you as a referee using our online system	You		
	Our		

In support of their application for the DPhil in Classical Languages and Literature (Full-time) at the University of Oxford.	Their
This email has been sent as soon as the applicant registered you.	You
We do hope that Arif has provided you with sufficient time to complete a reference	We You
the information that you provide may have a significant impact on the assessment of the application.	You
You may find our guidance for referees helpful in terms of what to include in your letter.	You Our
Submitting your reference	Your Your
To submit your reference for Arif for the DPhil in Classical Languages and Literature (Full-time), please follow the instructions below	Your Below
Create your reference letter and save as a PDF (.pdf file)	Your
If you wish your reference to remain confidential in the event of a Subject Access Request, please answer the confidentiality question on the referee form accordingly.	You Your
On submitting your reference, you will see an on-screen confirmation message.	Your You
You and the applicant will also receive automated confirmation emails.	You
If the applicant registered you using a personal (rather than a professional or institutional) email address, please make sure you explain the reason (e.g., retirement) in your reference letter.	You Your
We recommend that you retain a copy of the reference, as you will	You

not be able to view it after it has been submitted.	It	
If you have a problem with the link, please right click on the link to copy the URL and paste it in any of the following browsers	You It	
If you require technical assistance regarding the submission of your reference, please contact us via the email address below or phone	You Your Us	Below
Arif and the University of Oxford thank you very much in advance for your assistance in this admissions process.	You Your	This

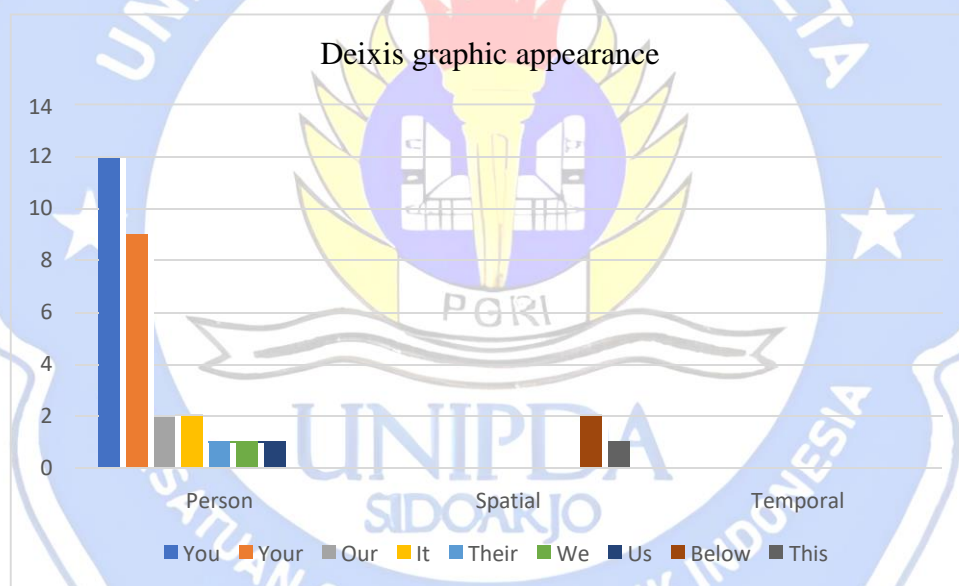


Figure 1. Number of Deixis in E-mail message from Oxford University

From the data above, the total number of person deixis in E-mail from Oxford University is 7 types, consisting of: *You, Your, We, Our, Us, Their, and It*. There are two second-person pronouns: *You* and *Your*. In the e-mail message, refers to the interlocutor, namely the recipient of the e-mail. In e-mail messages, “You may find our guidance for referees helpful interns of what to include in your letter”, the meaning of deixis “you and your” is to refer to thereader as a form of digital written communication. The reader is encouraged to read the guidebook to facilitate the delivery of letters to Oxford University. The sender uses the persondeixis to be the pronoun of the person receiving the message to create two-way communication.

There are 3 plural first person pronouns namely "we, our, us". This form of deixis refers to the sender is Oxford University. In the message, "We do hope that Arif has provided you with sufficient time to complete a reference" it can be analyzed that the author used the pronoun to clarify the Oxford University as the sender of the message. In context, the Oxford University Publications Office asked resource persons to send research studies to Oxford University. Thus, the Oxford University Publications Office uses the pronoun deixis to help make it easier for sources to understand the message.

There is one plural third-person pronoun "their". In the message, "In support of their application for the DPhil in Classical Languages and Literature (Full-time) at the University of Oxford". This deixis refers to the context of the online system from Oxford University. Last, there is person deixis with the third person singular pronoun form "it". In the e-mail message, "We recommend that you retain a copy of the reference, as you will not be able to view it after it has been submitted", this e-mail refers to the context of the information message about the online system at Oxford University.

In addition to person deixis, another type of spatial deixis was found. The researchers found 3 data of spatial deixis expression, such as *Below* (2 data) and *This* (1 data). In message, "If you require technical assistance regarding the submission of your reference, please contact us via the email address below or phone", in the context, the expression deixis "Below" has intended that the resource person contact Oxford University to get more information. The expression deixis "this" in "Arif and the University of Oxford thank you very much in advance for your assistance in this admissions process", refers to an e-mail message from Oxford University. The purpose of using deixis is included so that the source replies to the e-mail that has been sent.

According to interview, Mr. Eka said that *"The language used in international kampus is quite easy to understand. The use of deixis in messages is helpful in understanding the meaning of the message being sent. Sometimes, I have to read repeatedly to understand the message in English. However, the message from Oxford University is quite easy to understand."* According to Mr. Eka's interview, he finds the language used in international campuses generally easy to comprehend, particularly noting the helpfulness of deixis in grasping message meanings, albeit sometimes requiring repeated reading for full understanding, with messages from Oxford University being notably straightforward. So, it can be said that the use of deixis is very important for the source to understand the meaning of the message. The existence of deixis prevents repeated reading of messages.

CONCLUSION

From the data that has been obtained, it can be concluded that there is a deixis expression in the E-mail from oxford university. In the E-Mail, have founded 2 types of deixis, namely Person Deixis and Spatial Deixis. The person deixis found are *"You, Your, We, Our, Us, Their, and It"*. The highest number of person deixis is "You and Your" with a total of 12 "You" and 9 "Your". Person Deixis has references to readers and recipients. These two expressions indicate the existence of two-way communication. While the form of spatial deixis is *"below and it"*. The highest number of spatial deixis was "below" with a finding of 2. This form of deixis refers to objects in messages. Temporal deixis is not found in the data, so occurrences are as many as 0. The existence of deixis in e-mail is very important to prevent

misunderstandings between senders and recipients. From this data found many deixis as references in messages, even found more than one form of deixis. The existence of deixis is not only found in direct communication, but also in writing. The existence of deixis in digital messages affects the understanding of references in context.

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