

A Deictic and Non-Deictic Analysis of the Language of the Petty Trader on the Douala-Melong Highway in Cameroon

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ABSTRACT: *The aim of this paper is to examine types of deictic and non-deictic categories used by the Petty trader on the Douala-Melong highway. It also looks at the role they play in the marketing of goods. This work stems from the fact that indexical expressions of person, time, place, discourse, social and non-indexical expressions such as prayers, songs, facial expressions and body language play an important role in the dissemination of information. This is because they extend and give further explanations where nonverbal communication is limited; thereby become more effective. This study is of great value in language use in the sense that it demonstrates how Petty traders use deictic and non-deictic categories to woo potential customers to buy what they are selling. This research uses a qualitative research design. This is because the researcher culled some messages from Petty traders hawking on the Douala-Melong highway in the month of August and September, 2023. Insight was drawn from Levinson's (1983) theory of deixis. The findings indicated that five types of indexical expressions; person, time, place, discourse and social were used. The study also demonstrated the use of non-deictic expressions such as prayers, songs, body language and facial expressions. These elements helped in persuading the public to buy what these Petty traders market.*

EYWORDS: deictic analysis, language, Petty trader, highway, Cameroon

INTRODUCTION

We are living in an age of information explosion in which advertising is an indispensable building block of the media. The radio, the television and the press are to a great extent, financially

motivated to present adverts. Overproduction and under demand often lead to a competitive market where advertising is justified. Nowadays, advertising is an integral part of our social and economic system. Today, we are exposed to a lot of advertisement in all walks of life as exemplified in these examples:

1. MTN everywhere you go.
2. The give away father has come.
3. Start the day with Guinness.
4. UB, a place to be.
5. Malta Guinness, on top of the world.
6. Aids is a reality.

In the words of Clark (1989), “The average man lives with the advertising man’s work more hours a day than with his family, and is certainly more familiar with advertising slogans than with the proverbs in his Bible.” We are so heavily barraged by advertising in modern day life. Advertising is around us, on the clothes we wear, the bags we carry, on huge boards that colour our streets and public streets. According to Cook (2001: 1), “advertising is everywhere.” It is worth noting that advertisements are made known to the public either on public boards, the media and social media through language. Language is part of human life and plays an important role in a social environment. Language is a tool to interact with social beings and a way to express their feelings in daily life. Language as a means of communication plays a very important role in social relationships among human beings (Fuh & Nouhou, 2023: 1). People use language for different reasons. For example, doctors use language in hospitals to consult and prescribe drugs to their patients. Teachers use language to instruct their pupils and students at primary, secondary and university. Similarly, these learners also use language to ask their instructors questions when they have not understood what has been taught. Lawyers and magistrates use language in law courts to either sentence someone for a crime committed or to acquit the accused person. In the same vein, the clergy also use language to instruct their congregations about the word of God so that people can be saved from their sinful lives. Artists use language to entertain their audience through music. Comedians also use language to entertain their audience too. Football coaches use language to communicate with players during a football match. Language may be used to establish or maintain friendly relations (Mbagwana, 2002, p.99). We can go on and on and on. This is to show how language is vital in the lives of human beings. It is worth noting that Petty traders also use language to advertise their goods and services. Advertising as a form of mass communication closely linked with the world of commerce and marketing is a powerful tool for the flow of information from the seller to the buyer. Through advertising, the Petty trader uses language (deictic and non-deictic categories) to influence and persuade people to act or believe in what is being advertised. The word advertising means different things to some critics and researchers.

Arens and Bovee (1992) see advertisement as, “the non-personal communication usually paid for and usually persuasive in nature about products, services or ideas by an identified sponsor through

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the various media.” According to law no 2006/018 of December 29, 2006 setting up advertisement in Cameroon, advertisement refers to “that set of processes and techniques meant for drawing the attention or arousing the curiosity of an audience by informing them about a product or service in a bit to persuade them to buy it, or adopt it.” To Stanton, (1991:452) “advertising consists of all the activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product, service or idea. This message is disseminated through one or more media and is paid for by an identified sponsor”. Anu (2003) equally sees advertisement as “the spreading of information and the creating of awareness about the existence of a particular good or service in the market so as to increase its demand.” According to the above view, a good advertising medium should be one with the following characteristics or qualities:

1. Capable of attracting attention.
2. Capable of instilling a feeling of confidence in the minds of consumers about the product.
3. Capable of arousing the interest of consumers.
4. Capable of stimulating the demand for the goods in the most appropriate manner to avoid confusion.

