

# PRAGMATICS STUDY ON DEIXIS IN THE JAKARTA POST EDITORIAL

Wahyudi

Program Pengkajian Bahasa Inggris  
Sekolah Pascasarjana Universitas Muhammadiyah Surakarta  
Jl. A. Yani Tromol Pos 1 Pabelan, Kartasura, Surakarta  
Email :Wahyudics13@yahoo.co.id

## ABSTRAK

*Tujuan dari penelitian ini adalah untuk mendeskripsikan jenis dan referensi dari kata-kata deiksis yang digunakan dalam editorial Jakarta Post. Fokus penelitian ini adalah penerapan deiksis di Jakarta Post edisi Juli 2012. Teknik pengumpulan data yang digunakan adalah dokumentasi. Ada lima jenis kata-kata deiksis. Yang pertama adalah diekspresi kata ganti orang yang meliputi: (1) orang pertama (I) mengacu pada inklusi pembicara (+ S) dan eksklusi pembicara (-S). We mengacu pada inklusi pembicara tetapi tidak termasuk pendengar (+ S, - A) (penggunaan Ekspresif), mencakup pembicara atau penulis dan pendengar atau pembaca (+ S, + A) (Penggunaan integratif) dan termasuk pembicara, pendengar atau pembaca (+ S, + A) (dengan asumsi penggunaan); (2) Orang kedua, You mengacu pada penerima inklusi (+ A) dan eksklusi (-A); (3) orang ketiga, pembicara dan penerima (S, A). He merujuk pada orang laki-laki atau perempuan, tidak diketahui jenis kelamin dan pekerjaan orang laki-laki atau perempuan itu. They mengacu pada sekelompok orang atau hal-hal. Tipe kedua adalah deiksis yang dapat dikategorikan sebagai berikut: (1) waktu hubungan (pra, saat, peristiwa), (2) jangka waktu, dan (3) saat ucapan. Jenis ketiga adalah deiksis spasial yang meliputi ekspresi proksimal (di sini) dan ekspresi distal (di sana). Deiksis wacana yang meliputi ini dan itu, mengacu pada sejumlah wacana yang ada dalam wacana itu sendiri. Jenis kelima adalah deiksis sosial meliputi empat sumbu sebagai pembicara dan rujukan misalnya honorifik, pembicara dan penerima, pembicara dan penonton. Ada dua referensi dari kata-kata deiksis yang digunakan yaitu referensial yang dapat menciptakan kohesi (anafora, katafora, dan eksofora) dan jenis referensi (referensi pribadi, demonstratif dan komparatif).*

**Kata Kunci:** pragmatik, deiksis, rujukan, editorial

## ABSTRACT

*The purposes of this research are to describe the types and references of the deictic words used in the Jakarta Post editorial. The central topics of pragmatics, this study is limited on applying deixis on the Jakarta Post for July 2012 editorial. Method of data collection that is used by researcher is documentation method. There are five types of the deictic words. The first is personal deixis which includes the followings: (1) the first person I refers to a speaker inclusion (+S) and speaker exclusion (-S). We refers to an including the speaker but excluding the hearer (s) (+S,- A) (Expressive use), include both speaker or writer and hearer(s) or reader(s)(+S,+A) (Integrative use) and an in-*

cluding the speaker, listeners and some assuming hearer (s) or reader(s) (+S,(assuming) + A) (assuming use); (2) The second person, You refers to addressee inclusion (+A) and exclusion (-A); (3) The third person, speaker and addressee exclusion (-S,-A). He or she refers to male or female person, unknown gender and a male or female person's occupation. They refers to an indefinite (singular) person, group of people or things and non persons. The second type is temporal deixis which can be categorized into the followings: (1) time relation (pre, present, post events), (2) time period (calendrical and non caldrical), and (3) the moment of utterance (coding and receiving time). The third type is spatial Deixis which includes proximal expression (here) and distal expressions (there). The forth type is discourse dexis which includes this and that, referring to large amount of the discourse that are located in the discourse itself. The fifth type is social deixis. The relational variety is the most important deixis which involes four axes as speaker and referent e.g. referent honorifics, speaker and addressee, addressee honorifics, speaker and bystander. There are two references of the deitic words are used. They are referential devices that can create cohesion (anaphoric, cataphoric, and exophoric) and type of references (reference personal, demonstrative and comparative).

