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ANALYSIS TYPES OF DEIXIS IN THE SPEECH TAYLOR SWIFT AT NEW YORK UNIVERSITY 2022

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Abstract

This research aims to analyze the types of deixis in the speech Taylor Swift at New York University 2022. Using a descriptive qualitative approach, this research highlights the use of deixis in the context of public speeches and how deixis plays a role in interpreting contextual meaning in conversation. Through deictic analysis based on Levinson's theory of deixis, this research identifies personal, place, time, social and discursive deixis in the speech. Data was obtained from the transcript of Taylor Swift's speech and analyzed to understand the contextual meaning conveyed. The research results show that deixis plays an important role in conveying rich meaning in discourse. By using secondary data and simple random sampling techniques, this research succeeded in identifying 18 deixis in the speech. The implications of this research are to provide a deeper understanding of the use of deixis in the context of public speech and provide a basis for further research in the field of pragmatics.

Keywords: Deixis, seven types of meaning, graduation, pragmatics, speech

Abstrak

Penelitian ini bertujuan untuk menganalisis jenis-jenis deiksis dalam pidato Taylor Swift di New York University 2022. Dengan menggunakan pendekatan deskriptif kualitatif, penelitian ini menyoroti penggunaan deiksis dalam konteks pidato publik dan bagaimana deiksis berperan dalam menafsirkan makna kontekstual dalam pidato publik. percakapan. Melalui analisis deiksis berdasarkan teori deiksis Levinson, penelitian ini mengidentifikasi deiksis personal, tempat, waktu, sosial dan diskursif dalam tuturan. Data diperoleh dari transkrip pidato Taylor Swift dan dianalisis untuk memahami makna kontekstual yang disampaikan. Hasil penelitian menunjukkan bahwa deiksis berperan penting dalam menyampaikan makna yang kaya dalam wacana. Dengan menggunakan data sekunder dan teknik simple random sampling, penelitian ini berhasil mengidentifikasi 18 deiksis dalam tuturan. Implikasi dari penelitian ini adalah untuk memberikan pemahaman lebih dalam mengenai penggunaan deiksis dalam konteks pidato publik dan memberikan landasan bagi penelitian lebih lanjut di bidang pragmatik.

Kata Kunci: Deiksis, tujuh jenis makna, kelulusan, pragmatik, pidato

1. Introduction

Deixis is a part of pragmatics that is related to the context of a sentence. Basically, deixis concerns the way language encodes or displays grammatically the context of speech or speech events, and thus also concerns the way speech interpretation depends on analysis of the context of speech (Levinson, 1983: 54). This shows that understanding the context will make it easier to know the meaning of speech because each speaker's expression refers to the meaning in a certain context. This is supported by Levinson (1983: 68) who defines deixis as person deixis, place deixis, time deixis, social deixis and discourse deixis. Deixis includes several linguistic expressions used to refer to elements of speech. One such expression is persona deixis, which involves the use of pronouns and other grammatical forms to refer to participants in a conversation. Spatial or place deixis involves orientation and reference to objects and locations, allowing the speaker to place entities in physical space or imaginary space. Temporal Deixis or Time is an indicator of the time when the speaker speaks. Deixis has an important role in communication between individuals. Effective communication not only depends on the choice of words but also on the context of their use such as what is appropriate to the current situation, the speaker's thoughts, and other aspects. Mey (1993:6) says that pragmatics explains how language users can overcome apparent ambiguity because meaning depends on the way, location and time the utterance is made. The meaning of a word in a sentence or text is determined by its context, which is called deixis. In this case, deixis can be used to analyze texts, novels, seminar discussions, talk shows, debates, speeches, etc., to clarify the speaker's intentions.

Deixis can be used to analyze several things, an interesting thing that can be analyzed with deixis is one of the best songwriters and singers, namely Taylor Swift's speech, at New York University's Spring Graduation event in 2022. In this article, the authors decided to analyze Taylor's graduation opening speech Swift at New York University 2022. The reason the authors is interested in discussing this speech is because in speech Taylor Swift's, she explores how she uses deixis to connect with her audience, convey her message, and create a memorable and impactful speech to be studied and researched so that it can provide insight or increase knowledge about the forms of deixis and the meaning contained in a speech.

