Deixis Investigation of Motivational Speech in Jack Ma's "Empowering Young African Entrepreneur in Nairobi" Speech

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Abstract—**This study aims to investigate the types of deictic expressions used by Jack Ma in one of his speeches in Nairobi and how these deictic expressions helped him in motivating his audience. Drawing on Fillmore's (1997) category of deixis, this qualitative study found that three types of deixis were present in Jack Ma's speech with the person deixis as the most frequently used type. Furthermore, the use of these deictic expressions constructs the deictic field where Jack Ma situated himself at the deictic centre. The finding suggests that deictic expressions helped him to persuade the audience to trust the speaker and also to motivate them. This study is expected to contribute insights to how deictic expressions can be used to motivate the audience.**

Keywords: deixis, deictic expression, Jack Ma, motivational speech

I. INTRODUCTION

Deixis is a part of linguistic study that can be found in written and spoken language. The term "deixis" means 'to refer' or 'pointing' via language (Yule, 1996). By understanding deixis, the audience can more easily determine the real meaning of the deictic words that are used by the speaker. It is because deixis is a link to show the relationship between language and context. Fillmore (1997) posits there are three types of deixis. Those three types of deixis are person deixis, temporal deixis, and spatial deixis. Besides those three categories, Filmore proposed are two other categories of deixis, which are discourse and social deixis.

Most research on deixis shows that people usually use deictic expressions in their language. Some researchers who analyzed deixis are Samosir and Zainudin (2008), Arwi and Silitong (2012) who investigated the types of deixis in poems, while Yeibo (2012) and Budiharto (2014) analyzed the stylistic value of deictic expressions in a news article, and also Adetunji (2006) and Quinto (2014) who analyzed the stylistics of deixis in political speech. Besides, the types of speech have been investigated in various studies such as research on discourse use, ethos use, and rhetorical analysis.

However, research on deixis in motivational speech is not as popular as in other studies. To the best of the writer's knowledge, there are only a few studies that discuss the analysis of deixis in a motivational speech. On the listed studies above, only Adetunji (2006) and Quinto (2014) analyzed deixis in speech with a different genre. It appears that there has not been much deixis research using motivational genre from speech. As previous studies did not investigate speech with a motivational genre as many as other genres, this study seeks to fill the gap by investigating deixis in a motivational speech.

Nonetheless, it is important to include motivational speech in deixis analysis because motivational speech is a medium of the speaker to convey the message to the audience and also to make them motivated. Apparently, motivation is essential for everyone because it will help them to achieve their goals. According to McGregor (1960), humans have two fundamental behavioral differences and known as theory X and Y. Based on his theory, most humans are lazy and do not want to work, and have only small ambitions that tend to be more guided by their superior. Furthermore, he also assumed that human beings can also be assumed to have the responsibility, awareness in understanding that work is a part of human life, and the ability to accomplish everything creatively.

This study examines a speech transcript delivered by the founder and CEO of Ali Baba Company, namely Jack Ma. Adizes (2014, as cited in Jo Ee & Yazdanifard, 2015) mentions that Jack Ma is one of the richest men in China and has been ranked the 18th richest man in the world.

Deixis is part of Pragmatics which deals with contextual meaning. According to Yule (1996) deixis is a technical term that is borrowed from the word *deiktikos* from Greek word 'pointing' via language. The word *deiktikos* refers to person or personal pronouns and time in connection with the relationship between utterance and space in which the utterance takes place (Lyons, 1977, as cited in Latupeirissa, 2016).

Various researchers categorized deixis into several types, however, they often share three similar categories: person, place, and time. Verhaar (1996, as cited in Latupeirissa, 2016) mentioned three categories, which are person/personal deixis, time/temporal deixis, place/spatial deixis. Levinson (1983) following Fillmore (1997) and Lyons (1977) mentioned five types of deixis: person, place, time, social and discourse.