The term advertisement in this paper is derived from the above definitions. Accordingly, advertisement is the process by which advertisers publicise their goods so as to attract the attention of the public, instill a feeling of confidence in the minds of consumers, arouse the interest of consumers, persuade and cajole customers and to patronise customers so that they can buy a particular good. The summative task of an advertiser therefore, is to attract the attention of his audience by informing them about a product and to persuade and cajole his or her audience to go in for what he/she is advertising. Advertisers in general and the Petty trader in particular uses a variety of language resources such as lexical categories, phrases, clauses, sentences and figurative language just to name but these to entice customers buy what they are selling. In the context of this paper, focus is on the use of deictic and non-deictic categories by these marketers. Of all the businesses operating in Cameroon, one of them is the Petty trader also known as a sole proprietorship or one-man business. There are many Petty traders operating businesses in Cameroonian towns and cities (from personal observation). These marketers hawk a variety of commodities ranging from consumable goods such as apples, tomatoes, onion and biscuits to household appliances such as irons and televisions just to mention but these. Due to the presence of many Petty traders in major markets in towns and cities where competition is very stiff, many of them have taken their businesses to some major national highways not only to gain a market share, but to also keep body and soul together; thus the use of language. The aim of this paper is to examine types of deictic and non-deictic expressions used by the Petty trader on the Douala-Melong high way from August to September, 2023. The study also explores the role played by these indexical and non-indexical expressions in the promotion of goods. This work would be useful to scholars since it could enlarge and widen their knowledge of the relevant use of indexical and non-indexical expressions in the marketing milieu. The objectives of this study are:

- To explore types of indexical and non-indexical expressions used by the Petty trader in the promotion of his/her goods on the Douala-Melong highway.
- To investigate the role, they play in the promotion of goods.

This study is guided by the following research questions:

- What are the types of deictic and non-deictic features used by the Petty trader on the Douala-Melong highway in the promotion of his goods?
- What role do they play in the promotion of goods on Cameroonian highways?

LITERATURE REVIEW

Although there is a good body of literature on advertising discourse in Cameroon (see Fuh, 2011, 2018, Agiam, 1998, Ekane, 2007, Ekelle, 1992, Foneng, 1994, Foncho, 1997, Atemba, 2007, Acha, 2007, Ngu, 2006, Ngum, 1989, Jean, 2013, Ndifor, 2011, Tchhoffou, 2004 & Epie, 2016), when it comes to literature on deixis in the advertising domain, it is lacking or completely absent. This situation is different out of Cameroon because some scholars have documented on the use of deixis in drama (see Kusumaningrum, 2016; Larasati, 2020; Khidhir & Majeed, 2019), movies (see Saputri, 2016; Sasmita, Hardiah & Elfrida, 2018; Siregar, 2020), some in novels (see Jamiah, 2018; Wibowo & Nailufar, 2018; Ayuningtyas, 2019; Sari & Zakrimal, 2020) and others in academic writing (see Triyanti, Irawati & Kuniawani, 2022; Patmo, 2017; Sengul & Eve 1978; Ahmed, 2011 & Fuh, 2024), just to mention but these. In the context of advertising discourse, some erudite have conducted studies on the use of deixis in the marketing of goods (Pangaribuan, Manik and Pasaribu, 2015; Nurfadilla, 2023; Sušinskienė, 2013 & Christopher, 2012). They used varied methods of data collection and analysis and also obtained different results. For example, Pangaribuan, Manik and Pasaribu identified four types of deixis in their study while Nurfadilla, found five types of deictic expressions. Furthermore, Sušinskienė's study indicated that there were three types of dixis used by marketers in the selling of their goods whereas Christopher's analysis demonstrated that 3 main components of this strategy as being *deictic words*, *absolute uniqueness* and *personal pronouns* were also used in the promotion of goods. The above studies further showed that these deictic categories are used to show the location of the products advertised in question, the time the product is being advertised and as a persuasive strategy in creative ways to persuade consumers to buy their products. The above works are similar to the present endeavour in that, they all dwell on the use of deixis as a marketing strategy in the selling of goods by marketers as a whole. However, these studies differ in terms of context and analysis. These researchers limited their analysis only to deictic categories be it time, person, place, social and discourse, whereas this study went beyond that as the researcher looked at deictic and non-deictic features used by the Petty trader in the promotion of goods on some Cameroonian highways.