Several studies have discussed deictic analysis with quantitative methods. The first research was conducted by Elsaria Sitorus, Herman (2019) with the title Deixis Analysis of the Lyrics of Calum Scott's Song "You are the Reason". In the first study, researchers used deixis analysis and found 67 deixis which were divided into personal deixis, time deixis, and spatial deixis. Other research analysis uses deictic analysis by Walset, Tologana. (2016) with

the analytical title "DEIKSIS IN THE NOVEL ASSALAMUALAIKUM BEIJING BY ASMA NADIA". In the third study, researchers used deixis analysis and found 319 deixis which were divided into personal deixis, time deixis, and spatial deixis. The third research was conducted by Rahma, Rahayu M. (2018) with the title "Deixis in Andrea Hirata's Novel Ayah and Its Use as Teaching Material for Learning Indonesian Language and Literature in High Schools" Jakarta: FITK UIN Syarif Hidayatullah Jakarta. In the third study, researchers used deixis analysis and found 894 deixis which were divided into person deixis, time deixis, and spatial deixis in the novel.

Therefore, this research uses a qualitative descriptive research method. Although previous studies have studied various types of deixis using quantitative methods, no research has yet studied the types of deixis in speech Taylor Swift's using qualitative methods. Therefore, this study aims to answer the following research question: What types of deixis are found in the speech Taylor Swift at New York University 2022? and How does the analysis of deixis in the speech clarify the meaning conveyed by the speaker in the context of the speech? The authors will focus on deictic analysis and analyze contextual meaning based on the three types of deixis. The authors uses Levinson's deixis and the contextual meaning of Levinson's three types of deixis to analyze Taylor Swift's graduation speech at New York University. The steps in this research are determining the speech to be researched, searching for speech manuscripts on the internet and YouTube, reading speech manuscripts, looking for deixis in speeches, classifying types of deixis, and drawing conclusions.

2. Theoretical Framework

a) Deixis Analysis

In understanding the composition of language contextually, it needs to be seen through the situation, time, gestures, and references. According to Levinson (1983: 54) "Deixis concerns how language encodes or grammatically features of the context of utterance or speech event, and thus also concerns ways in which interpretation of utterances depends on the analysis of the context of utterance". The existence of deixis allows language to be understood contextually from various points of view. It is supported by Levinson (1983: 68-94), defining the deixis into person, place, time, social, and discourse deixis.

1. Person Deixis

The deixis involves the use of pronouns, such as "I," "you," and "he/she," to refer to participants in a conversation. It enables speakers to establish their own identity, address others, and maintain continuity in discourse. Person deixis also includes self-references, such as "myself," and other grammatical forms related to personhood. Person deixis refers to the encoding of the participant's role in the speech event in which the utterance is spoken. There are three categories divided person deixis: "I/me, we/us" refers to first person category as a speaker; "you" refers to the second person category as a listener; and "he/him, she/her, it, they/them" refers to the third person category as other participants, people, or things which are not the speaker and not the audience. When the utterance is spoken, explaining the role of participants in the speech act is the function of person deixis. It can work effectively if the participants are aware of the speakers' roles, the context, and the target audience. The participants in a conversation or speech act are also referred to by the term "person deixis." (Levinson, 1983: 62; Cruse, 2000: 320).

2. Spatial/place

The deixis is also called spatial deixis refers to a type of deixis that refers to the location of the speaker, listener, or object in the context of the utterance. Spatial deixis is typically expressed using deictic words and phrases, such as "here," "there," "this," "that," "near," and "far." The speaker's and listener's distance are indicated using spatial deixis. "Here and there" is an adverb of place that is used in spatial deixis. According to Levinson (1983: 79), the purpose of spatial deixis in a speech act is to describe the distance between the location and the locations of the participants involved in conversation. Proximal and distal are the two terms used in spatial deixis to describe the distance between the speaker and the listener. When referring to a place that is close to the speaker, the term "proximal" is used. Spatial deixis involves expressions that refer to objects, locations, and directions in relation to the speaker's or listener's position or the shared space. Deictic expressions like "here," "there," "this," and "that" help establish spatial relationships and orient interlocutors within the physical or imagined space being discussed.

