

# **Analysis of the Deictic Markers in the Language of Advertisement**

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## **Abstract**

**Language plays a crucial role in the process of social interaction, i.e.**

**communication, as it is used both as a medium in giving information and as a means of establishing and maintaining relationship with other people. The study of language as a means of communication has become an important aspect in linguistics. Furthermore, Lyons (1969: 275) mentions that " Every language-utterance is made in a particular place and at a particular time: it occurs in a certain spatio-temporal situation". Each utterance is made by a particular person(the speaker) and is usually addressed to some other person (the**

hearer).

Communication from the perspective of advertising takes into consideration the contextual dimension that is a matter of pragmatic which investigate those parts of the discourse that are often the essential factors of the advertising discourse and its hidden message.

The discourse of advertisement became the subject of extensive linguistic research. Advertising is a tool of persuasion .The advertisers make use of persuasive strategies in order to reach their goals, i.e. to persuade a consumer to buy the product. To put in other terms, they encode the message to reach the target message. Traditionally, deixis in discourse analysis underlines the relationship between the language and context that has been defined through language of spatial, or temporal context.

The research aims at analyzing the language of advertisement in terms of person, place, time and social deixis. The notion of deixis is applied in the present study in order to introduce and handle the features of language of advertisement. The timing, place, message have their importance in the communicating process.

The research also aims to analyze the words and the language terms in the situational terms, related to the context cultural, temporal, spatial, social context.

The research hypothesizes the following:

1. Person deixis , spatial deixis and temporal deixis are more frequently used in the language of advertisement compared to the social deixis.

2. Deictic expressions are one of the essential strategies used by the advertisers to create a persuasive advertising message and contribute to

I

adopting familiar , conversational tone.

3. Deictic words rely on the situation or context of utterance. They create a unified spatial and temporal frame common on both the addresser and addressee.

Thus, the role of all deictic words is contextualize and place the text within the addressee environment.

The research is an analytical study of the types of deixis in the language of advertisements. In order to conduct a data – given study, the researcher has built a data of over 70 English advertisements.

Advertising language features can be summarized

and a possible conclusion can be given in the light of persuasiveness and effectiveness of advertising . Leech ,1966 ;Downing ,2000 are the models of analysis used as the basis for the analytical work .In addition, the researcher makes use of the following procedures :

- 1.Selecting representative examples from T.V. as a sample in the research and to find more examples, advertisements on the World Wide Web are adopted .
- 2.Some data are quoted from the books such as Advertising, The Language of Advertising ,Linguistic Figures of Rhetoric in Advertising Language ,etc...  
.Simple random data are chosen to prove or refute the hypotheses of the research.
- 3.Presenting a survey of the concept of the language of advertising as discussed by various scholars and to review of the types of deixis and its features.

الخلاصة

تلعب اللغة دور مهم في عملية التواصل الاجتماعي .يستخدم التواصل كوسيط و اداة

لإعطاء المعلومات و وسيلة لإنشاء علاقات مع الآخرين. أصبحت دراسة كوسيلة للاتصال جانب مهم في علم اللغة. علاوة على ذلك، ذكر لاينز في عام (1969) صفحة رقم 275 ان كل كلمة او عبارة تنشأ في مكان معين و وقت معين وهي تقع في فضاء او زمن محدد للموقف. كل كلمة تقال من شخص معين(المتكلم) عادة ما تخاطب شخص اخر المستمع. يأخذ الاتصال من وجه نظر لغة الاعلانات بعين الاعتبار البعد السياقي والذي هو مسألة واقعيه (برغماتي) والذي يناقش اجزاء الحوار والتي هي حقيقة ضرورية في حوار الاعلانات و رسائله او خطابه المخفي.

## II

اصبح حوار الاعلانات موضوع مهم في علم اللغة الواسع. الاعلان هو وسيلة للإقناع يستخدم المعلن استراتيجيات مقنعة للوصول الى هدفه. كإقناع المستهلك لشراء المنتج. في معنى اخر، يشفر المعلن الرسالة ليصل الى هدفه. تستخدم الاشارة في تحليل لغة الحوار من حيث العلاقة بين اللغة وسياق الكلام الذي بدوره يحلل من خلال المكان او سياق الزمان.

