

CHAPTER I

INTRODUCTION

1.1 Background of Research

Deixis: ‘The most common unit of grammar that you never heard of’

It is the headline news from FORDHAMNOW that written by Joanna Mercuri. This news discusses a new book by English Professor Heather Dubrow, PhD, the Rev. John Boyd, SJ Chair. That book tells about the use of deixis anytime by people, whether they realize it or not. It means that the pointing words are related to people, places, or times. Their meanings, considering the context are used, this news shows the urgency of the use of deixis in communication. In this case, deixis is used to avoid misunderstanding.

Deixis on phenomena where the meaning of certain words and phrases in a speech requires contextual information. The word or phrase that requires contextual information to convey its meaning effectively is deictic. Deictic information is important for the interpretation of an utterance and furthermore. In a simple definition way, deixis is “the single most obvious way in which the relationship between language and context is reflected” Levinson, S. C. *Pragmatics*, (1983, p. 53), constituting “key points of juncture between grammar and context” Hanks (1992, p. 47).

In communication, especially in spoken discourse, deixis plays a vital role in how speakers convey meaning and create engagement, and with the rise of digital content platforms such as YouTube Shorts, many individuals, particularly Gen Z,

consume and share podcast content that addresses various issues, including mental health.

Including the development of YouTube short videos addressing mental health awareness issues among Gen Z.

Why YouTube short videos? Because they have utterances or conversations that can analysis moreover, speaking about mental health is an important thing to make sure in the same perception to avoid misunderstanding, and deixis plays a vital role in expressing or conveying meaning in short YouTube or podcasts, what we take and get. Because Gen Z consumes information about their condition from media platforms such as short YouTube videos to explain what they feel or think, such as the definition of mental health based on the WHO, McKinsey, and Mental Health Institute. On a practical level, this research gets the data from short YouTube videos, more specifically. More specifically, in the YouTube application, there is a short section, which is like a cut or excerpt from a long video, and there is a podcast excerpt, which is the source of the data.

The data was taken from several YouTube shorts of podcasts because they have some benefit, retrieved from a Socinator article. YouTube Shorts can be compared to a small snack. It is brief, quickly attracts attention, and works well for trends and fast uploads. For those who enjoy watching videos on their phones, it is ideal. By Gen Z, who are more interested in videos that are short but can hook their attention, which is in accordance with the character of Gen Z now.

Refers to the characteristic of Gen Z, the fact can be captured in the thriving center of psychology, from December 2023, at least have the top three reasons Gen Z go to

Therapies are: anxiety, depression, and stress. Dr. Alexander Alvarado, Licensed Clinical Psychologist and CEO of Thriving Center, adds,

“Millennials and Gen Z are increasingly seeking therapy to cope with unique challenges like digital era anxieties, social pressures, and global uncertainties. Their (Gen Z) openness to discussing mental health and valuing self-care represents a progressive shift towards acknowledging and managing the complexities of modern life,” which signifies the openness to seek therapy or the freedom to discuss mental health without it being considered taboo as the age progresses. And this is what is captured or observed from the conversations that take place in podcasts about Gen Z and mental health. Facilitating information to care for mental health for Gen Z for fostering, which is provided through YouTube shorts of podcasts.

Gen Z is a generation increasingly vocal about mental health, and podcasts have become a medium where these discussions are normalized. However, little research exists on how deixis in such formats helps foster communication, connection, and support for those experiencing mental health challenges. Analyzing deixis in these short podcast snippets could provide insights into the role language plays in supporting mental health and creating understanding in a fast-paced, digital communication environment. The Phenomenon of the usage of deixis often happens in daily life; usually, people often use deixis in spoken and written language, but they sometimes have no idea how to express it. As a part of pragmatic study, deixis is the study that focuses on contextual meaning. Such an example is “please come here.” The speaker and the hearer must be in the same context to understand where *here* refers to and how to function here in the context.

For example, the data will be taken from YouTube Shorts of Podcasts talking about “How Gen Z will change Mental Health.” The video consists of Andy and Tyler B Trump as the host and the senior year medical student, and also author of the book Freeze Frame. And Dr. Jake Goodman is a resource person who is also a doctor and author of psychiatric books.

This video discusses Gen Z and mental health, which is very influential. He is very confident that with the openness and awareness of Gen Z about current mental health issues will be able to make meaningful changes. As in the short snippet taken from the YouTube video, for example,

Dr. Jake Goodman: “Gen Z, the ones who will be the doctors of the future, are more alert about what’s going on in the mental health crisis in our country in general.”