**Keywords:** pragmatics, deixis, referent, editorial

## INTRODUCTION

Duyile (2005) defines editorial as a comment or an argument in support of a particular policy, an action, or an idea whether expressed or latent. It can be an argument exhibiting the logical reasoning of the newspaper using the thoughts of the proprietor for the purpose of persuading the readers (audience) to kick against an idea, policy or an action based on facts available. Okoro and Agbo (2003:125) considered editorial as “a critical evaluation, interpretation and presentation of significant, contemporary events in such a way as to inform, educate, entertain and influence the reader.” Hoffman, (2007:113) defines editorial as a “statement of opinion from an editor or publisher about you and your business. Media coverage is generated by news staff”. Iyorkyaa (1996:14) defined an editorial as “a journalistic essay which attempts to : (a) inform or explain;(b). Persuade or convince ;(c) stimulate insight in an entertaining or humorous manner.” Spencer. An editorial is an article written by or under the direction of the editor of a newspaper or magazine, or a statement broadcast on radio or television.

Kreidler (1998:145) states every language has deictic words which ‘point’ to ‘thing’ in the physical-social context of the speaker and addressee (s) and whose referents can only be determined by knowing the context in which they are used. The readers of newspaper would not be able to identify the referents of *I, you, us, this, afternoon or tomorrow*. They understand how the first three and the last two are related to one another because the referent of ‘I’ is part of the referent of ‘us’ and the time sequence of “*this afternoon and tomorrow*”the meaning depends to some extent on the context in which it occurs but deitics can only be interpreted through their context. Rankema (1993: 76) stated that deixis is used to denote the elements in a language which refer directly to the situation. It means that what the speakers or writers want is not always the same with the readers and listeners view so deictic words need to be explained in order to have the same view between the

reader and the writer or between the speaker and the listener. According to Levinson (1983:54) deixis obviously reflects the correlation between language and context in the structure of a language. The deictic elements, or using another universal word, the indexical elements have become one of the key issues of the formal semantics and the pragmatic linguistics. Deixis is a word which its reference always moves or change depending on the context. It is also stated that deixis is a part of pragmatics that has connection with certain word or sentence that changes because of the context. Huang (2007:132) asserts that a language without deictics cannot serve the communicative needs of its users as effectively as language which does have them without the relevant deictics information, one would not know who to meet, where, when to meet the writer of the message or how long a message want to bring. It is very important to readers or listeners to understand the newspaper's editorial content.

Levinson (1995) defined deixis as the ways in which languages encode or grammaticalize features of the context of utterance or speech event and thus also concerns ways in which the interpretation of utterances depends on the analysis of that context of utterance."Deixis is reference by means of an expression whose interpretation is relative to the (usually) extralinguistic context of the utterance, such as (1)Who is speaking (2)The time or place of speaking (3)The gestures of the speaker, or (4)The current location in the discourse.

Haliday and Hasan (1975) states, there are three referential devices that can create cohesion: anaphoric, cataphoric, and exophoric and three types of reference personal, demonstrative and comparative.

This thesis describes the types and references of the deictic words used in the Jakarta Post editorial in July 2012. This study will give more understanding to the reader about types of deixises which are used in the Jakarta Post editorial and also give information about the references in the Jakarta post editorial which will give more knowledge to comprehend of pragmatics especially on deixis. The writer wants to extend and completes the previous researches.

## **RESEARCH METHOD**

The qualitative researches will be used to analyze data. A qualitative "approach" is a general way of thinking about conducting qualitative research. It describes, either explicitly or implicitly, the purpose of the qualitative research, the role of the researcher(s), the stages of research, and the method of data analysis. It describes, explains, classifies, and analyzes the study by discourse analysis. In this research, the research analyzes the data of deixis. The deixis types and reference used by the writing form of editorial in the Jakarta post on July 2012.

The object analysis of the research is deixis and reference of deixis provided by the Jakarta Post editorial for July 2012. The source of data is the Jakarta post editorial. Data of this research is sentences containing deictic words and their contexts the type and references of deixis in Jakarta Post editorial in July 2012. Method of data collection that is used by researcher is documentation method. The writer does the following procedures: (1) collecting the data, (2) reading and observing the data, (3) finding the data, putting sign and making checklist on it, (4) taking the data and presenting them in data display, and (5) drawing and finding conclusions.

The researcher obtains the data from the editorial of Jakarta post; the data are analyzed in following steps. First, the researcher describes the types of deixis (person deixis, time deixis, place

deixis, discourse deixis and social deixis ) based on the Levinson's theory and describes the reference of deixis based on Hallyday and Hasan's theory. Finally, the researcher make conclusion on the result of analysis.