يهدف البحث الى تحليل لغة الاعلانات طبقا الى الاشارة الشخصية، الاشارة المكانية، الاشارة الزمنية و الاشارة الاجتماعية. استخدم مصطلح الاشارة في البحث الحالي لغرض توضيح خصائص لغة الاعلان طبقا للزمن، المكان والخطاب لأهميتها في عملية الاتصال. يهدف البحث ايضا لتحليل الكلمات ومصطلحات اللغة حسب الموقف وارتباطه بسياق الكلام، الزمان، المكان والسياق الاجتماعي.

1. الاشارة الشخصية، الاشارة المكانية، الاشارة الزمانية هي اكثر استخداما في لغة

الاعلانات مقارنة بالإشارة الاجتماعية.

2. تعابير الاشارة هي واحدة من الاستراتيجيات التي يستخدمها المعلن كوسيلة للإقناع في لغة الاعلانات وتساهم في بناء نغمة حوار مألوفة.

3. تعتمد كلمات الإشارة على الموقف وسياق الكلام للكلمة. تلك الكلمات تخلق في مكان وزمان موحد وعام لكل من المتكلم والمستمع. وهكذا دور كلمات الإشارة هو ربط النص مع بيئة المتلقي (المستمع).  
البحث هو دراسة تحليلية لأنواع الإشارة في لغة الإعلانات. استخدم الباحث لهذا الغرض أكثر من (70) إعلان في اللغة الانكليزية. تلخص ميزات لغة الإعلانات في ضوء الإقناع والتأثير. ليج (1966) و داونك (2000) في التحليل العملي. استخدم النموذجين (1966 )

- استخدم الباحث بالإضافة لذلك الإجراءات التالية:
1. اختيار مادة نص من التلفزيون كبيانات في البحث ولإيجاد المزيد من الأمثلة استخدمت بعض الامثلة من شبكة الانترنت .
  2. اقتبست بعض البيانات من الكتب مثلا الاعلانات، لغة الإعلانات، التحليل اللغوي للوسائل البلاغية في لغة الإعلانات، الخ. اختيرت بيانات بسيطة عشوائية لإثبات أو رفض فرضيات البحث.
  3. تقديم توضيح (مسح) لمفاهيم لغة الإعلانات كما نوقشت بواسطة علماء مختلفين ومراجعة انواع الإشارة وخصائصها.

### III

## 1.1 Mass Communication Media: Written Versus Spoken Language

Communication through culture before the machine age was restricted. There were no newspaper ,magazines , no radio and no T.V, but with the advent

of the 12th century , newspapers enlarged and news channels appeared to comprise radio and T.V. Clark ( 1984:237) states that mass media as technical inventions amplify a message of a person or set and send it out to reach a million or a billion of persons far more quickly than ever before.

Language is certainly classified into two main forms : spoken and written . Crystal (2000:293) highlights that spoken and written languages show a number of significant distinction over and above the clear difference in physical form –that speech employs the medium of phonemic element while writing employs the medium of graphic element. Gregory & Garroll (1978: 37) concur with Crystal in his opinion when they mention that it is obvious that spoken and written language bear no similarity to each other, adding that the portion of written English includes sets of small black symbols organized on a white surface ; the piece of spoken English includes a series of regularly varying noises. In essence , the spoken form is transitory, whereas the written form is permanent. The spoken standard is

constructed in real time while the written standard is not straightly connected with the chronological linearity of the process of production or construction ( Riley, 1985:24 ; Brown&Yule ,1998 :14) . Stubbs (1998 : 211,-2) confesses that various characteristics of discourse strategy work similarly in both spoken and written languages : lexical and syntactic, cohesion ,prepositional development ,implicative and so on. He advises that the variances between written and spoken discourses are relatively false and relatively exaggerated by various linguists.

## **1.2 Overview of Advertisement and Propaganda**

Before continuing with a exhaustive discussion of advertising; it is essential to produce some definitions to clarify the sense of the term advertising as well as propaganda . Advertising in the dictionary sense has a history as ancient as that of human race. Each effort to procure the sale of a product or facilities is advertising. ( Prida, 2009 :1).

Taflinger (1996:1)describes advertisement as “ the non –



personal communication of information usually persuasive in nature about the products ". While Kataras (2006 :3) outlines advertising as " a tool that shapes public opinion ". It plays a fundamental part in society , not merely just as a method for corporations to sell goods but also as a way to spread thoughts and notions. Advertising may be used to denote to the way of communicating particular messages in the media. It is the presentation of view toward a aim . It can also be defined as " a description or presentation of a product , idea or organization ,in order to induce individuals to buy, support, or approve of it "(ibid).