Person deixis refers to the persons or participants in a communication situation (Fillmore, 1997), such as *she, her, they, it, he, him*. Spatial or place deixis deals with expressions of the place or places in which the participants are located (Fillmore, 1997), such as *here, there*. Temporal or time deixis concerns expressions of the time in which the communication

act takes place (Fillmore, 1997), such as *now, then, yesterday, next week*. Discourse deixis concerns the use of expressions within some utterances to refer to some portions of the discourse that contain the utterances (Levinson, 1983), such as *this, that*. While social deixis deals with the encoding of social differences between speaker and addressee or speaker and some referents (Levinson, 1983). Briefly, social deixis refers to the level of relationship that establishes in the social situation. For example your highness, your majesty, etc. However, only the first three categories, namely person, spatial, and temporal deixis that are used in this study. Three of Fillmore's category of deictic expressions were chosen because those three categories are most often used in deixis research.

Some studies show how deixis contribute to strengthening the impact of discourse. In one study by Arwi and Silitong (2012), the study analyzed the types of deixis in Raja Campur Sari of Didi Kempot's song. The study shows there are three types of deixis used, namely person deixis, temporal deixis, and spatial deixis. It indicates that person deixis was the dominant types of deixis in the study because the author of the song lyric wrote his own experience into his song lyrics. Similar to Arwi and Silitong (2012), Samosir and Zainudin (2008) investigated how the Jakarta Post used the types of deixis in their articles and found that the dominant type of deixis was person deixis. Another study, Yeibo (2012) and Budiharto's (2014) research aimed to show the lexico-grammatical patterns of language by analyzing the stylistic value of deictic words.

II. METHOD

This study uses a descriptive qualitative method because the study focuses on the types of deixis in a motivational speech obtained from Jack Ma's motivational speech in University of Nairobi, Africa which is taken from the internet or *Youtube* in the form of a video. The title of the video is "Empowering Young African Entrepreneur in Nairobi" with the duration of the video is about 38 minutes.

In analyzing the data, the researcher did several processes. First, the researcher marked all the deictic expressions that were found in the transcription. Second, those deictic expressions were classified into each category of deixis. Third, those categories of deixis were analyzed based on Fillmore's (1997) theory, in order to examine the types of each deictic expression. Regarding the investigation of those categories of deixis, the study proceeded to investigate how the use of deictic expressions helps Jack Ma in motivating his audience.

III. FINDINGS AND DISCUSSION

The analysis of categories of deixis proposed by Fillmore's (1997) comes in three parts corresponding to the categories that appear in the speech, namely person deixis, time deixis and place deixis and also how Jack Ma used deictic expressions to help him motivates his audience.

The distribution of each deixis types is presented in the next section and also summarized in Table I.

TABLE I.   THE DISTRIBUTION AND PERCENTAGE OF DEIXIS TYPES USED

Types	Frequency	Percentage
Person	545	82.95%
Time	67	10.20%
Place	45	6.85%
Total	657	100%

Table I shows that the frequency of deixis found in the speech is 657 times. In the speech, Jack Ma used personal deixis with a frequency of 545 times (82.95%). Moreover, the time deixis appeared 67 times (10.20%) then followed by place deixis that occurred 45 times (6.85%). From the percentage, it can be seen that person deixis becomes the most widely used deixis by Jack Ma. The dominant use of person deixis suggests a reference to the participants, which indicates that the speaker considered the participants as an important part of the speech. It is in line with the target of a motivational speech, where the participants are the main target. The explanation of the types of deixis is presented as follows.

A. Deictic Expressions

- Personal Deixis

  Personal deixis is the most frequent type of deixis that was found in Jack Ma's speech. The deployment of personal deictic expressions can be seen in Table II.

TABLE II.   THE DISTRIBUTION AND PERCENTAGE OF PERSONAL DEIXIS

Personal Deixis	Number of Time Used	Percentage
Speaker-Jack Ma (I, my, we, us, our/s)	271	49.72%
Addressee-the students in Nairobi (you and your/s)	224	41.11%
Others-(they, them, their/s, some, those)	50	9.17%
Total	545	100%

Table II indicates that the first singular and first plural person that refers to Jack Ma as the speaker is the most deictic expression used in the speech compared to the other deictic expressions in personal deixis. In his speech, Jack Ma foregrounds himself extensively by mentioning himself 271 times and backgrounds the other people in the use of the deictic expression. Moreover, the second person deictic expressions that refer to the students in Nairobi University rank second place following the first person. The least frequently used personal deixis is the third persona with 50 occurrences (9.17%). The examples of personal deixis are:

1. I know what people want.

2. "…*you* have to know who is better than *you*…"

