DEIXIS IN JULIAN TREASURE'S TEDTALKS : "HOW TO SPEAK SO THAT PEOPLE WANT TO LISTEN"

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ABSTRACT

This research analyzes Julian Treasure's use of deixis in his TED Talk, "How to Speak So That People Want to Listen. The study identifies and classifies the differences of deictic expressions used in the conversation by using a pragmatic analysis approach. The results show that Treasure makes good use of person, spatial, temporal, discourse, and social deixis to improve clarity in speech and engagement among audiences. This analysis advances our knowledge of deixis's role in spoken discourse and its importance for persuasive public speaking.

Keywords : *Pragmatics, Deixis, Analysis*

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INTRODUCTION

Deixis, which refers to words and phrases whose meanings depend on contextual conditions, is a crucial aspect of pragmatics. Effective use of deictic expressions in public speaking can have a big impact on audience understanding and engagement. An excellent example of examining how deixis might improve communication is seen in Julian Treasure's TED Talk.

Despite deixis's significance in communication, only limited study has been done on its practical applications in public speaking circumstances. Knowing how Treasure and other speakers use deixis will help you develop more successful communication techniques.

The primary objectives of this study are**:** (1)To identify and classify the types of deictic expressions that used by Julian Treasure in his TED Talk, and (2) To evaluate how these expressions enhance the audience engagement and the overall effectiveness of his message.

Julian Treasure's TED Talk, "How to Speak So That People Want to Listen," is the specific subject of this study, which uses Levinson's framework to analyze the deixic expressions that used in the speech.

By offering a thorough examination of deixis in public speaking, this study advances the discipline of pragmatics. It provides information for educators, speakers, and communicators

about the value of using contextual language to improve audience engagement and message clarity.

LITERATURE REVIEW

Pragmatics is concerned with the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader (Yule, 1996)**.** There are some kinds of pragmatics parts, such as: Implicature, Presuppotition, Speech Acts, Deixis, References, etc. In the context of this study, the researcher wants to explain about deixis and its kinds that Julian Treasure used in his speech on Ted Talks.

Deixis is the study of deictic or indexical expressions in language. It is an essential topic in pragmatics. Deixis becomes a critical part of pragmatics that should be learn, because of its utility in pointing the specific things, such as person, place, time,and others in communication. According to Levinson (1983, p. 54**),** deixis is a Greek word that serves to immediately point out or indicate certain grammatical aspects in an utterance. Additionally, (Yule, 1996) also defined deixis as pointing via language.

According to (Levinson 1983), there are 5 types of deixis, such as : person deixis, time deixis, spatial deixis, discourse deixis, and social deixis. (1) Person deixis refers to the grammatical categories of person, that involve the pronouns to which the speaker, the listener, and other discourse-relevant things are referred. The first person (I, me), second person (you, your, yours), and third person (she, he, they,). (2) Time deixis, which can also refer to a specific moment, describes the categories of time at which the speaker is generating the utterance. For example: today, yesterday, in the future, etc. (3) Place deixis is the term used to specify the locations of specific points throughout the speech event. For example: here, there, etc. (4) Discourse deixis is the term used to describe the use of phrases in an utterance that pertains to a section of the discourse. For example: this, that, etc. (5) Social deixis describes the elements of speech occurrences that are impacted by specific social status realities. For example: Madam, Professor, etc.

These classifications are essential to comprehending the construction of meaning in spoken language. According to the Handbook, deixic phrases are context-dependent and help people communicate effectively by tying references to certain situational frames (Horn & Ward, 2006).

METHODS

The aim of this research is to find the kinds of deixis in Julian Treasure's Ted Talks speech, and its utility in built a good communication between a speaker and the audience. The researcher used the descriptive qualitative method since the data is in word form. The source data of this research is the TedTalks video of Julian Trasure's speech. The video was published on June 27th, 2014 on TedTalks Youtube Channel which has been watched for 42 Million times (https://youtu.be/eIho2S0ZahI?feature=shared).

Julian Treasure's TED Talk, "How to Speak So That People Want to Listen," is examined in this qualitative study employing a descriptive analytical approach that includes a number of crucial elements. To provide a written resource for analysis, the speech is first transcribed from the TED website's video format. Examples of deictic phrases are found throughout the transcription, with an emphasis on how they are used contextually. Levinson's framework, which

divides deixic expressions into five categories—person, location, time, discourse, and social deixis—is then applied to each instance of deixis. Lastly, by looking at how these identified terms are used specifically in the speech environment, a contextual analysis is carried out to figure out how they impact audience involvement. This methodical approach makes it possible to fully comprehend how deixis functions in public speaking and how it contributes to improved communication efficiency.

FINDINGS AND DISCUSSION
Findings

After analyzing the data, the researcher found some deictic words that used in the whole speech. The result found by following the theory from Levinson (1983), there are 5 types of deixis. In this video's script, the researcher found that there are 5 kinds of deixis that have been used in the speech.