From here, it can be analysed the use of person deixis, which is referred to as the word ‘they’, which shows person deixis /with the intention of pointing towards Gen Z in the context. Based on the explanation and the example, there can be more types of deixis used in that video, and interested in examining more deeply the types of deixis used by speakers in other YouTube short podcasts.

Moreover, talking about mental health risk to misunderstanding, and need it deixis to avoid misperception, and because information can be obtained from short YouTube of podcasts that Gen Z much consume on that platform, so it can foster or caring through that media as a step, and many more to analyze deixis in conversation on podcasts.

1.2 Research Questions

In conducting this research, there is a question arises it is,

What types of deixis are employed in fostering mental health Gen Z discussions in YouTube Shorts of Podcasts?

1.3 Objective of Research

The primary objective of this research is to identify the use of types of deixis in YouTube Shorts podcasts that discuss mental health issues among Gen.

Z. This study aims to understand how linguistic deixis aids in creating meaningful connections and fostering conversations around mental health. Based on the aim of this research is to analyze the types of deixis, more explain, used in fostering mental health on Gen Z YouTube short of podcasts

1.4 Focus of Research

To limitation the research, this study focuses on identifying and analyzing deixis in several YouTube shorts of podcasts. The focus only on what the types of deixis are in these video, the data will be taken come from YouTube short of podcast uploaded by January 2024 until May 2025 about mental health issue on Gen Z. The writer applies deixis theory by Huang (2014, P. 169- 219) because it suitable for this research that discuss about mental health and Huang expand the new types of deixis that emotional deixis which related to mental health issue.

1.5 Method of Research

This research uses a type of library research with qualitative methods. According to Yan Huang in his book Pragmatic (2014, p.170) does not explicitly state the qualitative or quantitative methodology he used, but rather in the chapter on deixis primarily adopts a spatialist perspective, which refers to typically.

Incorporates qualitative methods. This focuses on understanding the meanings and experiences associated with spatial relationships, often through in-depth interviews, observations, and textual analyses. The analysis examines deictic versus non-deictic expressions, and basic categories like person, time, and space deixis, as well as minor categories like social, discourse, and emotional deixis. It can be concluded in the deixis chapter appears to be qualitative. It focuses on descriptive and analytical frameworks rather than numerical data or statistical analysis. In collecting data, there are 4 steps, and the data will be presented descriptively.

1.5.1 Data Collection

The data are observed by taking the transcription from 16 YouTube shorts of Podcasts. There are four steps taken in data collection. And criteria for data is short YouTube podcasts, uploaded from January 2024 until May 2025 in podcast session, which has an interviewer and a source person, not a monologue, theme of Gen Z and mental health. Firstly, watching and listening to YouTube shorts of podcasts from www.youtube.com. The keyword of search is mental health among Gen Z. Secondly, selecting some YouTube shorts podcasts that are related to the keyword. Thirdly, making a transcript of selected YouTube shorts of the podcast. In this case, the transcription can be found in the videos. But some of them do not have it, for the transcript of these short YouTube videos. As can be seen in the video, the writer also checks the transcript manually. Fourthly, identifying and analyzing and deixis found in YouTube shorts of podcasts.

1.5.2 Data Analysis

The theory used for analysis is pragmatics and deixis, especially digital or short-form content like podcasts, where deictic expressions play a crucial role in how speakers convey meaning. Pragmatics helps us understand allows speakers and

listeners construct meaning based on the shared context.

To analyze deixis aspects within the YouTube podcast, this research applies Yan Huang's (2014,p.169) theory of deixis types. Huang's categories of deixis—including person, time, space, social, discourse, and emotional deixis—serve as the foundation for categorizing deictic expressions used in the podcast. For example, person deixis (like “I” or “you”) can reveal the roles and relationships between speakers, while space and time deixis (such as “here” or “yesterday”) situate the conversation within a specific time and place.

1.6 Operational Key Terms

Pragmatics: is the study of those relations between language and context that are grammatically encoded in the structure of a language Levinson, (1983, p.9)

Deixis: means “pointing” via language, is using a word called deictic expressions Yule (1996, p.9)

Gen Z: Generation Z refers to people born between 1996 and 2010. They're the second-youngest generation, between millennials and Generation Alpha. Gen Z identity has been shaped by the digital age, climate anxiety, a shifting financial landscape, and COVID-19.

Mental health: is a state of well-being that allows people to cope with life's stresses, realize their abilities, and contribute to their community. It's an important part of overall health and is critical for personal, community, and socio-economic development.

Podcast: is an audio program made available online, often released in episodes and accessible on demand. Hammersley, B. (2004).