Abubakar and Abubakar (2023) examined the use of deixis in some selected slogans of automobiles that were enacted to companies. Using the Gracean Cooperative Principle as the

framework of analysis, they found that all four maxims were flouted in the advertising English slogans, while maxims of quality and relation were the most violated in all the instances. It could be understood that automobile slogans utilised a high level of the maxim of manner. The authors confirmed that language is the most important tool of communication and social interaction between one-to-one or one-to-many in the exchange of information, ideas and attitudes, especially in advertisement. Downing (2000) also studied textual and discursive features of advertisements and found that: first, deictic terms play a crucial role in the establishment of a relation between sender and addressee and in setting the situation which starts the world-building process; second, knowledge frames, which are evoked once the deictic parameters are established, contribute to the fleshing out of the worlds depicted in advertisements by evoking conceptual domains which are structured according to the receiver's experience and cultural background. Both deixis and frame knowledge, together with other linguistic textual devices are exploited in advertising discourse in order to create vivid situations which appeal directly to the addressee's attention and interests. To Muniyappa (2019), language is a construct of the society that masses inhabit and these masses actively participate in the construction of a mass culture. This culture calls for distortion of reality and other imperfections. The occurrence of the said language devices reiterate the fact that irrespective of the area, genre or code adopted, advertisements follow and adhere to linguistic conventions which are not evident. Persuasion is an argument that impacts perceptions, attitudes towards people, ideas or the world in general. Persuasive strategies include warrants-one that is adopted to consume, convince, manipulate and coerce. Nurani and Harared (2016) analysed the socio-cultural semiotics that characterise deixis in taglines. The analysis focuses on describing the signifier and signified as well as the meaning of denotative and connotative that characterised the deixis in taglines of various advertisements. Findings showed that the signifiers and signified concepts function to inform, to challenge, to emphasise, and to persuade the consumers as the addressee. The types of deixis occur into such types of pronominal deixis (she, you, I, me), nominal deixis (girl, age, the city), verbal (blow, drive, come, follow, let, change), adverbial (in her face, anywhere, Marlboro country, when you can fly), and grammatical deixis (imperative, statement, interrogative). The denotative meaning is reflected from the use of signifiers that serve the real sense of the product referred to, that is., the commercial product that is divided into categories, man's category, woman's category, and unmarked category. The connotative meaning relates to some cultural values, such as pleasure, masculinity, femininity, passion, luck, beauty, freedom, and the sense of belonging. Ilyas, (2022) investigated the use of deixis in Pakistani TV commercials and concluded that sellers, business owners, or promoters more often use deictic persona to offer service accounts that they have. Persona deixis here involves the use of first person as the speaker and third person as other participants (something offered). The advertisements mostly apply the third person as their objectives to encourage either the viewers or the listeners to access their online market. The promoters also attempt to influence the clients to buy the existing products in their account, which will affect the profit of the owner of the account. In contrast, there is no significant influence on other types of deixis in this situation. They assume that the spatial, social, and discourse deixis do not need to be mentioned in promoting their services.

Just like Pangaribuan, Manik and Pasaribu, Nurfadilla, Sušinskienė and Nurfadilla who limited their studies to deictic features used by marketers in the promotion of their goods, so too is the study of Nurani and Harared, Ilyas, Downing and Muniyappa who equally fail to highlight the role played by non-deictic categories in the promotion of goods which this study seeks to address as demonstrated in the analysis below.