3. I always want hide the good people who are smart than I am, and always making sure that they *are* better than I am.

From the examples, it can be seen there are deictic words used by the speaker. In example 1, the speaker uses the first pronoun *I* that indicate as personal deixis. The first pronoun *I* was identified as deictic word because it refers "to the identity of the

interlocutor in a communication situation" (Fillmore, 1997) where Jack Ma as the speaker who also called as the first person of the communication. In the example 2, the speaker uses the second pronoun *you* that indicate as deictic word because it refers to the addressee. In this context, *you* refers to the audience or the student of Nairobi University. The use of I and you in this context can only be understood through the context, so the audience would not understand the reference if they are absent. In example 3, the third pronoun is used by the speaker to refer to the people that smarter than the speaker itself.

Based on the analysis, the speaker used the first person, second person, and third person deictic expressions in his speech. However, the finding shows that the distributions of each type are different. According to the current study, the speaker dominantly used the first-person deictic expression rather than others. The reason is to refer to that communication situation is clear. Furthermore, the occurrences of first-person deictic expressions are to be a useful way to share the speaker's knowledge and also help him to make the audience motivated.

- Time deixis

The second category of deixis, which contributes to giving the effect of the text, is time or temporal deixis. Fillmore (1997, as cited in Galita, 2011) said that time deixis concerns to the term "coding time" or the encoding of the time when the utterance occurred. The term of time deixis that was used by the speaker involved three periods of time. It allows the speaker to compare the situation before or when he started his business and also the time in the future. In Jack Ma speech, he used several time deictic expressions that refer to three different periods. Table III presents the time deixis that is found in the speech.

TABLE III. THE DISTRIBUTION AND PERCENTAGE OF TIME DEIXIS

Time Deixis	Number of Time Referred to	Percentage
Soon-the future	18	26.86%
Now-present time	22	32.84%
Then-the past	27	40.30%
Total	67	100%

In the speech, the total number of time deictic expressions used by Jack Ma is 67 times. The use of time deictic expressions in the speech is highly referred to 'then' or the past event, which represents the time before and also the beginning when Jack Ma started his business. The deictic expressions that refer to 'now' or the present time occurred 22 times (32.84%). The time deictic expression in the present time such as *this day, today, this morning*, and *now* refer to the time when Jack Ma was performing his speech. Meanwhile, Jack Ma used the deictic expressions 'soon' to refer to the time in the future. In the speech, deictic expressions that refer to the time in the future occurred 18 times (26.86%). The examples are:

4. I never thought I would be rich, even till *today*.

5. Let's say guys, it was big compared to *yesterday*, but compared to *tomorrow's* future it is tiny.

In example 4, there is the deictic word *today* that refers to the condition where tell his audience that he still does not believe in

what he gets until that day. When the speaker speaks, it is referring to the time when the speaker comes to University of Nairobi. Then, in the example 5, the speaker uses deictic expressions of *yesterday* and *tomorrow* which refers to the condition of the company in the present and future time. According to Fillmore (1997) and Levinson (1983) (as cited in Stapleton, 2016) deictic words such as yesterday and tomorrow "pre-empt the absolute ways of referring to the relevant day". The use of those deictic expressions the audience will understand when the time is and also it will affect the understanding of the whole speech.

- Place Deixis

The place deixis indicates where the speaker takes the location or place. Fillmore's (1997) opinion deals with expressions of the place or places in which the participants are located and the most frequent words are *here* and *there*. Besides, Cruse (2006, as cited in Budiharto, 2014), argues that the adverbs *here* and *there* are the basic of spatial or place deictic. The adverbs *here* usually refer to the nearer place of the speaker, while the adverbs *there* refer to the place that is far from the speaker. The summary of place deixis in the speech is presented in Table IV.

