



**PERSON DEIXIS IN CABLE NEWS NETWORK
INTERNATIONAL WEBSITE**

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ABSTRACT

This study analyzes the use of person deixis in news texts published on the Cable News Network (CNN) International Website. Based on Levinson's (1983) theory of deixis, this research aims to identify the types of person deixis and determine their dominant usage in news discourse. A mixed-method approach was applied, combining qualitative descriptive analysis and quantitative frequency analysis. The data were obtained from selected CNN news articles published between August and December 2021. The findings show that third person deixis is the most dominant type, reflecting the objective and informative nature of news reporting. First person deixis appears mainly in direct quotations, while second person deixis is used in limited contexts to address readers or quoted participants. This study concludes that person deixis plays an essential role in conveying information clearly and maintaining coherence in news texts.

Keywords: deixis, person deixis, news text, website

INTRODUCTION

Language is a fundamental tool of human communication used to convey ideas, information, and meanings in both spoken and written forms. Effective communication depends not only on grammatical accuracy but also on the appropriate use of language in relation to context, such as the participants involved, the purpose of communication, and the situation in which the language is used. A lack of contextual understanding may lead to ambiguity or misunderstanding in interpreting messages.

Sapir (1921: 7) stated that 'language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols.

According to Palmer (1982:1) in the book entitled *Semantics*, it stated that *Semantics* is technical term used to refer to the study of meaning, and since meaning is a part of language, semantics is a part of linguistics. Unfortunately, 'meaning' covers a variety of aspect of language, and there is no general agreement about the nature meaning, what aspect of it may properly be included in semantics, or the way in which it should be described.

Meanwhile, Yule (1996:4) in the book entitled *Pragmatics*, stated that semantics is the study of the relationship between linguistics forms and entities in the world; that is, how words literally connect to things.

Another linguist, Saeed (1997:3-4) stated that *Semantics* is the study of meaning communicated through language. Semantic is

the most diverse field within linguistics. In linguistics, the study of meaning is known as semantics. One important concept within semantics is deixis, which refers to linguistic expressions whose meanings are context-dependent. Deictic expressions include personal pronouns.

According to Meyer (2009:151) deixis is a word of Greek origin that means 'to point' or 'to show.' In the sentence '*the woman bought a clock*', not only does the word *woman* have meaning ('*an adult female*') but it points, or refers, to a *particular woman in the external world*.

The verbs bring and take have a similar relation (*I'll bring it to you, I'll take it to him*). There are three main sub-types of deixis: spatial, temporal, and person deixis, and two minor sub-types: social and discourse deixis. Occasionally, the deictic center is not the speaker (Cruse, 2006:44).

Person deixis concerns the encoding of the role of participants in the speech event in which the utterance in question is delivered (Levinson, 1983:62). The role of participants like who the speaker is, the hearer, the target of the utterance, recipient of the utterance, and from what or whose source the utterance comes from.

In the article "An Analysis of Deixis Used in John's Book, Holy Bible", E. Pangaribuan proposed that the example of the use of person deixis which refers to first person, second person, and third person for singular and plural pronouns (E. Pangaribuan, 2014).

News texts are a form of written communication that heavily rely on contextual information. They present factual and objective information related to events, people, time, and place in a structured and chronological manner. In delivering such information, journalists frequently use deictic expressions to refer efficiently to participants. Consequently, the use of deixis becomes an essential linguistic feature in news reporting.

One of the prominent international news media is Cable News Network (CNN), which provides global news coverage through its international website. CNN publishes news from diverse social, political, and geographical contexts, making its news texts rich in deictic expressions. This variety offers valuable data

for analyzing how deixis is used in authentic journalistic texts.

Based on these considerations, this research aims to analyze person deixis found in news texts on the Cable News Network International Website, identify the most dominant types of deixis used, and explain the reasons for their usage in conveying information effectively.

METHOD

The research method used in writing this paper is qualitative and quantitative research method. Based on Creswell (2014:4) qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. Qualitative method in this paper is used to explain each data one by one descriptively. This research also used qualitative method. Sugiyono (2018:7-9) explains that quantitative research is used to analyze data in the form of numbers with the aim of describing or testing a phenomenon systematically. Quantitative method in this paper is used to calculate the number of person deixis that are mostly used in each news text, presented in tabular form.

There are four steps carried out in this research process, namely: data source, data collection, data analysis and presenting the result of the analysis.

The data in this research were taken from Cable News Network International Website, August-December 2021 edition. The data were taken from website because nowadays most people around the world use social media in order to get an information and news. Cable News Network present the news over the world and it is a trusted, accurate and updated world news website. This website presents the news on several topics such as politics, business, health, entertainment, tech, style, travel, sports, features, and weather. The data were taken from August to December 2021 because there were many important cases and events that occurred at that time such as elections, perspective on business, technological innovation, covid-19 vaccine, Tokyo Olympics and Paralympics, bad weather this season, Christmas celebration, New Year, and many more. Therefore, the world news on Cable News Network International website contains a lot of data

regarding to this research and many types of deixis that are appropriate to be analyzed.