THEORETICAL FRAMEWORK

The analysis of this study is based on Levinson's (1983) theory of deixis. The term deixis is borrowed from the Greek word for pointing or indicating. Yule (1996:9) describes deixis as a way of "pointing through language." According to Crystal (2008: 133), deixis is "a term used in linguistic theory to subsume those features of language which refer directly to the personal, temporal or locational characteristics of the situation within which an utterance takes place, whose meaning is thus relative to that situation; for example, now/then, here/there, I/you, this/that". To Renkema (1993:76) the word, deixis which is derived from the Greek word meaning, to show or to indicate is used to denote the elements in a language which refer directly to the situation. Deixis is "the way in which the reference of certain elements in a sentence is determined in relation to a specific speaker and addressee and a specific time and place of utterance" (Matthews, 1997: 89). This researcher adopts the above definitions as working definitions in this paper.

TYPES OF DEIXIS

The traditional categories of deixis are person, place and time. It is worth noting that there is also discourse and social deixis (following Lyons, 1968, 1977a, & Fillmore, 1971b, 1975).

Person deixis

Person deixis concerns the encoding of participants in the speech event in which the utterance in question is delivered: the category first person is the grammaticalisation of the speaker's reference to himself, second person the encoding of the speaker's reference to one or more addressees, and third person the encoding of reference to persons and entities which are neither speakers nor addressees of the utterance in question. Familiar ways in which such participants-roles are encoded in language are of course pronouns and their associated predicate agreements. For example:

1. *We* going to talk about another product.
2. In addition to this, *they* cannot talk with a person while looking at the person in the face.

Place deixis

Place deixis concerns the encoding of spatial locations relative to the location of the participants in the speech event. Probably most languages grammaticalise at least a distinction between proximal or close to speaker and distal or non-proximal, sometimes close to addressee. Such distinctions are commonly encoded in demonstratives as in English *this* versus *that*, and in deictic adverbs of place like English *here* and *there*. For example:

1. Madam, your onion is *here*.
2. Mother *from Kekem* has come.

Time deixis

Time deixis concerns the encoding of temporal points and spans relative to the time at which an utterance was spoken or a written message inscribed. Time deixis is commonly grammaticalised in deictic adverbs of time like English *now* and *then*, *yesterday* and *this year*, but above all in tense. For example:

1. Restore federation *now* or face revolution *later*.
2. I said it *Yesterday*. I say it *today*. And I will say it *tomorrow*. There is no Anglophone problem.

Now, later, yesterday, today, tomorrow are examples of deictic expressions of time. They show the opinions of the two speakers in the two sentences.

Discourse deixis

Discourse or text, deixis concerns the use of expressions within some utterance to refer to some portion of the discourse that contains that utterance (including the utterance itself). There are many words and phrases in English that indicate the relationship between an utterance and the prior discourse. Examples are utterance-initial usages of *this*, *that*, *but*, *therefore*, *in conclusion*, *to the contrary*, *still*, *however*, *anyway*, *well*, *besides*, *actually*, *all in all*, *so*, *after all*, *because*, *until*, *yet* and *till* to name but these. It is generally conceded that such words have at least a component of meaning that resists truth-conditional treatment (Grice, 1975; Levinson, 1979b). Discourse deixis has to do with the encoding of reference to portions of the unfolding discourse in which the utterance which includes the text referring expression is located as demonstrated in these examples below.

1. You love *this* woman.
2. *That* is true.

In the sentences above, that in sentence 2 refers to or points back to the woman.

Social deixis

Social deixis concerns the encoding of social distinctions that are relative to participant-roles, particularly aspects of the social relationship holding between speaker and addressee or speaker and some referent. Social deixis concerns “that aspect of sentences which reflect or are determined by certain realities of the social situation in which the speech act occurs” (Fillmore, 1975:76). Here we shall restrict the term to those aspects of language structure that encode the social identities of participants (properly, incumbents of participant-roles), or the social relationship between them, or between one of them and persons and entities referred to. There are two basic kinds of socially

deictic information that seem to be encoded in languages around the world: relational and absolute. The relational variety is the most important, and the relations that typically get expressed are those between:

- i. Speaker and referent (e.g. referent honorifics)
- ii. Speaker and addressee (e.g. addressee honorifics)
- iii. Speaker and bystander (e.g. bystander or audience honorifics)
- iv. Speaker and setting (e.g. formality levels)

Examples of social deixis include:

- i. I am called Barack Obama, the 44th *President* of the United States of America.
- ii. The *father* who sells his things at a give away price has come.