TABLE IV. THE DISTRIBUTION AND PERCENTAGE OF PLACE DEIXIS

Place Deixis	Number of Place Referred to	Percentage
This-near the speaker	29	64.44%
There-not near from the speaker	16	35.56%
Total	45	100%

Table IV reveals that the total number of place deixis found in the speech is 45. Those deictic expressions are categorized into two, which are the place that is near the speaker and also the place that is far from the speaker. In the speech, Jack Ma tends to refer the place which is near to him. The examples are:

6. There is no internet in China at that time.

7. I'm not coming *here* to inspire you.

B. Deictic expressions and persuasion

- Personal deixis

Since deictic expressions such as *I, we* and *they* appear frequently, the results show that person deixis still dominates the use of deixis category in the speech. It is similar to the previous studies conducted by Quinto (2013) and Samosir and Zainuddin (2008), in which personal deixis becomes the most frequently used types of deixis. It indicates that in the speech, person deixis which refers to the participants is important to be involved since in the speech participants are an important part of the speech. The example of the occurrence of this realization is taken from paragraph 13 below:

8. *We* do not have such a great payment system; *we* do not have a credit rating system, because *we* do not have that, so *we* start to high jump.

In example 8, it can be seen Jack Ma used word "we" which is categorized as a kind of person deixis. The word "we" refers

to Jack Ma (the speaker) and the audience. The use of "we" or first-person pronouns show the relationship between Jack Ma and students in Nairobi University is close. The use of first plural person pronouns (that refers to speaker and audience) is intended to show that Jack Ma and his audience in Nairobi have similarities which allow them to make changes. By using deictic words, the speaker can make his audience believe that they can be a successful person like the speaker since their chance and the speaker are the same.

- Time deixis

The examples of time deictic expressions used in the speech are shown in the following lines.

9. *In the past eighteen years*, in my apartment, I talked to 18 young people like me, that we want to build up a company using the internet to help to do business easier...

10. *Today* we have in our company 56.000 people.

In the first example (9), Jack Ma used "in the past eighteen years" to refer to the time when he was just an ordinary man, but then he had a dream to build an internet-based company. This means that by saying "…we want to build up a company using the internet" he wants to show to the audiences that although he was 'nothing' he also has the right to have a dream and realize it.

In addition, as the second example shows (10), the word "today" is used by Jack Ma to refer to the present time (now). By saying that he has 56.000 people in his company, it indicates that Jack Ma has become a successful person 'today' (at this time). In other words, he successfully brought a good change in his life.

The two examples above support the words of Quinto (2013), where it is stated that the speaker's reference to different periods of time might be the way for the speaker to convey the message that time is changing from time to time. The references of the periods of time used by the speaker revealed that the change from time to time there are always opportunities for the audiences to change their life. Therefore, the audiences may assume that the change of time is the opportunity for them to start doing business. Moreover, the speaker successfully deployed the time deixis as the purpose of motivational speech which is to empower the young African.

Throughout the speech, Jack Ma used the time deictic expressions to compare what happened in the past when he started the business, and what happened after he made a success of doing his business. By setting up the deictic field, Jack Ma emphasized his audience that the development of technology from time to time is a good opportunity to start a business.

- Place deixis

As discussed previously, Fillmore (1997) defines time deixis deals with expressions of the place or places in which the participants are located.

Here are some examples of place deixis.

1. I'm coming *here* to tell the truth that this morning I found *Africa* has much more opportunity because you

have a young people that the whole world today is worried.

2. *Europe* has a lot of lose; *America* has a lot of lose. *Those* countries worry about losing. They are a lot of puzzle, but Africa I do not think you have anything to lose.

In example (11), the word "here" refers to the place in Africa, which is the place where Jack Ma gives a speech that is near to him. When Jack Ma used a place deixis to refer to the place where he was taking the speech, Jack Ma seemed to make young African realize that as a young African they had a lot of opportunities. Meanwhile, in the second example (12) the word "Europe", "America", "those" and refer to Europe and America that is not near to the speaker, Jack Ma. As it is found, when Jack Ma used place deictic expressions that referred to America and Europe, he tried to persuade the audience that their country (in Africa) had a good opportunity compared to the other places.

IV. CONCLUSION

The study reveals that three types of deixis contribute to the structure of motivational speech by Jack Ma. Those types of deixis were applied through the speech to set up the deictic field which placed Jack Ma at the deictic centre. Comparing to the previous studies, the emergence of deixis types in speech with different genres is the same. However, in terms of the meaning and the effect that is produced by the deployment of the deictic expressions, the interpretation of the results is different. It can be concluded that the use of personal deixis in the speech by the speaker is to place himself at deictic centre and place the audience near to the deictic centre.

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