Propaganda is defined as" the manipulation of symbols as a means of influencing attitudes on controversial matters" . The term propaganda is exchangeable . It is a mainly derogatory information of a partial or ambiguous nature, used to encourage a specific political basis or point of view ( Lasswell, 2007:1).

### **1.3 Main Characteristics of the Advertising Language**

Register defines difference in language according to use. It seizes the organization that there functionally different realities of language in such context of situation as sport, science, or advertising (Downes, 2001:3). Fromkin et al. (2005: 438) define register as “stylistic variant of a language appropriate to a particular social setting”. In advertising register, specific kinds of terms are frequently used, such as elliptical comparatives, complex comparatives (more car for less money), imperatives used to create questions such as “Try it, and you’ll like it”, rhetorical questions (My friends, what is hamburger? Chopped ham?), adjectivalizations (meaty taste) (Frank, 1985: 8). According to Frank (1985:7), the language of advertising is categorized by a number of linguistic forms and techniques: (1) unorthodoxies of spelling, syntax and semantic oddities are common to attract attention. (2) simple, personal and colloquial style and a familiar vocabulary are employed to sustain attention. (3) phonological devices of rhyme and alliteration and repetition are utilized to enhance memorability and amusement. (5) Abundant use is

made of superlatives and hyperbole in characterizing the product, with often indirect reference to rival products.

## 1.4 Advertising Elements

Advertising links information in three kinds: audio, visual and language. It is a more public case that an advertisement is a combination of the three. The magazines, newspapers and advertisement are a combination of pictures and language of written information. A part from the illustrations, the formal elements of a print advertisement are: (1) headline, (2) body copy (3) slogan (Swan, 2000: 301).

### 1.4.1 Headline

The headline regularly occurs on the top of the advertisement and it is printed in bold kinds of various sizes. It is frequently a short pseudo-paragraph or a brief sentence demonstrating the advertising theme. It is the soul of an advertisement. For example, 'A word to wealthy', is the headline in an advertisement of Citibank. It tells the readers that this bank can bring wealth to customers. Bad design of

the headline will directly leads to economic waste, which is what the manufacturer is unwilling to see ( Cyprus, 2008: 1).

The headline is a portion of a larger whole. This function prepares a ground for dividing and analyzing it as a particular genere of advertisement ( Galperine,1977 :302). The infinitive is used in place of the future ( Film Star to wed), and the use of comma when there is no room for the conjunction ‘and’(Decline, fall of the Rome Empire) Brook, (1974 :112). Swan (2000:300) sheds lights on the lexis terms of the headlines that are usually used. Headlines favor the use of short words. Some of the short words are uncommon in everyday language( e.g. curb which means limit or restraint), and some do not have in everyday language (e.g. bid which means attempt ).

### **1.4.2 Body Copy**

The body copy, which contains the central portion of the advertising messages regularly classified into several fragments under sub- heads. In some cases, specifically in everyday advertisements, body copy is

deleted just because readers recognize body copies (Swan, 2000 : 302). For example, the advertisements of Sprite or Coca-Cola , a word famous brand , does not require copies to clarify the product benefits.

### **1.4. 3 Slogan**

A slogan can be defined as a form of verbal logo or it is a an expression identified with a film. In a print advertisement, it typically manifest merely under or beside the brand name or logo. It has to be short, striking, easy to remember and dissimilar from other advertisements (Oanh ,2008: 1 ).

### **2.1 Definition of Deixis**

The term “deixis”, etymologically arises from the Greek term for “pointing”, applies to linguistic words (e.g. “I”, “this”, “here”, “now”) and denotes to units and spatial or temporal places. Hudson (2000:314) points that deictics includes pronouns, adverbs, that refer to space and time, and definiteness morphemes including ‘the definite article the’ in English . Lyons (1977:637) defines deixis as follows:

By deixis is meant the location and identification of

persons,  
objects, events, processes and activities being talked  
about, or  
referred to, in relation to the spatiotemporal context  
created  
and sustained by the act of utterance and the  
participation in it,  
typically, of a single speaker and at least one addressee.

Deictic expressions are linguistic components whose  
clarification in simple sentences makes a crucial  
reference to the properties of the extra-linguistic  
context of the utterance in which they happen  
(Turskoy,2007: 4). Lyons (1979:170) mentioned that  
deixis grammaticalized in several languages in the  
categories of person and tense. Lyons' definition of  
deixis (1977) is regarded to be the most influential up to  
now. He also points out the phenomenon of deictic  
projection, a derivative use of deixis, but he makes no  
elaborate description of it. Fillmore's view(1971) is  
similar to Lyons', claiming that the interpretation of  
deixis makes reference to a canonical context, i.e. the

speaker-centered context”. He concentrates on the study of space, time, social and discourse deixis and places onward that deixis may have both deictic and non-deictic usages.

