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Analysis of person deixis in the BBC Sport news articles

Analisis deiksis persona dalam artikel berita BBC Sport

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Abstract

This study examines the role of person deixis in BBC Sport golf news fragments, focusing on how it impacts text coherence and information delivery in sports writing. Person deixis, including pronouns referring to individuals, is crucial for simplifying information and increasing reader engagement. Using Huang's (2014) pragmatic theory, the research highlights that deixis extends beyond its grammatical role, playing a significant part in pragmatics by shaping reader assumptions. The findings reveal 672 instances of deixis, with person and number types accounting for the majority (34.4%), followed by gender types (31.2%). The study concludes that the strategic use of deictic expressions not only improves communication but also fosters a closer connection with the reader, essential in dynamic reporting. The research suggests that understanding deixis enhances clarity and engagement in writing across various contexts, not just sports journalism.

Keyword: BBC New Sport, Deixis, News Pragmatics, Person Deixis, Sport Articles

Abstrak

Penelitian ini mengkaji peran deiksis persona dalam fragmen berita golf di BBC Sport, dengan fokus pada dampaknya terhadap koherensi teks dan penyampaian informasi dalam penulisan olahraga. Deiksis persona, termasuk kata ganti yang merujuk pada individu, sangat krusial untuk menyederhanakan informasi dan meningkatkan keterlibatan pembaca. Dengan menggunakan teori pragmatik Huang (2014), penelitian ini menunjukkan bahwa deiksis melampaui peran gramatikalnya, serta memainkan peran penting dalam pragmatik dengan membentuk asumsi pembaca. Temuan penelitian mengungkapkan adanya 672 temuan deiksis, dengan jenis persona dan jumlah (*number*) menyumbang mayoritas terbesar (34,4%), diikuti oleh jenis gender (31,2%). Penelitian ini menyimpulkan bahwa penggunaan ekspresi deiktik secara strategis tidak hanya meningkatkan komunikasi tetapi juga menumbuhkan hubungan yang lebih dekat dengan pembaca, sebuah hal yang esensial dalam pelaporan yang dinamis. Penelitian ini menyarankan bahwa pemahaman tentang deiksis dapat meningkatkan kejelasan dan keterlibatan dalam penulisan di berbagai konteks, tidak hanya dalam jurnalisme olahraga.

Kata Kunci: Artikel Olahraga, BBC News Sport, Deiksis, Deiksis Persona, Pragmatik Berita

INTRODUCTION

Pragmatics, a fascinating subject of linguistics, investigates the complex link between language, context, and meaning. Pragmatics goes beyond the transmission of information between speakers and listeners, making it an essential component of language (Nurchaerani et al., 2020, p. 203) Unlike traditional semantics, which focuses on the literal meanings of words

and phrases, pragmatics tries to understand how language functions in specific speech contexts, with utterances serving as the basic units of analysis. This field is founded on the idea that language conveys information as well as executes actions and expresses intentions. Dey (2023, p. 510) expands that pragmatics extends beyond the flow of information between speakers and listeners, making it a vital part of language. In conclusion, pragmatics is an important discipline of linguistics that investigates the dynamic relationship between language, situation, and meaning. Unlike classical semantics, which focuses primarily on the literal meanings of words, pragmatics investigates how language is employed in specific settings to transmit intentions, carry out activities, and control communication flows. It emphasizes that language not only conveys information between speakers and listeners but also represents social relationships and underlying intents. This broad perspective makes pragmatics essential for understanding how context and the speaker's goals create meaning in any communicative engagement.

Deixis is an important notion in pragmatics. It refers to phrases whose meanings are significantly context-dependent. Pronouns, temporal references, and geographical indicators are all deictic phrases that help to bridge the gap between linguistic structures and real-world situations. Deixis demonstrates how language is inextricably linked to the speaker’s immediate environment and the context in which the utterance occurs. Liu (2021, p. 1) describes deixis as the process by which speakers convey meaning using a combination of linguistic forms and contextual clues. According to Aini et al. (2022, p. 93) this feature is present in both formal and informal speech and is ubiquitous across various discourse settings. Deictic phrases, such as “this,” “here,” and “now,” are inextricably linked to their contextual meanings, making them essential instruments for effective communication. Examining deixis provides insight into how language users navigate meaning, how they change their speech to the precise conditions of the time, and how environmental aspects influence utterance interpretation. As a result, deixis not only broadens our grasp of pragmatic meaning but also illuminates the intricate relationships between language, context, and social behaviour.

Deixis

Deixis is a fundamental notion in linguistics that is frequently studied within the context of pragmatics. Yan Huang, a prominent scholar in this field, divides deixis into three categories: person, time, and space (Huang, 2014, p. 174). These categories help us understand how language is employed in context, namely how speakers and listeners relate to people, time, and location in interactions. Deixis is critical to understanding the dynamic nature of language and communication because it emphasizes the reliance on context to infer meaning. Each category

serves a distinct purpose in discourse, anchoring the topic in a common understanding among interlocutors.