The words *President* and *father* show that the two people are socially different in terms of social class. *President* is superior to *father*. This deictic category distinguishes the two people in terms of their social status.

METHOD AND ANALYSIS

This research was conducted by using descriptive qualitative method. The observation technique and random sampling were used to collect the sample of data from Petty traders selling a variety of products like toothpaste, biscuits and African traditional medicines to name but these on the Douala-Melong highway. This method helped the researcher to identify, study and collect the required information related to the study. A total of four Petty traders were observed how they sell their goods on the Douala-Melong highway when this researcher travelled from Douala to Melong and from Melong to Douala as a passenger. During the two trips that were made on this particular highway, the researcher observed how these marketers make use of deictic and non-deictic categories to woo their potential customers to buy what they are selling. This exercise was conducted in the month of August and September, 2023. After observing these Petty traders display their products to their customers, the researcher identified deictic expressions, classified them in terms of types, counted the occurrence of each type of deictic expression and also found the most dominant type they use and why they use it when they are advertising their goods to passengers in these buses.

RESULTS

As a reminder, this work set out to explore the types and frequencies of deictic categories used by Petty traders on the Douala-Melong highway. It also looks at the significance of these deictic and non-deictic categories used by these marketers in the promotion of their goods. The analysis of the facts reveals the use of deictic and non-deictic categories as illustrated below.

*Table 1**Types of deixis used by Petty traders on the Douala-Melong highway when selling their goods*

Dexis	Words	Frequencies	Total
Person deixis			
First person	I	40	
	Me	4	
	We	6	
	Us	4	
Second person	you	30	
	your	10	
	our	4	
Third person	he	4	
	his	3	
	him	8	
	their	6	
	they	2	
Indefinite Pronouns	everybody	6	
	Many	2	
	Nobody	2	
	Anyone	4	
Interrogative Pronouns	who	6	141
Place deixis	this	12	
	here	7	
	in this bus	8	27
Time deixis	now	10	
	tomorrow	3	13
Discourse deixis	that	1	
	because	4	7
	but	1	
	or	1	
Social deixis	Almighty God	1	
	President	1	
	madam	11	
	Sir	1	
	Mr	8	
	Grandfather	2	
	Grandparents	3	
	Junoir	1	
	Children	2	30
			Total= 218

There are five types of deictic categories from the analysed data above as discussed below.

Person Deixis

The first deixis found in the discourse of the Petty trader on the Douala-Melong highway is person deixis. There are different types of deictic expressions in relation to person deixis such as: *I, me, us, he, his, their, you, your, him* which show the person refers to the Petty trader, and the customers of the Petty trader. These deictic categories are used to indicate and classify the different actors involved in the marketing domain. Person deixis is used for these reasons. First, to introduce the Petty trader to his customers, so that they should know who is talking to them. Second, to show the love the Petty trader has for his customers. This explains why he/she took some time to come and share his products and the knowledge he/she has about these products with his/her customers. Third, to show how kind and polite this marketer is. Pronouns of the first and second person: “I, you, we and us” outnumber the other pronouns as used by the Petty trader in his adverts. This is because “I, you, and we” help to create a friend-like intimate atmosphere between the seller and the buyer. Besides, such pronouns help move and persuade the audience. They make the public to believe in what this advertiser is selling. Advertisements with lots of pronouns of the first and second person are called gossip advertisements. Here, gossip has not the least derogative meaning. It originated from old English *god sib*, meaning friendly chat between women. Advertisements in form of talking with friends, closely link the advertisement and the audience. The audience will easily accept a product, a service or an idea as if a good friend recommended them. The use of second addresses “you” tends to shorten the distance between the product or the producer and consumer, as if the producer or the advertiser is speaking to you face to face, (as it is the case of the Petty trader) making sincere promises and honest recommendations. By doing so, the advert slogans stand a better chance to move the receiver or customer to action, because the receiver feels that he/ she is being thought of and taken care of and that he/ she is the centre point of the product. It is worth mentioning that deictic expressions are used either in the form of the speaker or to addresses. These words are categorised into three namely: first, second and third person deixis. This study demonstrates the use of first, second and third person deixis as illustrated in the bold words in the examples below:

1. **I** am called Barack Obama, the 44th President of the United States of America.
2. Ladies and gentlemen, you are all welcome to Garanti travelling agency. **I** know places are very hot. **I** also know that you are very tired. I pray that you accord me five minutes of your time.
3. ‘Make we share the word of God’ (Let **us** share the word of God).
4. ‘Today, the love weh I get for wena don make me for introduce this product for all man.’ (Today, the love which **I** have for you has made **me** to introduce this product to everybody’).