## **2.2 Deictic categories.**

Deictic terms are generally classified into semantic categories; three categories are usually recognized: person, place, and time (Buhler ,1934). In English, every category is connected with specific deictic expressions:

4

I and you are person deictics, here and there and this and that are place

deictic terms, and now and then , and today , yesterday and tomorrow are temporal deictics. In addition to person, place and time, some studies suppose two extra deictic categories: discourse deixis and social deixis (Lyons ,1977; Levinson ,1983; Fillmore 1997).

Discourse deixis is concerned with expressions creating reference to linguistic units in the continuing discourse, and social deixis is connected with the social relationship between the interlocutors. Like person,

place and time deixis, discourse deixis and social deixis may be uttered by certain expressions. For example, the English lexes ‘the latter and the aforementioned’ are discourse deictics, and the French pronouns tu ‘you. familiar’ and vous ‘you. unfamiliar’ are examples of social deixis. Table 1 offers an outline of the deictic categories that are generally recognized in expressive methods to deixis ( Levinson, 1983, 2004; Fillmore 1997).

**Table 1: Deictic Classifications**

Classification	Example
Person deixis	I, you
Place deixis	here, there, this, that
Time deixis	now, then, today, yesterday, tomorrow
Discourse deixis	the latter, the aforementioned
Social deixis	President, Mr., teacher, etc...

However, the conventional division of deictic categories the significant semantic differences, it



disregards variances in their pragmatic use. If we regard the different deictic terms from the viewpoint of their communicative function, they can be classified into two main kinds: Participant deixis and object deixis.

Participant deixis concerns deictic phenomena associated to the speech participants, while object deixis concerns deictic phenomena that include a referential connection to components of the situational or discourse context. The two categories of deixis serve various communicative functions and are determined by different sorts of terms.

### **2.3 Deixis in Pragmatics**

Deixis is usually regarded to be the prototypical state of a reflection of pragmatic relations within a category of grammar (Levinson, 1983: 54). In its original or primary function, deixis is connected with the gesture of indicating in actual space, from which it originates its appellation, and there appears to be common agreement among pragmatic and functional methods to deixis as respects its role as a method through which this situation-bound, gesticulative event of indicating to a

physical object is formalized in grammar (ibid). Deixis is “the single most obvious way in which the relationship between language and context is reflected” (Levinson, 1983:53), constituting “key points of juncture between grammar and context” (Hanks, 1992: 47).

Deixis concentrates on the methods in which languages express characteristics of the context of word or speech event in a dissimilar way. It focuses on the ways in which the clarification of utterance relies on the analysis of that context of utterance. Deictic information is significant for the interpretation of expression. Pragmatics, analyzing the items and the language expressions in the situational terms, associated to the context cultural, temporal, spatial, social and so. The applicants in the cooperating process have a better opinion of the thought that is being conveyed. (ibid). If semantics includes all conventional aspects of meaning, then perhaps most deictic phenomena are possibly regarded semantic in Levinson’s point of view (1995:34), but deixis goes to the field of pragmatics, because it straightly concerns the relationship between the construction of languages and the contexts in which

they are used. Deixis is obviously related to the talker's context, according to Huddleston (2006:21) the most elementary difference being between close the speaker (proximal) and far from the speaker (distal). Proximal deictic terms comprise this, here and now. Distal deictic terms comprise that, there and then. Proximal expressions are commonly inferred in relation to the speaker's position or deictic center. For example now means some point or period in time that matches the time of the talker's word.

As it is stated above, deixis belongs in the field of pragmatics. In this field according to Levinson (1995:34), deixis is mutually the orientation characteristics of human languages to have reference to particular periods in time, space, and the speaking event between interlocutors. A term that relies on deictic hints is called a deictic word. Deictic words are related to a context, whether a linguistic or extralinguistic context for their clarification.

## 2.4 Deixis and Contextual Meaning of

## Phrases

The role of context in assisting to decide reference, basically language, concerns with the means in which the explanation of utterance relies on the analyses of the context of word. For this reason, deixis deals with the association between discourse and the state in which discourse is used. The term of “deixis” is used to represent the components in a language which denote straightly to the situation.