## FINDINGS AND DISCUSSION

Result of the analysis indicates that there are five types of the deitic words, namely: (1) Personal diexis, (2) Temporal deixis, (3) spatial Deixis, (4) discourse dexis, and (5) social deixix. Which follows are the the explanation of each.

### 1. Personal Diexis

Personal diexis found in the data comprises of fisrt person, second person, and third person.

The first person *I* is often used speaker inclusion (+S) or the speaker (The person who is talking about) and speaker exclusion (-S) or the other speaker (The other person who is talking about). *We* belongs to including both the speaker and the hearer or audience (s) (+ S, + A), including the speaker but excluding the hearer or audience (s) (+ S, - A) the speaker and assuming includes the hearer or audience (s) (+ S (assuming) - A). The person is talking about and (assuming) excluding or including addressee (s).

Exclusive *we* hand refer to a group of people including the speaker but excluding the hearer (s) (+S, - A). It is an *expressive use*, which is used to express solidarity and it is usually used by politicians when they make speech to get more voters or to increase their supporters.

Inclusive *we* refers to an original source a group including the speaker, listener and possibly some other people. It can called an *integrative use*, which include both speaker or writer and hearer(s) or reader(+S, + A)

*We* refers a group including the speaker, listeners and some assuming hearer (s) or reader(s) It can be called *assuming use*. In the editorial of newspaper the personal pronoun *we* is a similar phenomenon, in columnists, reporters and commentators in electronic or printed media refers to themselves as *we* when giving their opinions. The writer or reporter casts himself or herself in the role of spokesman. The media institution that employs him or her more generally on behalf of the party or body of citizens who agree with his or her commentary. *We* often refers to "the reader and the author". The author often assumes that the readers or audiences know and agree certain principles or previous cases which have been written or spoken.

The word *I* usually belongs to speaker inclusion (+S) or the speaker who is talking about. *I* refers to himself or herself as in the following excerpt. Muslims are repeatedly told in the Koran. Believe what you want to believe. Another popular verse says, "Unto you your faith; unto me, mine," which is another way of saying that you should respect my belief as **I** yours. There can be no clearer illustrations than these verses that pluralism defines Islam.

In the example above the word *I* belongs to speaker exclusion (-S) or speaker or the writer who is not talking about. *I* refers to Muslims. The writer is not the speaker and he may not be a Muslim nor has the other belief. It uses directed or quoted speech. A sentence or several sentences that reports speech or thought in the original God's speech. It means of expressing the content of statements, or, quoting him explicitly. It can be concluded that the first personal pronoun is not always to the speaker inclusion (+S)).

The second person, addressee inclusion (+A) or the addressee, the word *you* which used by a speaker in referring to the one or ones to whom *he* or *she* is speaking.

*You* is addressee inclusion (+A) or the addressee which the reader is asked to talk about. *You* refers to an addressee exclusion (-A) nor the addressee, as in the example below: (1) Today is the right time to select a leader who will respond and solve grievances and complaints **you** have endured for the last five years. So let us vote. (2) There shall be no coercion in matters of faith, “Muslims are repeatedly told in the Koran. Believe what **you** want to believe.

From the data (a), *you* is addressee inclusion (+A) or the addressee which the reader is asked to talk about. The data (b) is an addressee exclusion (-A) nor the addressee. *You* here is not the reader of this newspaper but it means the people whose have different belief or faith. It uses direct or quoted speech. A sentence or several sentences that reports speech or thought in the original God’s speech. It means of expressing the content of statements, or quoting him explicitly. If it uses direct or quoted speech, *you* will the other audience (s) or the reader (s). It can be concluded that the first personal pronoun is not always to the addressee (s) inclusion (+A).

The third person, speaker and addressee exclusion (-S,-A) says that if the two persons do not only refer to themselves while talking, there is a third person (the person who are being talked about) e.g. *he*, *she* and *they*. *he* often more used than *she* but *they* is the most dominant deictic.

*He or she* belongs to impersonal or personal pronoun. *He or she* is used when a person wants to indicate a person of a male or female person, unknown gender and a male or female person’s occupation. Look at the example below: (1) The antigraft body questioned Democratic Party leader Anas Urbaningrum for seven hours on Wednesday from which **he** emerged the persevering politician denying suggestions that **he** had anything to do with raising funds for the party through illegal means. (2) The East Kutai administration chief claimed that when **he** revoked the Churchill-Ridlatama licenses in May 2010. (3) It might not be as dramatic as “Coins for Prita”, the house-wife sued by a clinic for her email to friends complaining about the services **she** received; or the “Gecko vs. Crocodile” episode, which saw widespread support for KPK members facing pressure in the case against a powerful police general (whose case remains unresolved).