There were several steps in collecting the data, such as: searching for the news on the CNN website, then selecting the news based on the published time, reading the news from various topics and discussions, downloading the news that matches the published time and having sufficient explanation as data, rewriting the news that has been downloaded while checking words or expressions that include deixis, identifying and categorizing each news text referring to the topics of the news. After categorizing them referring to the topics of the news, then they were classified referring to the type of deixis.

The data were analyzed descriptively. The data that have been classified according to each type of person deixis were analyzed one by one by presenting several examples of each type. Each example was explained in detail according to the theory applied in this paper.

After all the data were analyzed, they were presented both formally and informally. Sudaryanto (2015:241) explains that the presentation of data analysis results can be conducted in two ways, namely formal and informal methods. The results of the analysis were formally presented by using tables that show the frequency of person deixis found in each news text, informally by explaining each data one by one in a descriptive manner. In this research the results of the analysis were presented in a formal way by using tables that were filled the frequency of person deixis. In informal way, the results of the analysis were presented by explaining each data one by one descriptively.

DISCUSSION

There are 2 discussions that will be analyzed in this chapter. The first is the finding and analysis of the types of person deixis in the news texts on Cable News Network International website, the second is the number of person deixis in all news text and the reason.

The first analysis is types of deixis found in the nine news text on Cable News Network International Website. The news text contains all types of deixis which are analyzed based on the main theory, namely person deixis, time

deixis, place deixis, social deixis and discourse deixis.

First person singular is a pronoun for the first person or the speaker in a speech event that refers to one person. The use of the first person singular can vary depending on the context of the sentence/speech. First person singular can be used as a subject when the word "*I*" is used at the beginning of a sentence. The word "*me*" is used as an object when the speaker/first person refers to himself/herself and the use of the word "*my/mine*" refers to possessive. The use of deictic words that refer to the first person singular in the data is found with the words *I* and *me*. It can be seen in the examples:

1. "*I would hope that within the next week or two weeks, so many of those people will take advantage of the vaccine,*" *Dr. William Schaffner, a professor at Vanderbilt University Medical Center, told CNN's Alisyn Camerota Friday*". (Data 4:L4)
2. *Acclaimed film director Jean-Marc Vallée -- who helmed the 2013 drama "Dallas Buyers Club" -- died Sunday near Quebec City, Canada, his production company's publicist told CNN. He was 58 years old. "He was a friend, creative partner and an older brother to me," Nathan Ross, a partner in Vallée's production company Crazyrose, said in a statement.* (Data 3:L4)

In example (1), the deictic word *I* can be interpreted as a first person singular as a subject. Based on the news text, it refers to Dr. William Schaffner, a professor at Vanderbilt University Medical Center who gave a statement to CNN about vaccines and his hopes for the next week or two, many of people will take advantages of vaccines.

In example (2), the deictic word *me* can be interpreted as a first person singular as an object. Based on the news text, the deictic word *me* refers to the Nathan Ross, a partner in Vallée's production company Crazyrose who in his statement considers Jean-Marc Vallée his brother.

Based on the data, it can be concluded that almost all news texts on the Cable News Network International Website contain the

word that indicate first person singular. However, the use of words that refer to possessive cannot be found. Each deictic word has different referents depending on the text.

First person plural is a pronoun for the first person or the speaker in a speech event that refers to more than one person. The use of the first person plural can vary depending on the context of the sentence/speech. First person plural can be used as a subject when the word "we" is used at the beginning of a sentence. The word "us" is used as an object when the speaker/first person refers to his/her group and the word "our/ours" used as a possessive. The use of deictic words that refer to the first person plural in the data is found with the words *we*, *us* and *our*. It can be seen in the examples:

1. *"We recognize that the rise in oil prices is placing a burden on consumers and has added to inflationary pressures during a period when the economic recovery remains uneven and faces a range of risks," the IEA said in a statement. The Paris-based agency was not involved in the US-led initiative. (Data 1:L12)*
2. *"I would hope that within the next week or two weeks, so many of those people will take advantage of the vaccine," Dr. William Schaffner, a professor at Vanderbilt University Medical Center, told CNN's Alisyn Camerota Friday. "That will help us in the immediate term. (Data 4:L6)*
3. *"When asked what he would tell Han if he could at this moment, Cho pondered and said, "We'll always keep you in our hearts. I believe your basketball will work at the Paralympics, so if you can watch over us from the heaven, we'll do our best to achieve your unfinished goal." (Data 5:L76)*

In example (1), the deictic word *we* can be interpreted as a first person plural pronoun as a subject. It refers to the International Energy Agency which gives a statement to CNN regarding the topic discussed in the news, about oil in the world.

