ABSTRACT

This research explores the way of identifying deixis or deictic expressions in thirty headlines of advertisements. Based on Levinson’s (1983) theory of five categories of deixis, the writer would like to identify what kind of deixis categories are used in headlines of advertisements, and analyze them to know about the speakers’ or advertisers’ meanings.

The data are obtained by reading the selected theories of deictic expressions. The headlines of printed media advertisements that become the object of the analysis are taken from magazines and newspapers.

The results show that from five categories, four of them exist in headlines of advertisements. Those four categories are person, time, place, discourse deixis. By doing this analysis, the writer understands about the advertisers’ meanings. After reading this thesis, the writer hopes that readers will have a better understanding about deictic expressions in headlines on advertisements. The understanding, hopefully, will make us easier to comprehend advertisers’ or copy writers’ meanings.

Keywords: deixis, deictic expression, advertisement
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