3. Temporal/time

Temporal deixis, also known as time deixis, is a deictic category that refers to the time of the utterance. It is used to express temporal relations between the speaker, the listener, and the discourse. According to Levinson (1983), the encoding of a

spoken or written message at specific temporal points is referred to as time deixis. Any phrase that denotes a specific time is known as a temporal deixis, such as "now, then, soon, tomorrow, tonight, yesterday, today, etc. Time deixis is a linguistic expression that identifies the specific time at which the speaker uttered a particular statement. Temporal deixis relates to expressions that convey time and temporal relations. Deictic expressions such as "now," "then," "today," "yesterday," and "tomorrow" anchor events or actions in relation to the speaker's or listener's present, past, or future. Temporal deixis allows for the sequencing of events, discussing durations, and coordinating temporal references in conversation.

b) Contextual Meaning

In analyzing the misunderstanding of communication in language, the interlocutor needs to understand the language contextually. According to Aminuddin (1988:92) "Contextual meaning is the meaning that arises as a result of the relationship between the social and situational context and the form of speech". Therefore, in understanding language contextually, views on the situation, time, and other aspects are needed. According to (Chaer, 2007, p.289) kind of meaning include a lexical, grammatical and contextual meaning, referential and non-referential meaning, denotative and connotative meaning, conceptual and associative meaning, and lexeme. All of the kind of meaning with the different reference, the researcher takes a focus in contextual meaning. A word's or phrase's meaning in context is known as contextual meaning. A contextual definition is one in which the phrase is utilized by being incorporated within a longer utterance that also contains its explanation. Contextual meaning could be viewed as a situational meaning, claims Parera 2004 in (Thao & Sinaga, 2020). The meaning of language that is tied to the context is known as contextual meaning.

3. Research Method

The methodology used in this research is qualitative descriptive analysis. Through this approach, the aim is to collect data, carry out analysis, and draw conclusions by describing them in written form. The authors found a population of 142 people in speech Taylor Swift's. To facilitate this research, the authors will only analyze sentences that contain person, place and time deixis. In conducting this research, the authors used secondary data. Secondary data is a research strategy that uses existing data, where the aim is to find answers to research questions that must be different from previous research. The authors use secondary data

because this research has previously been discussed by other authors; only deixis and social discourse are discussed; Therefore, the authors wants to analyze something different, namely the meaning of the types of deixis.

In conducting this research, the authors used random sampling techniques. In this study, authors used simple random sampling, namely a website spinner for random selection, then the final selected results will come out. The authors found 18 deixis from random sampling. To analyze the data, authors took several steps, namely the first step was looking for videos and speech scripts on YouTube and Google that would be researched first, then downloading the videos or transcripts, and after that reading and listening. video to be studied so that authors can understand what is being discussed. can be taken for research, counting the entire population of deixis through videos and speech texts, then grouping and calculating the types of deixis used after searching for data, observing, grouping, calculating and analyzing the data. At this stage, the researcher will analyze each meaning in the data that has been selected and explain it using relevant theoretical studies.

4. Findings and Discussion

The authors will focus on the script that has been obtained in English, which is the language used in this article. The authors took data from Bailey in the ELLE brand "Every Word of Taylor Swift's NYU Commencement Speech: 'You Will Screw It Up Sometimes. So Will I.'" and will focus on deictic analysis to analyze data using the theory of deixis by Levinson (1983: 68-94), defining deixis into person deixis, place deixis, time deixis, social deixis, and discourse deixis.

a) Person Deixis

According to Levinson, personal deixis represents pronouns for each person, such as first- person deixis for the speaker, second-person deixis for other people and third- person deixis for the thing being discussed or the subject of the conversation.