*He* refers to Anas urbaningrum (a), *he* belongs personal pronoun which is used when a person want to indicate male person. We always assume Anas Urbaningrum is male. *He* refers to the East Kutai administration chief *he* belongs personal pronoun which is used when a person may be male or female (b) and housewife (Prita) (c) which is always assumed a female’s job. The other example nurse, secretary etc they can be male or female. In other hand teacher, doctor, police etc are assumed a male’s job although, they can be male or female. *He or she* identifies a person; it often has to make an assumption about person’s gender and gender identity. Some people express their gender identity ambiguously, meaning you might not know which pronoun to use just by looking at them and have to make an assumption.

*They* belong to impersonal or personal pronoun. They used when a person wants to indicate an indefinite (singular) person as plural person, group of people and group of things or non persons, as in the examples below: (1) Everyone is free to believe what **they** want to believe. And with NU, Muhammadiyah, and other organizations and sects (and we can throw in Ahmadiyah and Shia), people have a choice about which one **they** want to follow. (2) **They** were also aware that the some 7 million voters might be even more apathetic than those in other cities. (3) ...the killings never hap-pened. **They** are not mentioned in official history books.

*They* (a) refers everyone as indefinite noun (singular). It should refer to *he*. Sometimes people use the word “they” as a singular pronoun. The sentence does not identify who “they” are, and as such, everyone. *They* (b) refers to the some 7 million voters (the plural noun). people use the word “they” as a personal pronoun. The sentences below identify who “they” are as persons. People use these pronouns correctly in general by using *they* to refer to persons as a whole. *They* (c) refers to killings as the group of things or non persons. *They* is not only as plural persons or things but also indefinite noun.

## 2. Temporal Deixis

It can be distinguished to base on (i) Time relation (ii) Time period there (iii) The moment of utterance examples. Tenses are time relations in connection to a given point in time. It can be distinguished to pre- event (Future), present events (continuing events) post events or post –events (past): (1) The growth assumption, which will be unveiled by President Susilo Bambang Yudhoyono **next month**, seems illogical in view of the acute deficit of infrastructure. (2) Jakarta is looking forward to a run-off **in September** as none of the six contenders won 50 percent of the vote **in Wednesday’s** surprise-filled gubernatorial election. (3) BPMigas chairman, R. Priyono, admitted **last week** that oil companies had been encountering disturbances from local communities and “bureaucratic harassment” from local administrations with regard to local permits.

*Next month* (a), is pre-events (future) signal, this activity is not done yet, the growth assumption, which will be exposed in August 2012 because this news paper was printed in July 2012, *in September* (b) is the present (continuing) events signal time, Jakarta electoral commissions held the Jakarta governor election in Wednesday, July 11, 2012 and will hold the Jakarta governor election in Thursday, September 20, 2012 if none of six contenders won 50 percent. *Last week* (c) is past events signal time It is as the diurnal span preceding today. It refers to R. Priyono, admitted a week before when the newspaper was published on July 23, 2012.

Time periode can be calendrical and Non calendrical which are time measure periods designate a fixed length sequence of naturally given time unit. It can be divided positional units and non positional unit, as in the examples below: (1) The antigraft body questioned Democratic Party leader Anas Urbaningrum for seven hours **on Wednesday**. (2) **This week, we** noted the findings of the Supreme Audit Agency (BPK), that fearly-140 coal mining companies had failed to submit their reclamation plans and deposit guarantee fund for reclamation work and work in Kalimantan, as required by the 2009 mining law.

Non calendrical time measure periods are used only as unit of measure relative to some fixed points of interest. Look at the examples below: (1) However, we also saw a rise in popular support for the Corruption Eradication Commission (KPK), a gesture which seems to have boosted their self-confidence. Hopefully, they will stay on track, putting internal rifts and questioned priorities **in the past**. The moment of utterance (inscription) can be divided coding time (CT) is the moment of utterance and receiving time (RT) is the moment of reception. (2) **This week, we** noted the findings of the Supreme Audit Agency (BPK), that fearly-140 coal mining companies had failed to submit their reclamation plans and deposit guarantee fund for reclamation work and work in Kalimantan, as required by the 2009 mining law. (3) The antigraft body questioned Democratic Party leader Anas Urbaningrum for seven hours **on Wednesday**

### 3. Spatial Deixis

It is common for languages to show at least a two-way referential distinction in their deictic system proximal that is near or closer to the speaker (*here*), and distal is far from the speaker or the addressee (*there*), the editorial in July the writer does not find distal expression.