According to Yule (1996:93), there are three different methods to point out the contextual meaning of the phrase they are gesture, symbol and anaphora.

‘Gesture’ can be appropriately interpreted only by somebody who is observing some physical sides of communication in the same situation. Gestural deixis refers, generally, to deictic terms whose understanding needs some type of audio–visual information. However, this component can contain other types of information than pointing, such as direction of gaze, tone of voice, and so on. For example : I want you to copy this document.

While ‘Symbolic’ use of deictic term shows that the interpretation includes only knowing specific sides of speech communication whether this knowledge comes by public awareness or not. ( Yule &Brown, 1983) For instance:

e.g. I want you to copy this document there.

The last category is “Anaphoric”. It is the use of term that can be properly understood by knowing what other parts of the same discourse is co-referential with an anaphoric use of a term, which can be realized in the sentence. For instance: I have copy the document and I put it there.(ibid)

### **3.1 Types of Deixis**

According to Buhler (2011: 67) there is a deictic centre that comprises I, here and now. Thus, there are three central categories of deixis: The first one is person deixis which is used to refer to substances (it, these, those books) and people (her, him, them, those students). The second type is spatial deixis, used to indicate a location (here, there, close to) .The third and the last one is temporal deixis, used to point to

a time (now, then, next week, last month) .In order to understand all these deictic terms it is important to identify which person, time and place the speaker has in mind. There is a massive variance on what is near to the speaker (this, here, now) and what is away (that, there, then). These types are discussed in details in the following sections.

### **3.1.1 Person Deixis**

Chetty(2007:48) mentions that personal pronouns are inherently doubled indexical, i.e. they recognize both the speaker and the addressee and find the speaker in a culturally particular moral order. Person deixis contains such things as particular forms of address, honorifies and kinship relations to languages of course, differ in the extensiveness of deictic terms for person. For example ,some languages determine sex of the speaker while others do not (ibid).

Person Deixis concerns with encoding of the role of participants in the speech even in which the word in question is delivered. Yule ( 1996: 9–10) shows that person deixis comprises the speaker and the addressee

and works in elementary three-part classifications which are :

First person (I, my, myself, mine) singular; (we, us, ourselves, our, ours) plural. Second person (you). It is a deictic reference to a person or people recognized as addressee, such as: you, yourself, yourselves, your, yours.

The third and the last one is person singular (he, she, it). It is a deictic reference to a referent not recognized as the speaker or the addressee and regularly indicate the gender that the word denotes to. e.g. he, she, they, him, himself, her, herself. In other words, Person Deixis is described as term in which it denotes to a person who the speaker purposes to denote (ibid).

### 3.1.2 Spatial Deixis

The common agreement among linguists is that spatial deixis is somehow more basic in language than temporal deixis and that the temporal use is connected to the spatial by a common 'principle of

8

localization' (Lyons, 1977: 669) though Levinson (1983 )

rejects such an analysis . Fillmore (1982:37) defines spatial deixis as:

that aspect of deixis which involves referring to the locations in space of the communication act participants;

it is that part of spatial semantics which takes the bodies of the communication act participants as significant reference

objects for spatial specification

Spatial Deixis is also known as Place Deixis, where the relative position of people and things is being specified.

It commonly is explained in: this, these, that, those, there and here (ibid). Levinson (1983:79) mentioned that place or space deixis concerns for the description of places to anchorage points in the speech event and normally the speaker, and existence of two elementary methods of denoting objects by describing or naming them on the one hand and by localizing on the other.

Otherwise, they can be deictically identified to the place of participants at the time of speaking. There are a 'proximal spatial deixis' (near to the speaker) such as:



this, these, and a ‘distal spatial deixis’ ( sometimes near to the addressee) such as: that, those. Each may be used whether as a pronoun or a grouping with a noun. He also said that there are three steps of proximity by no means infrequent with some language differentiating proximity to the talker and to the receiver. They are “here” (proximity), “there” (distal), and where (the archaic hither, hence, thither, thence, wither, whence) left, right, up, down, above, below, in front, behind, come go, bring, take. Concisely, Place deixis is a term or a word used to indicate the position relative to the position of a participant in the speech even (ibid).

In spatial deixis, the text purposes at convincing the persons to “come” to a center to a place that is portrayed as the ‘here’ of the text (Brentari,2010:553 ).Spatial location relative to the place encodes nearness to talker, and distal encodes non-proximal or occasionally nearness to the receiver (Hewitt et.al,2009:413). Each spatial deixis system has at least one point of reference, a place close the speaker. A spatial deixis may also have a minor point of reference close the listener or receiver (Fingan,2012:214).