Table 1. Person Deixis

Deixis	Translation	Meaning
Person	“We are each a patchwork quilt of those who have loved us , those who have believed in our futures those who showed us empathy and kindness or told us the truth even when it wasn't easy to hear.”	In the context of the sentence, there is the use of personal deixis involving the words "we," "our," "us," and "it." In this context, the use of "we," "our," and "us" refers to the unity or connection between the speaker (Taylor Swift), the listener, and the people who have provided love, confidence, empathy, kindness, and honesty in life. speaker. The speaker describes

		that each individual is like a knitted blanket made up of the influences and experiences of the people around him who have provided support and kindness. The use of "it" in this sentence refers to the concept that the totality of experiences and interactions with other people has shaped the identity and character of each individual. Thus, through the use of personal deixis in this sentence, the speaker wants to convey a message about the importance of relationships between individuals and the people around them in shaping a person's identity and character. This reflects the understanding that each individual is the result of complex interactions with other people who provide love, support, and honesty in their lives.
Person	Someone tried their best to explain every concept in this insanely complex world to the child that was you , as you asked a bazillion questions like ‘how does the moon work’ and ‘why can we eat salad but not grass.’	In the context of the sentence, there is the use of personal deixis involving the words "you" and "we." In this context, the use of "you" refers to the speaker as a child full of curiosity and unique questions about the world around him. The speaker describes a situation where someone is trying their best to explain every concept in a very complex world to the speaker's child self. The use of "we" in this context may refer to the unity between the speaker as a child and the people around him who are trying to explain the complex world. Thus, through the use of personal deixis in this sentence, the speaker wants to convey a message about children's curiosity and uniqueness in asking questions that may seem simple but depict great curiosity. This reflects the relationship between the speaker as a child and the people around him who try to explain a complex world with patience and best efforts.
Person	I started writing songs when I was twelve and since then, it is been the compass guiding my life, and in turn, my life guided my writing.	In the context of the sentence, there is the use of personal deixis which involves the words "I" which refers to the speaker, in this case Taylor Swift, and "it" which refers to the activity of writing songs. In this context, the use of personal deixis highlights that the songwriting activity that the speaker began at the age of twelve has become a signpost or compass that directs his life. By using "I," this sentence emphasizes that the speaker is the main subject who began songwriting activities at that age. The use of "it" shows that writing songs

		has become a consistent thing in the speaker's life, which provides direction and guidance in living life. The speaker said that songwriting has become an integral part of him, which not only influences his life but also guides his creative writing process. This reflects the concept that activities started in adolescence can be a guide and inspiration in a person's life journey, as well as influencing creative expression and the work produced. Thus, the use of personal deixis in this sentence highlights the importance of the songwriting activity as an element that provides direction and meaning in the speaker's life, as well as how the speaker's personal life influences his creative writing process.
Person	You have worked and struggled and sacrificed and studied and dreamed your way here today and so, you know what you are doing.	In the context of the sentence, there is the use of personal deixis involving the words "you" and "your." In this context, the use of personal deixis depicts the speaker (Taylor Swift) giving recognition to the listener that they have worked, struggled, sacrificed, studied, and dreamed to reach the current point, so they already know what they are doing. By using "you," the speaker highlights the listener as a subject who has gone through a long journey and varied experiences to arrive at the current point. The use of "your" emphasizes that all the efforts, struggles, sacrifices, studies and dreams that have been made belong to the listener himself. The speaker appreciates the journey and efforts that have been made by the listeners and ensures that they have sufficient understanding and skills to face the current situation. Thus, the use of personal deixis in this sentence highlights the speaker's appreciation for the individual's journey and efforts, as well as encouraging the listener that they have the confidence and knowledge necessary to face the challenges at hand.
Person	I guess I have been officially solicited in this situation, to impart whatever wisdom I might have and tell you the things that helped me in my life so far.	In the context of the sentence, there is the use of personal deixis involving the words "I," "you," and "me." In this context, the use of "I" indicates the speaker (Taylor Swift) is aware that she is being formally asked to provide advice or knowledge that she has and to relate the things that have helped her in her life so far. The use of "you" refers to the listener or