In example (2), the deictic word *us* can be interpreted as a first person plural as an object. Based on the news text, the deictic word *us*

refers to Dr. William Schaffner and all Americans, in the immediate term dealing with the new variant of covid-19, according to a statement given to CNN.

In example (3), the deictic word *our* can be interpreted as a possessive of first plural person. In this news text it refers to the heart or feeling that belongs to Cho and all the basketball teams who miss Han very much and they want to present their team's performance to the Paralympics and hope that Han will see the basketball players from Heaven. Han is always in their hearts and will always remember forever.

Based on the data, it can be concluded that almost all news texts on the Cable News Network International Website contain the word that indicate first person for plural pronoun and possessive. Each deictic word has different referents depending on the text.

Second person deixis is deictic reference that refers to the addresser and it can be expressed in a singular pronoun and plural pronoun but depends on the context of the text/sentence. From this data, most of the news texts on Cable News Network International Website contain the deictic words that refer to second person deixis either singular/plural pronoun and possessive. The use of deictic words that refer to the second person in the data is found with the words *you* and *your*. It can be seen in the examples:

1. *When asked what he would tell Han if he could at this moment, Cho pondered and said, "We'll always keep you in our hearts. I believe your basketball will work at the Paralympics, so if you can watch over us from the heaven, we'll do our best to achieve your unfinished goal." (Data 5:L76&77)*
2. *Australia's biggest city is going ahead with plans, but you'll need tickets to attend this year, according the city of Sydney's New Year's Eve website. Full vaccinations are not required but are highly encouraged. (Data8:L105)*

In example (1), the use of second person is presented with the words *your* and *you*. The analysis starts from the word *you*. It can be interpreted as a pronoun of second person singular. Based on the news text, it refers to

Han. In a statement said by Cho that he wanted Han to watch the basketball players in Paralympic. It was as if Cho was talking to Han. So, Cho uses the word *you* as a pronoun of Han in a statement.

Then, the next analysis is the word *your*. It can be interpreted as a possessive of second person singular. Based on the news text, it refers to Han's goal. Based on the direct statement given by Cho, it was as if Cho spoke to Han at that time and in his statement, Cho wanted to show the best performance of his basketball team and wanted to achieve Han's unfinished goal.

In example (2), the deictic word *you* can be interpreted as a pronoun of second person plural. It refers to everyone who reads this news/website, based on the information reported by CNN News that the pronoun *you* refer to the addresser who is the news/website reader.

Based on the data, it can be concluded that almost all news texts on the Cable News Network International Website contain the word that indicate second person for singular/plural pronoun and possessive. Each deictic word has different referents depending on the text.

Third person singular is a pronoun for the third person (not speaker/addresser) in a speech event that refers to one person. The use of the third person singular can vary depending on the context of the sentence/speech. Third person singular can be used as a subject when the word "*she/he*" is used at the beginning of a sentence. The word "*him/her*" is used as an object and the word "*his, her/hers*" used as possessive. The use of deictic words that refer to the third person singular in the data is found with the words *he, him, his, and her*. It can be seen in the examples:

1. *Acclaimed film director Jean-Marc Vallée -- who helmed the 2013 drama "Dallas Buyers Club" -- died Sunday near Quebec City, Canada, his production company's publicist told CNN. He was 58 years old." He was a friend, creative partner and an older brother to me," Nathan Ross, a partner in Vallée's production company*

Crazyrose, said in a statement. (Data 3:L4)

2. *When Cho found Han throwing up in his room due to the exhausting anticancer drug he had been put on, the coach told his captain to come in quickly and close the door so other players don't see him suffering in pain. (Data 5:L45)*
3. *Following news that the HKU "Pillar of Shame" sculpture was being dismantled, the artist Galschiøt wrote on his Twitter account, "I'm totally shocked that Hong Kong University is currently destroying the pillar of shame. It is completely unreasonable and a self-immolation against private property in Hong Kong. (Data 6:L60)*
4. *Following the vote, Hong Kong Chief Executive Carrie Lam traveled to Beijing and met with Chinese Leader Xi Jinping, who endorsed her administration and praised her for moving the city "from chaos to order," according to a government statement of the meeting. (Data 6:L85)*

In example (1), the deictic word *he* can be interpreted as a pronoun of third person singular as a subject. It refers to the acclaimed film director Jean-Marc Vallée. In that sentence, Vallee's partner, Nathan Ross, gave a statement to CNN that Vallee was 58 years old. So, Vallee's name is mentioned with the pronoun *he*.

