

# **An Analysis of Deixis in Kim Junmyeon's Speech at Stanford University**

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**Abstract.** This research aims to identify the types of deixis in Kim Junmyeon's speech and to determine the dominant type of deixis in Kim Junmyeon's speech. This research was conducted by applying qualitative research. The data of this research were taken from sentences that contained deixis in the transcript of Kim Junmyeon's speech. The data source for this research was a video of Kim Junmyeon's speech uploaded on YouTube. In data collection, the researcher watched the speech, wrote down the transcript, and analyzed the sentences that contained deixis based on Levinson's theory of deixis. The results showed that there were 237 deixis, (48.10%) for person deixis, 31 (13.08%) for place deixis, 26 (10.97%) for time deixis, 26 (10.97%) for discourse deixis, and 40 (16.87%) for social deixis. The most dominant deixis used was person deixis about 114 deixis. The most dominant deictic word used in Kim Junmyeon's speech was "I" which is a first-person singular deixis, about 36 data. The deictic word "I" refers to Kim Junmyeon because he presented his experience and understanding of the Korean Wave and K-Pop from his perspective as a K-pop idol in his speech.

**Keywords:** Deixis, Kim Junmyeon, Speech, Stanford University.