1. Person deixis, Huang's first category, refers to the language components that indicate the participants in a conversation. The singular pronoun "I" refers to the subject, while "me" refers to the objective (Fitria, 2020, p. 116). Pronouns like "I", "you", and "we" are important for distinguishing speakers and listeners and structuring their roles in a dialogue. For example, when a speaker says "I", they're referring to themselves, whereas "you" usually refers to the person being addressed. The frequent movement between "I" and "you" emphasizes the dynamic exchange of roles in a discourse, resulting in an interactive and responsive environment in which meaning is co-constructed.

The individual referred to here could be the one who speaks, the listener, or the recipient, as well as the other individual in question (Wibowo & Naulfar, 2018, p. 75). Person deixis involves not only identifying individuals but also expressing relationships and social structures. In different cultural contexts, the use of personal pronouns can indicate varied levels of formality, intimacy, or distance between interlocutors. Person deixis is typically represented via pronouns, possessive affixes of nouns, and agreement affixes of verbs (Abdulameer, 2019, p. 296). It is First person, second person and third person. This layer of deixis deepens talks, making it critical to comprehend not only who is engaged but also the nature of their relationship. When evaluating person deixis in real-world situations such as media stories, particularly sports journalism, we can see how language develops a link between the writer, the subject of the story, and the viewer. Person deixis, for example, helps to interest viewers in BBC Sport news stories by incorporating them into the narrative. The usage of "we" in a story about a national sports team can create a feeling of shared identity and communal experience, bringing readers into the event's emotional highs and lows. This type of deixis establishes a connection between the journalist and the listener, transforming the report from a mere reporting of events to a shared experience of victory, defeat, or suspense.

2. Time deixis is another important feature of linguistic communication; it refers to how language encodes temporal points and spans during speech events. Time, also known as temporal deixis, is concerned with the encoding of temporal points and spans about the time when an utterance is spoken (Saputri, 2016, p. 14). Temporal deixis refers to particular time references, such as "now", "next week", or "previous month", and deciphering these expressions requires an understanding of the speaker's intended

person, time, and location (Sitorus & Herman, 2019, p. 26). Words like "now", "then", "today", and "tomorrow" exhibit time deixis, as their meanings change depending on when the discourse takes place. These words are intrinsically fluid, with meanings tied to the time of utterance. "Now" for example, refers to the present moment at the time of speaking, yet this present becomes the past once the moment has passed. Similarly, "tomorrow" refers to the day following the current day, although its meaning varies with each passing day.

Time deixis is important in sports journalism because it helps frame events and creates a sense of urgency or anticipation. For example, terms like "today's match" or "tomorrow's game" place the audience in the moment being discussed, resulting in a shared temporal experience. The use of time deixis enables journalists to create narratives that flow effortlessly between the past, present, and future, providing readers with a sense of continuity and progression as events unfold. Not only may one communicate a separation from the present time by imitating time and space deixis, but they may additionally convey their distance from the current reality of the objects they are dealing with (Keo et al., 2023, p. 30). Furthermore, time deixis can be employed to convey a sense of urgency or tension. In a live sports broadcast, for example, the frequent use of the word "now" can heighten the suspense of a moment, bringing the audience into the action. Similarly, references to "next week's final" or "yesterday's upset" help to place the viewer in a broader chronological context, linking individual occurrences to a greater narrative arc. Sports journalists can use time deixis to guide readers through the unfolding drama of an athletic event, providing a sense of anticipation for what is to come while also reflecting on what has passed.

3. Space deixis, includes verbal terms that imply spatial relationships, including "here" and "there." Space deixis (also known as place deixis) refers to the position in relation of individuals and items (Rokhmah & Santoso, 2022, p. 448). Spatial deictic concepts, like time deixis, have a context-dependent meaning. "Here" often relates to the speaker's location, but "there" refers to a location other than the speaker. These phrases enable speakers to position themselves and others within a physical space, so establishing a spatial framework for the conversation. Spatial deixis is a subtype of spatial deixis that expresses the direction and orientation of a thing or people in space itself (Sari & Fauziah, 2023, p. 125).