### 3.1.3 Temporal Deixis

Temporal Deixis is also called as time deixis. Rankema (1993: 79) mentioned that time deixis is a reference or orientation points to time relative and it is naturally the moment of word. These language resources are the adverbs of time: yesterday, tomorrow, now, then. Tense among the additional things is a means of time reference. It would be totally unreasoning to that the deictic center decides shifting of tenses to indirect speech, because, after all, the adjustment of the subordinate clause to the deictic pivot of the writer is one of the most noticeable feature of indirect discourser (Coulmas,1986:16).

Yule (1996, :14–15) states that the elementary time of temporal deixis in English language is in the choice of verb tense. According to him, English has only two fundamental forms, the present and the past:

- a. We settle here now.
- b. We settle there then.

The first sentence is in the present tense form while the second is in the past tense form. Here, is a list denoting

some deictic words of time deixis whose reference can only be decided in relation to the time of the word in which they happen. Concisely, time Deixis is a word in relation to the specific point of time when the word is formed by the talker (ibid). Time deixis can be represented by the following words and expressions : This, last, next Monday , week, month, year , now, then, ago, later, soon, before, yesterday, today, tomorrow, etc... .

#### **3.1.4 Social Deixis**

The social deixis is focused on the features of sentences which are specified by particular realities of participants or the social condition in which the speech event happens. It is a deictic reference frequently uttered in specific forms of address which will contain no comparison of the ranking of the talker and receiver. ( Levison,1995: 90) .

Social deixis does not treat with the three central constituents (person, place, time ) of the coordinate system of subjective orientation , but they display how various social ranking and the members of communication express relationships within society via

language. Concisely, it slightly denotes to the level of relationship between individuals than to information.

There are two types of social deixis : ‘rational social deixis’

and ‘absolute social deixis’ .The former refers to some social feature of

referent a way from any relative rating of referents or deictic reference to a social relationship between the talker and receiver. While the later commonly states in specific forms of address which will comprise no comparison of the rating of the speaker and addressee for example Mr. John ,Mr., President, etc...In English relational social deixis may be lexical items such as my husband , teacher ,cousin etc... . (ibid,2004: 89).

## **4. Data Elicitation, Manipulation and Analysis**

### **4.1 Survey of the Models of Analysis**

The practical part is based on the issues introduced in the theoretical body of this research. It includes an analysis and discussion of deixis types in the language of advertisement which are :person, spatial, time and

social deixis. The methodology of analysis starts with identifying each type of deixis. The models of analysis adopted in this research is Leech, 1966 and Downing, 2000.

## **4.2 The Data**

This research presents an analytical study of the language features of English advertisements in terms of personal, spatial, time and social deixis. The data is built upon of over 60 English advertisements. Some are quoted from the books such as Linguistics (1999) by Aitchison, The Cambridge Encyclopedia of the English Language, Advertising (2008) by Frank, Figures of Rhetoric in Advertising Language (1996) by Edward & Mike etc., and to find more examples, advertisements from the World Wide Web and T.V. are also adopted.

## **4.3 The Use of Deictic Markers in the Language of Advertising**

### **4.3.1 The Use of Person Deixis**

Person deixis is a deictic reference to the participant roles of a referent, such as, the speakers, the addressee and other referents which are neither speaker nor

addressee. Person deixis is used as a cohesive device it is analyzed within the texts, as a part of semantic and pragmatic knowledge. Personal deixis is more frequently used as compared to other types of deixis.

Quirk et al (1985:180) showed that this group of pronouns is small and closed .They are a set of related forms like the other structure classes .

Pronouns of the first and second person : we , I, he she and you outnumber the other pronouns in advertisements.

It is because that you ,we and I help to create a friend – like intimate atmosphere to move and persuade the audience.