		<p>reader who is expected to receive and benefit from the knowledge and experience shared by the speaker. Meanwhile, the use of "me" highlights the speaker as a subject who shares personal experiences and knowledge with the listener. Thus, in this sentence, personal deixis is used to emphasize the communicative interaction between the speaker and the listener, where the speaker feels responsible for providing insights and experiences that can be useful for the listener in the context of the ongoing situation. This reflects the speaker's awareness of the importance of sharing personal knowledge and experience to provide assistance or inspiration to listeners.</p>
Person	<p>I know that words are supposed to be my 'thing', but I will never be able to find the words to thank my mom and my dad, and my brother, Austin, for the sacrifices they made every day so that I could go from singing in coffee houses to standing up here with you all today because no words would ever be enough.</p>	<p>In the context of the sentence, there is the use of personal deixis involving the words "I," "they," and "you." In this context, the use of personal deixis depicts the speaker (Taylor Swift) referring to herself, her family (mother, father, and siblings), and the audience present. By using "I," the speaker highlights his feelings of difficulty in finding adequate words to thank his family for the sacrifices they made. The use of "they" in this sentence refers to the speaker's mother, father, and siblings who made the sacrifice. In addition, the use of "you" directs attention to the audience present at that time. The speaker realizes that although words should be his forte, in this case, there will never be enough words to express his gratitude to his family and share an important moment with the audience. The speaker's difficulty in expressing his gratitude shows the depth of his feelings and appreciation for his family and the audience. Thus, the use of personal deixis in this sentence reflects the strong emotional connection between the speaker, his family, and the audience, as well as the difficulty in expressing deep gratitude.</p>
Person	<p>I leave you with this: We are led by our gut instincts, our intuition, our desires and fears, our scars and our dreams.</p>	<p>In the context of the sentence, there is the use of personal deixis involving the words "I, you, we, and our." In this context, the use of personal deixis describes the speaker (Taylor Swift) giving a thought or message to the listener or reader. By using "I and you," the speaker highlights the relationship between himself as the speaker and the listener or</p>

		reader who receives the message. The use of "we and our" in this sentence indicates the unity or connection between the speaker, listener, and society in general. By referring to instincts, intuition, desires, fears, emotional wounds, and dreams, the speaker emphasizes that as humans, we are all influenced by these internal factors in making decisions and living our lives. Overall, the use of personal deixis in this sentence aims to illustrate the concept of unity and interconnectedness between individuals, speakers and society in facing the journey of life and following their instincts and dreams.
Person	Having journalists write in-depth, oftentimes critical, pieces about who they perceive me to be made me feel like I was living in some weird simulation, but it also made me look inward to learn about who I actually am.	In the context of the sentence, there is the use of personal deixis which includes the words "they, me, I, and it." In this case, the use of personal deixis highlights the relationship between the speaker (Taylor Swift) and the journalist who wrote about her. By using "they and me," the speaker refers to the journalist who wrote a critical article about him, while "I" is used to refer to himself. The use of "it" in this context may refer to an experience or situation that makes the speaker feel like they are living in a strange simulation. Overall, the use of personal deixis in this sentence shows how the speaker responds to the critical exposure of himself by journalists, which ultimately encourages him to introspect and understand himself more deeply.

b) Spatial Deixis

Spatial deixis or place deixis describes the language refers to the location. According to Levinson (1983:79), spatial deixis or place deixis concerns the specifications of locations relative to anchorage in the speech event.

Table 2. Spatial Deixis

Deixis	Translation	Meaning
Spatial	"If they are here in this stadium, I hope you'll find your own way to express your gratitude for all the steps and missteps that have led us to this	In the context of the sentence, there is a use of the spatial/place deixis "here." In this context, the use of "here" indicates the physical location within the stadium where the speaker and listener are located. The speaker expressed his hope that if the