In sports writing, space deixis can be utilized to provide vivid descriptions of events, allowing readers to visualize the action. For example, a commentator may refer to a player as "here on the edge of the box" or "there, at the far post," employing spatial deixis to direct the

audience's attention to specific spots on the field. This use of space deixis produces a sense of presence, as if the reader is standing next to the participants, watching the game from the same perspective. Furthermore, Dylgjeri & Kazazi (2013, p. 92) explain that space adverbs refer to the position of things or items about the speaker. Space deixis can be employed to convey a sense of distance or proximity between the speaker and the subject of the discourse. In a news story, phrases like "there in the capital" or "here in the stadium" can indicate the journalist's physical location about the event being reported. This not only gives the reader context but also reinforces the journalist's authority as someone "on the ground," observing the events firsthand. In this way, space deixis strengthens the legitimacy of the information, making the reader feel more linked to it.

By studying person, time, and space deixis in real-world communication, such as BBC Sport news stories, we can learn about how language works in context. Deixis is more than just a linguistic phenomenon; it's a tool for creating meaning in dynamic, real-time interactions. Deixis changes our sense of the world around us by identifying individuals, structuring events in time, and establishing spatial linkages. In sports journalism, deixis is very vital for engaging readers and conveying a sense of immediacy and connection. By carefully controlling deictic references, journalists may draw readers into the action and make them feel like they are part of the unfolding story. This study of deixis thus not only improves our grasp of verbal communication but also develops our appreciation for the role language plays in moulding our perceptions of events and narratives. Understanding these components enables us to explore texts and conversations more mindfully, revealing the complexities of human communication in all its fullness.

Person Deixis

Person deixis refers to how we use language to indicate who is involved in a conversation. It uses words like “I,” “you,” and “he/she” to indicate who is speaking, who they are talking to, and what they are talking about. Person deixis refers to encoding a participant's role during a speech event, such as delivering a question (Amin & Jukil, 2019, p. 97). Huang (2014, p. 174) asserts that person deixis is usually represented by standard grammatical categories and personal pronouns, often indicating person, number, and gender.

1. Person: first-person, second-person, and third-person. The speaker in the first person (I) addresses the listener in the second person (You) and refers to a third person (He, She, or It) (Sari, 2015, p. 44). The difference between first, second, and third person helps to define the roles of participants in a discussion.

2. Number: Number in-person deixis defines conversational roles by indicating personal or collective identity, as well as interactions with others (Singular and Plural).
3. Gender: Consists Masculine and Feminine.

   For example: “She eats fried chicken.” From the example, we can identify that

   - “She” is the third person, also singular and feminine. Look at the table below:

Title	Personal Pronoun								Number
	Person			Number		Gender			
	FP	SP	TP	S	P	M	F	N	
She eats a fried chicken	-	-	1	1	-	-	1	-	3

In the above example, "She eats a fried chicken," the pronoun "she" is third-person, singular, feminine. Thus, it refers to a single female in the text. Based on the table and explanation, the conclusion is that person deixis helps structure a discourse by identifying the speaker, the audience, and others participating using grammatical categories like a person, number, or gender. Huang emphasizes that person deixis is primarily expressed via regular grammatical categories and personal pronouns that denote features such as person, number, and gender. Pronouns like as "I," "you," and "he/she" provide important information about the person being discussed, as well as their identity in terms of singularity/plurality and gender. In addition, (Widayanti & Yuwono, 2017, p. 5) emphasize that person deixis can be classified as subject pronouns, object pronouns, possessive adjectives, or reflexive pronouns. Subject pronouns (I, you, he, she, it, we, and they) refer to the person or object doing an action in a statement, object pronouns (such as me, you, him, her, it, us, and them) relate to the person or thing receiving the action, possessive adjectives (such as my, your, his, her, its, our, and their) denote ownership, and reflexive pronouns (such as myself, yourself, himself, herself, itself, ourselves, themselves) emphasise that the subject is also the object. These types of person deixis enhance clarity in communication by indicating who is participating in activities, conversations, or ownership in a specific setting.

METHOD

The data for this study are utterances from news stories that include person and time deixis. This data was primarily sourced from BBC Sport Articles, which can be found on the BBC News website at https://www.bbc.com/sport. These articles focus on golf-related news,

offering a rich framework for studying language use in sports journalism. The study's focus on golf intends to investigate how deixis functions in a specific domain of news reporting, so contributing to our knowledge of the language in context. An observational strategy was used to collect data for this study. The observation approach is especially useful in qualitative research. In this situation, the researcher painstakingly analyzed all articles available on the BBC website during the data-gathering stage. This extensive reading ensured that a diverse range of articles were reviewed, allowing for a more thorough examination of language use in sports reporting.

After reading the articles, the next step was to extract the relevant text. This text was rigorously examined to discover statements that included person and time deixis. Person deixis relates to linguistic elements that identify the speaker, listener, or other participants in a discourse, whereas time deixis refers to temporal references within the text. By focusing on these features, the study hopes to reveal how they contribute to the articles' overall meaning and context. This method provides for a thorough examination of the data, capturing the richness of language as it is utilized in a variety of settings. The analysis was divided into several sections, the first of which was a thorough reading of the papers. Throughout the process, the researcher kept thorough notes to ensure that no crucial observations were missed. Each identified type of deixis was thoroughly studied and analyzed utilizing Yan Huang's theoretical framework. His theory provides unique insights into the roles of deixis in communication, making it an ideal guide for our research.