1. **Person deixis** refers to the grammatical categories of person, that involve the pronouns to which the speaker, the listener, and other discourse-relevant things are referred. There are 3 types of person deixis that found in Julian Treasure's speech.
   a. First Person   : *I, we, us, our, my*
   b. Second Person   : *You, your, it*
   c. Third Person   : *They, their, them, she, her*
2. **Time deixis/ Temporal Deixis**, which can also refer to a specific moment, describes the categories of time at which the speaker is generating the utterance. The time deixis that found in Julian Treasure's speech are : *Later, last year, now, october 1st, today, old, for a moment, any time.*
3. **Place deixis/ Spatial Deixis,** is the term used to specify the locations of specific points throughout the speech event.The place deixis that found in Julian Treasure's speech are : *Here, the U.K, and there.*
4. **Discourse deixis** is the term used to describe the use of phrases in an utterance that pertains to a section of the discourse.The discourse deixis that found in Julian Treasure's speech are : *That, this, these, and those.*
5. **Social deixis** describes the elements of speech occurrences that are impacted by specific social status realities.The social deixis that found in Julian Treasure's speech is : *My mother, and politicians.*

Discussion
1. Person Deixis

During his speech, Treasure makes considerable use of person deixis, using first-person pronouns like "I," "we," and "my" to connect with the audience on a personal level. He establishes his main arguments and positions himself as a mentor for the audience when he says, "I have assembled for you here seven deadly sins of speaking," for example. By establishing a feeling of closeness and trust, this first-person deixis encourages listeners to interact with his message. Second-person pronouns like "you" are used to further strengthen this bond, giving the listener a sense of direct address and participation in the conversation.

2. **Time Deixis / Temporal Deixis**

Phrases like "now," "today," and "later," which Treasure use to ground his arguments inside a particular time period, demonstrate temporal deixis. He stresses relevancy and urgency by using statements like "Now more than ever," which speak to the present and encourage the audience to think about how crucial good communication is in their lives now. In addition to making his message more immediate, this clever use of time deixis invites listeners to consider how they communicate in considering the current situation.

3. **Place deixis/ Spatial Deixis**

Using phrases like "here" and "there," spatial deixis helps place the audience in the actual location of the discussion. Treasure creates a shared experience that guides listeners into the present when he uses the word "here" in reference to his speech. Participants' sense of community is strengthened by this spatial attachment, which gives them the impression that they are all on the same path to improved communication.

4. **Discourse deixis**

Discourse deixis is used by Treasure in sentences like "this point" and "that idea." These phrases helps listeners follow his explanations and remember important ideas as he leads them through his well-organized argumentation. For instance, discourse deixis acts as a navigating mechanism that improves coherence and clarity when he switches from talking about the "seven deadly sins" and the "four cornerstones" of effective speaking.

5. **Social deixis**

Treasure's speech quietly includes social deixis through references that refer to social standing and relationships. He humanizes his message and creates relatability by sharing personal tales, like his mother's negativity. Furthermore, he frames his debate into a social context that speaks to the experiences of the audience by making references to more general society notions, such as politicians.

Treasure's TED Talk's effective use of deixis emphasizes how important it is for establishing clear communication. Through the use of person deixis, he establishes a connection and confidence with his audience; discourse deixis improves clarity; social deixis promotes relatability; temporal deixis adds urgency; and spatial deixis produces a sense of shared experience. When combined, these components form a potent foundation for communication that promotes participation and attentive listening.

Furthermore, by offering helpful instruments for improving spoken communication, Treasure's focus on vocal techniques—such as register, timbre, prosody, speed, pitch, and volume—complements his use of deixic phrases. This all-encompassing strategy emphasizes that speaking effectively involves not just knowing what to say but also knowing how to say it.

To sum up, Julian Treasure's TED Talk is a great example of how deixis works in public speaking performances. We can learn a lot about the essentials of successful communication by applying Levinson's framework to analyze the application of these linguistic tools. Future studies should look more closely at how different speakers use deixis in different settings to improve their messages and better engage listeners.

CONCLUSION

This study uses Levinson's framework to classify and assess several deixic expressions in Julian Treasure's TED Talk, "How to Speak So That People Want to Listen," offering a thorough

analysis of deixis. The results show that Treasure uses person, time, place, discourse, and social deixis to improve his speech's clarity and engagement. While temporal deixis places the conversation in a pertinent time period, person deixis cultivates a direct relationship with the audience. Discourse deixis helps lead listeners through his organized arguments, while spatial deixis helps ground the audience in the talk's physical setting. Furthermore, relationship dynamics that speak to the audience's experiences are reflected in social deixis.

Treasure's message is made more powerful overall by the deliberate use of these deixic terms, which also emphasizes how crucial context is to communication. This study advances our knowledge of pragmatic analysis and its applications to persuasive communication by highlighting the role of deixis in public speaking. The study's conclusions can ultimately help communicators, educators, and speakers understand the importance of contextual language in promoting engagement and improving message clarity.

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