The use of the first person addresser ‘we’ and ‘ us ’is the most direct technique to tell the addressee what the patron of an advertisement headlines defends his idea, view and credit .According to the deictic term ‘we’ it is obvious that one of its constituents is the addresser. The role of the deictic term ‘we’ is to put the sender and the receiver within the same space regarding the product advertised in such a method that the marketing series is to be exposed. The use of the previous pronouns is

clarified in the following examples :

1. Fed ex : We live to deliver.( Advertisement of car)
2. Yamaha: Every time we race, we win.( It is for Yamaha electronic organ )
3. Avis Rent A Car: We try harder.
4. Investment company : You are the traveler. Your investments are the terrain. We are the map.
5. Diet cake: We know you are both gourmet and weight watcher. Eight watcher is a much more pleasant substitution for fat people obese people.
6. All the audience are in line with our products, come in now.
7. Be in line with us .
8. We know you are both gourmet and weight watcher. Our cake keeps you on both. (Diet Cake Advertisement)

In the above instances the addressee puts her /himself within the same scope of reference as the addressee by performing similar action.

Advertisements use lots of pronouns of the first and second person which are called gossip advertisements. The use of second person addressee

'you' with its reflexive form 'yourself' tends to shorten the distance between the product or the producer and consumers as if the producer or the advertisement is speaking to you face to face. The deictic person pronoun 'you' refers to the consumer. This deictic person pronoun used widely in the language of advertisement. The use of this deictic personal pronoun is underlined in the following examples:

9. Hyundai :Always there for you.

10.Nestle Milo : Bring out the champion in you.

11. Christian Aid: You have twins, but food enough for one .Which one do you feed?

12.What would you like for a dinner? Breakfast?(A special services in some hotel )

13. Formula you can buy–nothing will keep you drier. (Anti–perspirant lotion)

14.You are the winner.

15.Whats in woman's realm this week? A wonderful



beauty offers for

you.

16. You will buy this special gift to your darling, won't you?

17. Does your skin pose a problem? Let Boroline help you solve

it. (Borolin skin-care)

The reflexive form of the deictic personal pronoun 'you' is represented by the following instances:

18. Surrounded yourself with luxury. (clothes)

19. See through yourself

20. Surrounded yourself with luxury. (clothes)

The use of the person pronoun 'you' as a grammatical subject in the advertisement gives the customer the central role in the event modified in the advertisement which highpoints our personality. The use of the third person pronoun 'it' has an impersonal influence and is usually used in the advertisement headlines as well. This can be shown in the following instances:

21. Don't just do it do it better. Life is not a spectator sport. (Sport magazine)

22. It's your chance. Embrace it. (chance channel)
23. There is no other mascara like it. (T.V. adv.)
24. Liquid or spray, there's nothing else like it.
25. It's your time to choose the best.
26. It comes with a conscience. ( the advertisement of Honda automobile )
27. Does your skin pose a problem? Let Boroline help you solve it. (Borolin skin-care)
28. Try it, you will like it.
29. Watch it now, a perfect film.
30. . . . Ask for More / It is More of you ./ I'm More. (More is a famous brand of cigarette. It is used in the sentence functioning as adverb or adjective.
31. Oatmeal Food: When Mr. Oatmeal introduced an oatmeal cookie mix, you can bet it's going to make the best ...testing oatmeal cookie there is.
- Other third person pronouns is she and he .They suggest common knowledge between the sender and the receiver. Bellow set of examples which includes

such types of pronouns:

32. The new fragrance for her , the new fragrance for him.

33. Promise her anything and give her our perfume.

Other instances of personal deixis is represented by the use of the pronouns I and my as in :

34. Ask for more. It is more of you. I'm more satisfied. (famous brand of cigarette advertisement).

35. My friends, what is hamburger? Chopped ham?, (meaty taste ) (a rhetorical question) .

36. It is the best. It's my choice.

37. Seven-up : Fresh Up with seven-up. It's my favorite drink.

38. Hi, my name's is Messy Marvin .

39. Rossini: Time always follows me.

The use of the personal pronouns (I and my ) in the above examples is commonly considered as being too personal, special and singular and even limited . They may identify the receiver and present new requirements

and wishes The aim of the personal pronouns is to relate the inside feelings of the addressee with the context of situation and to decide the place of the participants and their relation. The use of person deixis plays a vital part to lead the customer to identify her/himself as the individual being talked to and about.