In example (2), the deictic word *him* can be interpreted as a pronoun of third person singular as an object. It refers to Han. Based on the text, the previous sentence states that Han is sick and taking anti-cancer drugs, so the word *him* is used as a pronoun for people who are suffering from pain/Han.

In example (3), the deictic word *his* can be interpreted as a possessive of third person singular. Based on the news text, it refers to the artist Galschiøt who wrote the statement on Galschiøt's twitter account about the destroying of 'Pillars of Shame'.

In example (4), the deictic word *her* can be interpreted as a possessive of third person singular. It refers to Hong Kong Chief Executive Carrie Lam. Based on the text mentioned (who supported her government and

praised her for moving the city). In that sentence, it is proven that the one who did this/carved the achievement was Hong Kong Chief Executive, Carrie Lam.

Based on the data, it can be concluded that almost all news texts on the Cable News Network International Website contain the word that indicate third person singular as a subject, object, and possessive. Each deictic word has different referents depending on the text.

Third person plural is a pronoun for the third person (not speaker/addresser) in a speech event that refers to more than one person/refer to a group of people. The use of the third person plural can vary depending on the context of the sentence/speech. Third person plural can be used as a subject when the word "they" is used at the beginning of a sentence. The word "them" used as an object, the word "their/theirs" used as possessive, and the use of intensive pronouns presented with the word "themselves". The use of deictic words that refer to the third person plural in the data is found with the words *they*, *their* and *themselves*. It can be seen in the examples:

1. *Vaccine makers are working to determine effectiveness against Omicron. Vaccine makers have said **they** are taking action to address the emergence of a new variant.* (Data 4:L59)
2. *Although Vallée's direction was not recognized by the Academy, the film was nominated for Best Picture, while stars Matthew McConaughey and Jared Leto both won Oscars for **their** performances.* (Data 3:L14)
3. *In his first public response to the letter, Raffensperger on Monday evening told CNN's Erin Burnett that an investigation into the claims raised by Trump and The Georgia Star News is ongoing, but suggested that the outcome of the investigation would not change the results of the election or invalidate any ballots. "The ballots **themselves** were approved and are lawful ballots, but were processes violated? That's what we're investigating right now," Raffensperger said.* (Data 2:L36)

In example (1), the deictic word *they* can be interpreted as a pronoun of third person plural as a subject. Based on the text, it refers to vaccine makers. In this sentence, the word *they* is used as a pronoun of vaccine markers because indicate more than one person and there is no involvement from the speaker or addresser.

In example (2), the deictic word *their* can be interpreted as a possessive of third plural person. It refers to the performance of stars Matthew McConaughey and Jared Leto on the film until they won the Oscars.

In example (3), the word *themselves* can be interpreted as an intensive pronoun for third plural person. Intensive pronouns emphasize the subject of a sentence. Intensive pronouns can always be omitted from a sentence without changing their meaning significantly. Based on the text, it refers to "the ballots". The use of the word *themselves* in this text serves to emphasize "the ballots".

Based on the data, it can be concluded that almost all news texts on the Cable News Network International Website contain the word that indicate third person plural as a subject, possessive and intensive pronoun. However, in all news texts, there is no use of words that indicate third person plural as an object. Each deictic word has different referents depending on the text.

Table 1. The number of person deixis in all news

NEWS	AMOUNT
Business	78
Politics	62
Entertainment	32
Health	92
Sport	150
Style	77
Tech	88
Travel	70
Weather	72

Person deixis is mostly used in sport news. The reason why person deixis is mostly used, because this news talked about someone/South Korea Paralympic basketball coach who died of cancer. Many words refer to the third person, such as the word that refers to the "coach"

which is the outline or focus of the news. So, the deictic words he, his, Cho (Han's friend) and Han (the coach's name) are most used repeatedly.

CONCLUSION

Based on the findings and discussion, it can be concluded that all types of person deixis, as proposed by Levinson (1983), are found in the news texts published on the Cable News Network (CNN) International website. These include first person deixis (singular and plural), second person deixis (singular and plural), and third person deixis (singular and plural), which function as subjects, objects, possessives, and intensive pronouns. The use of person deixis in the news texts demonstrates the important role of contextual reference in conveying information, attributing statements, and identifying participants involved in reported events.

The analysis also reveals that third person deixis is the most frequently used type across all news texts. This dominance reflects the nature of news reporting, which primarily focuses on narrating events and describing individuals or groups who are not directly involved in the speech situation. Among the analyzed topics, sports news contains the highest frequency of person deixis. This is due to the narrative focus on specific individuals, particularly the South Korean Paralympic basketball coach, resulting in repeated references using third person pronouns and proper names.

Overall, the frequent use of person deixis in CNN International news texts highlights its function in maintaining textual coherence and

clarity, as well as in guiding readers to correctly interpret participants and their roles within the news discourse.

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