	common destination."	people important to the listener were in the stadium, the listener would find their way to express gratitude for all the steps and mistakes that had brought them all to their common goal. The use of "here" highlights the physical presence of the speaker and listener in the same situation, namely in the stadium. Thus, through the use of the spatial deixis "here" in this sentence, the speaker wants to emphasize the importance of the physical location or place where the speaker and listener are, as well as the journey they have taken together to achieve the same goal. This reflects the speaker's awareness of their physical presence and the shared journey that has brought them to that point in the stadium.
Spatial	I'd like to thank NYU for making me technically, on paper at least, a doctor.	In the context of the sentence, there is a use of the spatial/place deixis "NYU." In this context, the use of "NYU" refers to New York University as the educational institution where the speaker earned his doctorate. The speaker expressed his gratitude to NYU for awarding him the doctoral degree officially and in writing. The use of the spatial/place deixis "NYU" highlights the university as the place where the speaker earned his doctoral degree and acknowledges the important role the institution played in his academic achievements. Thus, through the use of the spatial deixis "NYU" in this sentence, the speaker wants to emphasize his appreciation for the university as the place where the speaker was officially declared a doctor. This reflects the speaker's awareness of NYU's important role in his academic achievements and recognition of the institution as the place where the speaker earned his doctorate.
Spatial	To all the incredible parents, family members, mentors, teachers, allies, friends and loved ones here today who have supported these students in their pursuit of educational enrichment, let me say to you now: Welcome to New York.	In the context of the sentence, there is the use of spatial/place deixis "here" and "these." In this context, the use of "here" refers to the physical place where parents, family members, mentors, teachers, allies, friends, and loved ones are on that day. The speaker extended his welcome to New York. The use of "these" refers to the students who have been supported by those individuals in their efforts to enrich their education. The use of spatial/place deixis "here" and "these" highlights the

		<p>physical presence of supporters and students in that place at that time. Thus, through the use of the spatial deixis "here" and "these" in this sentence, the speaker wants to emphasize the importance of the physical presence of supporters and students in that place on that day. This reflects the speaker's awareness of the physical location or specific place where supporters and students gathered, as well as extending a welcome to them to New York.</p>
Spatial	<p>I know that words are supposed to be my 'thing', but I will never be able to find the words to thank my mom and my dad, and my brother, Austin, for the sacrifices they made every day so that I could go from singing in coffee houses to standing up here with you all today because no words would ever be enough.</p>	<p>In the context of the sentence, there is the use of spatial/place deixis "that" and "go." In this context, the use of "that" refers to the speaker's journey or transformation from initially singing in a coffee shop to the place where the speaker stands with the audience that day. The speaker expressed difficulty finding adequate words to thank his mother, father, and brother, Austin, for the sacrifices they make every day. The use of "go" also highlights the journey or steps it took to get to where you are with your audience. Thus, through the use of spatial deixis "that" and "go" in this sentence, the speaker wants to emphasize his journey or transformation from his initial situation in the coffee shop to now standing with the audience. This reflects the speaker's awareness of the journey he has been on and recognition of the important role his family played in supporting him.</p>
Spatial	<p>If they are here in this stadium, I hope you'll find your own way to express your gratitude for all the steps and missteps that have led us to this common destination.</p>	<p>In the context of the sentence, there is the use of spatial/place deixis "here," "this," and "that." In this context, the use of "here" refers to the physical location within the stadium where the speaker and listener are at that moment. The speaker expressed his hope that if the people important to the listener were in the stadium, the listener would find their own way to express gratitude for the steps and mistakes that had brought them all to their common goal. The use of "this" and "that" highlights the specific place or location where the speaker and listener are, as well as the journey they have taken to reach that point. Thus, through the use of spatial deixis "here," "this," and "that" in this sentence, the speaker wants to emphasize the importance of the physical location in the stadium and the</p>

		shared journey that has been taken to achieve a common goal. This reflects the speaker's awareness of their physical presence in a particular situation and appreciation for the journey they have experienced together.
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c) Temporal Deixis

Temporal deixis is a deixis indicating a time. According to Levinson (1983), temporal deixis is concerned about the time pronunciation, such as yesterday, now, soon, tomorrow. and others.