Look at the examples below:

- a. Financial inclusion cannot be promoted with a single program, such as expanding banking networks, as the panelists at the ASEAN Conference on Financial Inclusion **here** pointed out last week. Such a campaign could instead be counter-productive if financial literacy among most people remains low, especially when consumer financial protection mechanisms in the country remain utterly inadequate. (data 012)
- b. International Monetary Fund chief Christine Lagarde, who was on a three-day visit **here** ending on Tuesday, has been generous with her praise for Indonesia, calling the country's economy solid and encouraging and saying that she was deeply impressed by the reforms that have been implemented over the past decade. (data 045)

The word "here" (data 012) refers to the ASEAN Conference. The author may mark himself too close with the location of the ASEAN conference. *He* or *she* may join the ASEAN conference. The location is near from the speaker (proximal expressions). The author and the location are in the same place. *Here* (data 045) concerns with the specification of the location. It refers to Indonesia. The writer stays or lives in Indonesia. Christine Lagarde who was a tourist visited Indonesia for three days, from Saturday July 7, 2012 to Tuesday July 10, 2012.

### 4. Discourse Deixis

Hatch (1992: 219) states that discourse deixis has to do with keeping track of reference in the unfolding discourse. *This* or *that* refers to large amount of the discourse that is located including the discourse itself. *This* or *these* and *that* or *those* usually refer to relatively close or far in the discourse. It is used to shorten the passage or text in order to repeat again. Look at the examples below:

- a. **This** is not only because the decision is one step back from the 2007 gubernatorial election, which used the technology, but also because manually counting the votes will only deepen public doubt over the KPU Jakarta's neutrality in organizing the election.
- b. **Those** were tests of the past. Tests that emerged this week that must be faced in the coming weeks and months are found in the form of the government's and the nation's seriousness in embarking on a plan for the mass production of electric automobiles in 2014, as doubts prevail among industry experts over the feasibility of the target.

*This* (1) concerns with the linguistic expression within utterance to point to the current preceding utterance in the written discourse or anaphoric. It refers to the decision of the Jakarta General Elections Commission (KPU Jakarta) not to use the electronic counting system (e-counting) to tally votes in the upcoming gubernatorial election is regrettable. *Those* (2) concerns with the linguistic expression within utterance to point to the current preceding utterance in the written discourse. It refers to the rights commission noted that many of the 1965 massacre victims might not have been communists (even if they were communists, killing them was legally wrong), while some victims of the Petrus shootings were farmers and civil servants with no criminal records.

## 5. Social Deixis

Levinson (1983: 89) states Social deixis concerns that aspect of sentences which reflect or establish or are determined by certain realities of the social situation in which the speech act occurs. The relational variety is the most important which one of four axes is Speaker and referent e.g. referent honorific. It is more common than addressee honorifics which are used by speaker to show respect towards referent it can only be conveyed by referring to the target of respect e.g. president, vice president state official, minister, governor, regency, kinship relation, totemic relation, clan members, etc. It consists of 1 data that shows the use of social deixis, as the examples below:

- a. Yet the latest study by the Office of **the Vice President** concluded about one third of the country's 240 million people still did not have access to modern financial services.
- b. *The Vice President* refers Mr. Budiyo. He replies that the campaign to expand financial inclusion has been launched by President Susilo Bambang Yudhoyono in early 2010 of a national campaign to encourage adults to put their savings in banks under a *Tabunganku*. The vice president of Indonesia today is Mr, Budiyo.

The references of the deitic words are used in the Jakarta Post editorial are as follows:

Three referential devices can create cohesion (anaphoric, cataphoric, and exophoric) The Most data of personal deixis is anaphoric The writer tends to anaphoric to replace thing or person. The most of personal deixis *we* is exsophoric . The writer assumes that the reader knows certain principles or previous cases which have been written or printed. The most of time deixises are exospheric which the reader knows certain principles or previous time which has been written.

Three types of references are personal, demonstrative and comparative reference.

### a. Personal Reference

The traditionally recognized categories are first person (*I, we*), second person (*you*) and third person (*he, she, they*) They is the most dominant of all personal reference ,the writer often use they.