The study used this methodical methodology to identify instances of person and time deixis, as well as analyze their consequences in the context of sports writing. The findings emphasize the importance of deixis in transmitting information, forming relationships among discourse participants, and locating events within time. Finally, the study hopes to contribute to a better understanding of language use in the media, specifically how deixis influences narratives in sports reporting. In conclusion, this study employs a comprehensive observational approach to investigate person and time deixis in BBC Sport articles about golf.

RESULTS AND DISCUSSION

Results

In newspaper articles by BBC Sport, the researchers found the personal pronouns of person deixis; there is Person (as first person, as a second person and as a third person), Number (as singular and plural), and Gender (as masculine, feminine, and neuter). The researcher counted the frequency of this person deixis, and the result are:

Person Deixis

Title	Personal Pronouns								Number
	Person			Number		Gender			
	FP	SP	TP	S	P	M	F	N	
Baldwin equals PGA Championship record to extend lead	18	-	24	39	3	39	-	3	126
McIlroy two shots off England's Baldwin in PGA Championship	-	-	16	16	-	16	-	-	48
LIV golfers allowed in US Ryder Cup team, PGA says	-	-	5	1	4	5	-	-	15
US beat Europe to end seven-year Solheim Cup drought	8	-	70	65	13	-	71	7	234
'Captaincy commodities won Solheim Cup for US'	18	-	72	68	22	9	48	12	249
Total Words	44	-	187	189	42	69	119	22	672
The Percentage of Total Words	6,6%	-	27,8%	28,1%	6,2%	10,3%	17,7%	3,3%	100%
The Whole Total	231			231		210			672
The Percentage of the Whole Total	34,4%			34,4%		31,2%			100%

Discussion

The table shows the number and percentage of times the personal pronoun of person deixis is used in the newspaper article BBC. A person is used 231 times and has a percentage of 34,4%, a number is used 231 times and has a rate of 34,4%, and gender is used 210 times and has a percentage of 31.2%.

According to the research the researchers found:

1. Person
   - First Person Pronouns: The article uses first-person pronouns (I, me, myself, we, and our) 44 times, which accounts for 6.6% of the total usage of personal pronouns (231 times).
   - The second-person pronouns are not used at all in these articles, as indicated by 0% usage. This is quite typical for formal writing, especially in journalism, where the use of the second person might be considered too direct or informal.
   - The third-person pronouns (like he, his, him, she, her, they, their, them, it and name of the person) are used significantly more, with 187 occurrences, accounting for 27.8% of the total.
2. Number
   - Singular Pronouns: Singular pronouns (i, me, he, his, she, her, it, and name of the person) are used 189 times, making up 28.1% of the total pronoun usage.
   - Plural pronouns (we, our, their, them, and they) are used far less frequently, with 42 occurrences, accounting for 6.2% of the total pronoun usage.
3. Gender
   - Feminine Pronouns: Feminine pronouns (i, we, our, she, her, they, their, them, and name of the person) are used 119 times, which accounts for 17.7% of the total pronoun usage.
   - Masculine Pronouns: Masculine pronouns (he, his, they, them, their, and name of the person) are used 69 times, making up 10.3% of the total pronoun usage.
   - Neutral Pronouns: Neutral pronouns (we, it, and when used in a non-gendered context) are used 22 times, accounting for 3.3% of the total pronoun usage.

The researchers were to count the percentage of person deixis:

1. Person is used times 231 times and has a percentage 34,4%
   - First-person is used 44 times and has percentage 6,6%
   - Second person is used 0 times and has a percentage 0%
   - Third person is used 187 times and has percentage 27,8%

2. Number is used 231 times and has percentage 34,4%
    - Singular is used 189 times and has percentage 28,1%
    - Plural is used 42 times and has percentage 6,2%
3. Gender is used 210 times and has percentage 31,2%
    - Feminine is used 119 times and has percentage 17,7%
    - Masculine is used 69 times and has percentage 10,3%
    - Neutral is used 22 times and has percentage 3,3%

CONCLUSION

In this paper, we have shown the types of analytic newspaper articles by BBC Sport; it can be concluded that there are types of personal pronouns of person deixis that are used in the articles of BBC Sport, namely person, number, and gender. The most dominant type of personal pronouns used in the article by BBC Sport are 231 occurrences of person and number (34,4%). The dominant deictic word pointing to the third person deixis is 187 times, which has a percentage of 27,8%, and the singular type is 189 times, which has a percentage of 28,1%.

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