Table 3. Temporal Deixis

Deixis	Translation	Meaning
Temporal	"And let me just say. I am elated to be here with you today as we celebrate and graduate New York University's Class of 2022."	In the context of the sentence, there is the use of the temporal/time deixis "today." In this context, the use of "today" highlights the specific day on which the speaker and listener are located, namely the day on which the celebration and graduation of New York University's Class of 2022 took place. The speaker expressed his joy at being present with the listeners on that day to celebrate and achieve graduation. The use of the temporal/time deixis "today" emphasizes the importance of that specific moment in the life of the speaker and listener. Thus, through the use of the temporal deixis "today" in this sentence, the speaker wants to highlight his happiness and pride in being with the listeners on that day to celebrate and achieve graduation. This reflects the speaker's awareness of the importance of a particular time or moment in life and appreciation for the special moment that is taking place.
Temporal	Who you are now and how to act in order to get where you want to go.	In the context of the sentence, there is the use of the temporal/time deixis "now." In this context, the use of "now" highlights the present moment or time where the speaker emphasizes the importance of understanding oneself at this moment and the actions that need to be taken to achieve the desired goal. The speaker highlighted that understanding oneself in the present moment and how to act in the present moment is the key to achieving desired goals. The use of the temporal/time deixis "now" emphasizes the urgency and relevance of the present moment in achieving future success.

		Thus, through the use of the temporal deixis "now" in this sentence, the speaker wants to highlight awareness of the importance of time or the present moment in achieving the desired goal. This reflects the speaker's understanding of the dynamics of time in planning and achieving goals as well as an appreciation of self-awareness and current action as the foundation for achieving future success.
Temporal	And I know that I'm talking to a group of perfectionists because you are here today graduating from NYU.	In the context of the sentence, there is the use of the temporal/time deixis "today." In this context, the use of "today" highlights the specific day where the speaker and listener are, that is, the day on which the statement was made. The speaker states his belief that he is speaking to a group of perfectionists because they are present that day to celebrate graduating from NYU. The use of the temporal/time deixis "today" emphasizes the importance of that specific moment in identifying the characteristics or traits of the listener. Thus, through the use of the temporal deixis "today" in this sentence, the speaker wants to highlight awareness of a particular time or moment in identifying the attributes or characteristics of the listener. This reflects the speaker's understanding of the importance of the specific moment in understanding the context and audience as well as appreciation for the collective presence and accomplishments of that day.
Temporal	I started writing songs when I was twelve and since then , it's been the compass guiding my life, and in turn, my life guided my writing.	In the context of the sentence, there is a use of the temporal/time deixis "then." In this context, the use of "then" highlights the time or moment in the past when the speaker began writing songs, which then influenced the direction of his life. The speaker states that since then, music has been the signpost that directs his life, and in turn, his life influences his writing. The use of the temporal/time deixis "then" emphasizes the importance of a moment in the past which was the starting point for change in the speaker's life and creativity. Thus, through the use of the temporal deixis "then" in this sentence, the speaker wants to highlight awareness of crucial events or moments in the past that shaped his identity and direction in life. This reflects the speaker's understanding of the

		importance of reflection on the past in understanding oneself and one's life journey as well as an appreciation of the influence of time in shaping one's identity and work.
Temporal	Today you leave New York University and then you go out into the world searching for what's next.	In the context of the sentence, there is the use of temporal/time deixis "today" and "then." In this context, the use of "today" highlights the specific day on which the graduates left New York University, while "then" highlights the time in the future when they will begin their journey out into the world in search of what will happen next. The speaker conveyed the message that today is when graduates leave the university and will then begin their journey into the outside world in search of what will happen next. The use of the temporal/time deixis "today" emphasizes the specific day on which the event occurred, while "then" highlights the future time after the event. Thus, through the use of the temporal deixis "today" and "then" in this sentence, the speaker wants to highlight the awareness of changes in time and the transition from one phase to the next in the lives of graduates. This reflects the speaker's understanding of the importance of specific moments in life's journey and appreciation for the challenges and opportunities that lie ahead.

5. Conclusion

From the results of research regarding the analysis of the types of deixis in the speech Taylor Swift at New York University 2022, it can be concluded that deixis plays an important role in understanding the context and meaning in a speech. This research highlights the use of personal, temporal, and spatial deixis in these speeches, which helps in connecting the speaker with the audience, conveying the message effectively, and creating a memorable and impactful speech. By using a descriptive qualitative approach, this research provides a deeper understanding of how deixis is used in speech contexts and how this can enrich our knowledge of pragmatics and communication. It is hoped that the findings from this research can provide a valuable contribution to the field of linguistics and communication studies, as well as become a basis for further research on the use of deixis in various communication contexts.

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