I and *me* in the sentences above refer to the Petty trader. The marketer uses these linguistic markers to introduce himself and also, to welcome his audience as they embark on their journey all in an

attempt to win the hearts and minds of the people in front of him so that he can sell his products. These linguistic markers further demonstrate that he loves his neighbours, reason why he wants to share first, the word of God with them and second, the knowledge he has about the products he is selling so that they can also benefit from it.

Second Person Deixis

Second person deixis is used to talk to the customers of the Petty trader as seen in the bold words in the examples below from the collected corpus.

1. *As I said before, I know **you** have been sitting for a very long time. I pray that **you** give me just five minutes of your precious time.*
2. *‘**You** get fine voice but you no fit sing because people go collapse.’ (**You** have a fine voice but **you** cannot sing because people will collapse).*
3. *Ladies and gentlemen, the product **you** have just tasted is produced from a natural plant called cocoa. **You** all know what is cocoa. Cocoa is used in the production of so many things like biscuits, chocolate and sweets.*
4. *If **you** want sweets for fifty francs, **you** will have ten sweets and with 25 francs, **you** will have five sweets.*
5. *Thanks for the time **you** have given to me and safe journey. May the Almighty God protect **you**.*
6. *Bible talk say love your neighbour as you love yourself.’’ (The bible says love **your** neighbour as **you** love yourself).*
7. *‘‘A beg make we try love our neighbour.’’ (I plead that we should try and love **our** neighbour).*
8. *I know that there are many people who are going to their houses and it is not good that when you get to **your** house and **your** child says, ‘‘Mama/Papa what have you brought for me?’’ You will not have anything to offer to **your** child or even to **your** neighbour.*

Second person deixis is used to appreciate the passengers who gave listening ears to the Petty trader to market his products even though they are tired. It is also used to explain to the passengers the product the marketer is selling and the benefits of the said product. In addition, this device is used to advise those who have fine voices but cannot sing because of the odour in their mouths to buy the product he is selling so that they can sing whenever and wherever they like. Person deixis is used to caution the passengers to love their neighbours. This is because, through love, one can have everything in this world just like this Petty trader who showed love to his neighbour when he was travelling one day by supporting the head of a lady with his shoulder when she fell asleep. This act made him to gain things he had never had each time he travels. This Petty trader went home on this particular day with a shopping bag of bread for the first. This is what love can do. Finally, person deixis is used to advise the passengers to buy what the marketer is selling. This is because it won't be good that they reach their homes and they are unable to give something to their children or even a neighbor.

Third Person Deixis

This deictic category is applied when the Petty trader uses it in the singular form to talk about other people as demonstrated in the bold words in these examples from the collected corpus:

1. *If you buy this product for your grandfather, **he** will give all **his** property to you.*
2. *This sweet will make your child to be very intelligent. **He/She** will always be the first in class.*
3. *I know that there are many people who are going to **their** houses and it is not good that when you get to your house and your child says, “Mama/Papa what have you brought for me?” You will not have anything to offer to your child or even to your neighbor.*

Third person pronoun is used in the first sentence to show what will happen to the person who will buy the product this Petty trader is selling. The grandfather will, will all his property to this person. This is to show how effective this product is. Furthermore, the sweet in the second sentence will make the child of the person who is a slow learner to always be the first in his/her class. This also shows that the product in question is very good for everyone, irrespective of age and gender. Their is used in the third sentence to urge parents travelling home to try and buy something for those who are at home. Reason why they should not go home empty handed because those at home know that they will bring something for them.