### b. Demonstrative Reference

Demonstrative reference is a form of verbal pointing. The speaker identifies the referent by locating it on a scale of proximity. Demonstrative pronoun consists of *,this, that, these* and *those* which refer to the location of something or person. The speakers or the writers use *this* to refer to something himself has said and *that* to refer to something said by his interlocutor. Halliday (1975:62) states Demonstrative as modifier (demonstrative adjective) may refer restriction to any class of noun. This (1) If a shameful label can spur leaders and citizens into action, then so be it, for it is citizens who are also responsible for **this** label.(2) **These** demonstrations of support show that the KPK is among few state institutions that enjoys high levels of public credibility. (3) **those** in the Middle East and North Africa and also including Bangladesh, Malaysia, Brunei and Pakistan, are Islamic states by definition or by constitution.

### c. Comperative Reference

There are two kinds of comperative reference those are General comparison which expresses likeness between things may take the form of identity where two things are in fact the same thing or of similarity where two things are like each other. Particular comparison expresses comparability between things in respect of a particular property which it may be a matter of quality or of quantity.



- (1) The country was on the brink of becoming a “failed state” - a hurtful label especially as President Susilo Bambang Yudhoyono represented **us** at the G20 Summit of established economies, and the Rio+20 Earth Summit. The low ranking is **similar** to others, such as Transparency International’s Corruption Perception Index. Among the indicators used to determine rankings on the Failed State Index, was the state’s tolerance of lawless actions of intolerant groups
- (2) Bank penetration in Indonesia is **the lowest** among the major economies in the ASEAN region.

The examples above are anaphoric in the structural sense It mean Indonesia is compared with members of G20 Indonesia does not belong to a failed state because the Indonesian corruption goes down and the awareness of law increases. The second example the followers those are outside the six state-sanctioned religion are as dangerous as in the 1965 law on blasphemy.

## CONCLUSION

There are five the types of the deitic words. The first, personal deixis (i) the first person *I* refers to a speaker inclusion (+S) and speaker exclusion (-S). *we* refers to an including the speaker but excluding the hearer (s) (+S,- A) (*Expressive use*), include both speaker or writer and hearer(s) or reader(s)(+S,+A) (*Integrative use*) and an including the speaker, listeners and some assuming hearer (s) or reader(s) (+S,(assuming) + A) (*assuming use*). (ii)The second person, *You* refers to addressee inclusion (+A) and exclusion (-A).(iii) The third person, speaker and addressee exclusion (-S,-A). *He or she* refers to male or female person, unknown gender and a male or female person’s occupation. *They* refers to an indefinite (singular) person, group of people or things and non persons. The second, Temporal deixis can be distinguished to base on (i) Time relation (pre, present, post events) (ii) Time period (calendrical and non caldrical) (iii) The moment of utterance (coding and receiving time). The third, Spatial Deixis uses of proximal (*here*) and distal expressions (*there*). The forth, Discourse Dexis uses as *this* or *that* refers to large amount of the discourse that are located in the discourse itself. The fifth, Social Deixis The relational variety is the most important which there are four axes as speaker and referent e.g. referent honorifics, speaker and addressee, addressee honorifics, speaker and bystander

## REFERENCES

- Duyile, D. 2005. *Writing For the Media – A Manual for African Journalist.*, Lagos: Gong Communication.
- Halliday, Michael. A. K.; Hasan, R. 1975. *Cohesion in English*. London: Longman.
- Hoffman, M. 2007. *Academic’s Dictionary of Mass Communication*. New Delhi: Academic.
- Hoffman, Th.R. 1993. *Realms of Menaing: An Introduction to Semantic*: London and New York: Longman..

- Holmes, Janet. 1992. *An Introduction to Sociolinguistics*, London: Longman Group Limited.
- Huang, Yan. 2007. *Pragmatics*, New York: Oxford University Press.
- Kredler, Charles W. 1998. *Introducing English Semantics*, New York. Routledge.
- Levinson, Stephen.C. 1983. *Pragmatics*, New York: Cambridge University Press.
- Levinson, Stephen. C. 2004. *Deixis and Pragmatics*, In L. R. Horn & G. Ward (Eds.), *Handbook of Pragmatics*. MA: Blackwell.
- Okoro, N. and B. Agbo. 2003. *Writing For the Media Society*. Nsukka: Prize Publishers.
- Renkema, Jan. 1993. *Discourse Studies: An Introductory Textbook*. Amsterdam: John Benjamin Publishing Company