### **4.3.2 The Use of Temporal Deixis**

As mentioned by Murphy and Koskela(2010:54),time deixis encodes temporal point and spans relative to the time at which an statement was spoken, or written message inscribed, this time is referred to as coding time. Temporal deixis is complicated by the fact that there is an ‘interaction of deictic co-ordinate with the non-deictic conceptualization of time’. Time deixis involve adverbs which denote to time such as today, tomorrow, like then, just, yesterday, this day, forever, never, then, next week etc...(Yule,1996:130).Temporal deixis is a means indicating reference to time in which the temporal adverbial put the advertiser and the consumer within the same time in the situation. The following examples

illustrate this type of deixis:

40. Watch it now, a perfect film.
41. Today, tomorrow , for a lifetime .
42. Now is the best time
43. Opium: Never has a perfume provoked such emotion.
44. Lips have never looked so luscious.
45. De Beers: A diamond is forever .
46. Rossini: Time always follows me

Just is a deictic word which places the addressee within the same time with the addresser . This means that the deictic word 'just' generates the impression that the addresser appeared him/herself straight with the addressee.

47. Galuay Glassware : Don't just show me the crystal . Show me Galuay.

48. Don't just do it do it better. Life is not a spectator sport. ( Sport Magazine

Today is a deictic expression which means ' this day' or 'nowadays' when spoken today. This deictic word is

clarified bellow:

49. Today, tomorrow , for a lifetime .

The use of present simple tense is also used to show the temporal deixis in the advertisement. This can be shown in the following examples:

50. Yamaha: Every time we race, we win. ( It is for Yamaha electronic organ)

51. Everyone loves a winner. (cheese)

52. Coffee –mate gives coffee more body, more flavor.

53. Persil makes your clothes whiter than other detergent.

54. You can take a white horse anywhere.

55. Oxo gives a meal man appeal.

56. Life boy kills 99% of germs. (soap advertisement)

57. Magnavox gives you more.

58. Our product is the best.

In the above mentioned examples ,the deictic words that are used by the advertiser are used to lead the consumer through the time in the direction planned by the advertiser. The use of the deictic expressions plays an essential role in convincing the consumer to concentrate on the aspects of the intended message

hidden in the advertisement.

### 4.3.3 The Use of Spatial Deixis

The English demonstratives and locative form a two terms system ,with one or two centers, here, this ,this x are said to be proximal at or near to the speaker, while there, that, that x are said to be distal(i.e. farther away from the speaker–centre),but can be addressee–proximal(i.e. the second centre).

Spatial deixis is represented by the use of the adverbial here. The use of this adverb gives us a hint that the addresser ,addressee and the fragrance are in the same location or place. This can be shown in the following example:

59.Come here and see our perfect goods.

The spatial deixis is also explained by the use of words like this, those and there. They are used to point to the linguistic context in the advertisements. The sense of these deictic words can be found in the text, advertising slogan and headlines which are common to the addresser and addressee. The deictic words can be seen in the following examples:

60. Whats in woman's realm this week? A wonderful beauty offers for you.

61. The best thing is to take this powder .

62. You will buy this special gift to your darling, won't you?

63. The children die ,UNICEF, says, simply because those caring for them lack the basic essentials needed for child survival.

64. There is no other mascara like it .

65. Hyundai :Always there for you.

66. There is nothing like x...

67. Oatmeal Food: When Mr. Oatmeal introduced an oatmeal cookie mix, you can bet it's going to make the best...testing oatmeal cookie there is.

#### 4.3.4 The Use of Social Deixis

The social deixis words are very familiar and common which are used in every day relationship. They include hidden fact and their daily use tends to make them merely empty formulas. These expressions primarily touch an essential dimension of human being truths.



The deictic expressions can be found in the following examples of advertisement:

68. Good bye to mosquito, use this new detergent ‘puff’

69. Glenlivet Wine: The Glenlivet , the father of all Scotch.

70. Your dad’s insurance?

71. Oatmeal Food: When Mr. Oatmeal introduced an oatmeal cookie mix, you can bet it’s going to make the best ...testing oatmeal cookie there is.

72. Oh, my dear be in contact with us. Our product is the best.

73. Whats in woman’s realm this week? A wonderful beauty offers for

74. You will buy this special gift to your darling, won’t you?

## 5. Conclusion

The results of the analysis of the four types of deixis proved that the four types of deixis are used widely in the language of advertisement. The types of deixis are represented by person, temporal, spatial and social

deixis. It is noticed that the person deixis device occurs several times in the data in comparison with other types of deixis. This point confirms one of the hypotheses of the research.

The advertisers use the deixis strategy in originaive or artistic method to convince the customers to buy their product and in order to reach their goals. Deictic expressions often play essential role to create a persuasive advertising message and contribute to adopting familiar ,conversational tone. Deictic words rely on the situation or context of utterance. They create a unified spatial and temporal frame common on both the addresser and addressee. Thus, the role of all deictic words is contextualize and lace the text within the addressee environment.

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