Indefinite Pronouns

Another form of person deixis identified in this study which is different from the traditional person deixis is the use of indefinite pronouns. The collected data indicates the use of indefinite pronouns by the Petty trader in the marketing of his/her product on the Douala-Melong highway. Indefinite pronouns serve as general subjects in sentences and present general statements. Examples include: all, another, any, anyone, both, each, either, everybody, everyone, everything, few, many, neither and none. The Petty trader makes use of indefinite pronouns as indicated in the bold expressions below to show that what he is selling is not limited to a particular class of people but is meant for everybody as seen in these sentences from the collected data.

1. *“Today, the love weh I get for wena don make me for introduce this product for all man.” (Today, the love which I have for you has made me to introduce this product to **everybody**”).*
2. *“Now I wan say make all man taste” (Now I want **everybody** to taste).*
3. *This product is good for **everybody**, pregnant women and even babies.*
4. *There are so **many** people in this bus who cannot say good morning to their wives, to their husbands or neighbours because their mouths have an odour.*
5. ***Any** other person will buy it for one thousand francs.*
6. ***No body**?*
7. *“Man weh e no fit live without beer, panacea fine for you” (**Someone** who cannot live without beer, panacea is good for you).*

Interrogative Pronouns

The interrogative pronoun is another form of person pronoun identified in this study. Interrogative pronouns are used to ask questions. Examples include: who, what, which, whose, whom, whoever and whomever. One of the techniques used by advertisers to persuade the public go in for what they are selling is the use of interrogative pronouns. The collected data shows that the Petty trader has used this pronoun to persuade his target audience to buy what he is selling as seen in the bold words in the sentences below:

1. **Who** has not had his own product?
2. **Who** again needs this product?
3. **Who** wants any of these combinations?
4. **Who** can tell me how this product is used? The person who answers my question will have a gift.

Time Deixis

The second type of deixis identified in this study is time deixis. Cruse (2000) states that time deixis or temporal deixis gives a referent point to interval time axis of the utterance. The time involves before, at the moment, and after the time of the utterance, the forms are likely now and then. The words in bold are examples from the corpus:

1. *If there is a person here with a hole in his/her tooth, let the person indicate and I will remove it here and **now** with my two fingers in two minutes.*
2. *Doubting Thomas should try and see if I will not remove it **now**. I mean **now** and not **tomorrow**. If I do not remove it, I will jump through the window of this bus and die.*

Time deixis is used to illustrate how effective the product the Petty is selling is. Furthermore, he uses this device to encourage and persuade those who are sitting on the fence to change their minds and buy what he is selling.

Place Deixis

The third category of deixis found in this study is place deixis. Place deixis is used to show a visible place or location. It is also used to clarify where something is or can be found. Place deixis is used to convey information through the form of location and space that is known from the relative location of the speaker's place (Asmarita & Haryudin, 2019). Specimens of place deixis include: this, that, there, here, outside, inside, on top of, etc. Adverbs are further ways by which goods are advertised by advertisers. The Petty trader also makes use of place deixis through adverbs as a marketing strategy to win the minds of his target audience. The culled data reveals that the Petty trader makes use of place deixis in terms of adverbs as indicated in the bold words below.

1. *One packet **in this bus** is going to cost 700 francs.*
2. *If there is a person **here** with a hole in his/her tooth, let the person indicate and I will remove it **here** and now with my two fingers in two minutes.*
3. ***This** product is good for everybody.*

4.If you buy **this** product for your grandfather, he will give all his property to you.

5.**This** product is very small but very powerful. It is called petit kiriku.

6.**This** sweet will make your child to be very intelligent. He/She will always be the first in class.

7. ‘**This** product di cure bele bite, cough, headache, gastritis, wound, sexual weakness...’ (This product cures stomach bite, cough, gastritis, wound, sexual weakness...).

8. **This** product is good for everybody, even children.

The above adverbs tell the target population where the products in question are sold. They tell the target population that they are near the goods. As a matter of fact, they need not to go far in order to buy the products advertised in question as they can see them. Furthermore, the cure the patient has been looking for is near him or her as seen in sentence 3, 4, 5, 6, 7 and 8 in the bold words above. The Petty trader also makes use of place deixis through demonstrative pronouns when advertising his goods to point out these goods to his target audience and to showcase the goodness of his products and the kinds of diseases the product can cure.

It is believed that such a discourse will persuade the target audience to buy what is being sold.

Discourse or Text Deixis

The fourth category of deixis identified in this study is discourse deixis. Discourse or text, deixis concerns the use of expressions within some utterance to refer to some portion of the discourse that contains that utterance (including the utterance itself). In the context of the present study, we are going to consider the following discourse or text deixis.

Cohesion and Coherence

Another device used by marketers in the marketing of their products is cohesion and coherence. A work on textual structure by Halliday and Hasan (1976) shows cohesion as the logical linkage between textual units. Cohesion is marked by connectives such as: and, but, or, so, because, either...or, neither...nor, for, whereas etc. Each piece of the text must be cohesive with the adjacent ones for successful communication. In the context of this work, the Petty trader also makes use of this linguistic feature when advertising his goods on the Douala-Melong high way. He does so because he wants to successfully persuade his target audience buy what he is selling. The bold words in the sentences below are some examples from the collected corpus:

1. ‘You get fine voice but you no fit sing because people go collapse.’ (You have a fine voice **but** you cannot sing because people will collapse).

2. Some of us here have an everlasting wound **that** cannot get dry.

3. There are so many people here who cannot say good morning to their wives, to their husbands or to their neighbours **because** their mouths have an odour.

4. You born Junior **but** he comot resemble na neighbor. (Junior is put to birth, **but** he resembles the neighbor).

These cohesive ties as used by the Petty trader do not only make his discourse coherent, but they are also used to give reasons why these people should buy the products in question. For example, just the fact that you have a fine voice but you cannot sing because of mouth odour is bad, thus finding a solution to your problem in front of you should make you to grasp it without any further thought.

Social Deixis

The fifth type of deixis found in the discourse of the Petty trader on the Douala-Melong highway is social deixis. This deictic expression is used to reveal the social class or the status of the different people the Petty trader is selling his products to. Social status is also used as a marketing strategy to convince these people to buy the goods of this vendor. For example, imagine Barack Obama, the President of the United States marketing goods in a bus. Everybody will want to buy what he is selling because he is a very important personality, the President of the United States. Similarly, this vendor uses this title to woo the people in front of him to buy what he is selling. Social deixis is divided into two. We have the use of titles and kinship terms as exemplified in the bold words in the sentences below:

1. **Madam**, this medicine is good for you.
2. If you give this medicine to your **grandfather**, he will give you all his property.
3. **Sir**, make your wife happy today.
4. I am Barack Obama, the 44th **President** of the United States of America.
5. "After this treatment, Madam no go slap Junior again talk seh, "as useless as your father." (After this treatment, Madam will not slap **Junior** again and say, "as useless as your **father**").
6. This product is good for everybody, even **children**.

Non-Deictic Categories

Petty traders selling on the Douala-Melong highway also make use of non-deictic categories to win the hearts of their potential customers as discussed below.

Songs

One of the non-deictic category used by some Petty traders when marketing their goods on the Douala-Melong highway is the use of songs. These songs are mostly Godly songs sung to thank God for making those present in the bus for seeing another day. This is because not everyone who sleeps at night gets up the next day. So, for these people to be alive and are travelling, they need to thank God. Furthermore, this device is used to show that this marketer cares for his customers. Because he cares for them, this makes them to buy what he is selling because they see him as a brother and a friend and not just someone who is out to disturb their peace as seen in this song.

In the morning, early in the morning, in the morning I will rise and praise the Lord.

In the morning, early in the morning, in the morning I will rise and praise the Lord.

Good morning Jesus, good morning Lord, I know you come from heaven above

The Holy Spirit is upon the throne

Good morning Jesus, Good morning Lord.

Prayers

If there is anything that men need most in this 21st century is protection and peace. These two elements that the world is looking for today can only come from God. It is the wish of every person that when he/she sleeps at night, he/she should get up in the morning. It is the wish of anyone that when he/she leaves the house in the morning, he/she comes back safe and sound. This can only happen when that person is covered by the blood of Jesus. That is, this can only happen when that person is covered by God through prayers. The Petty trader is conscious of this, thus he/she uses prayers to attract the attention of his audience to himself so that when he is advertising his goods to them, they will give him listening ears. Prayers is also used as a weapon of persuasion to convince potential customers to buy what he/she is selling as seen in this prayer below.

“Papa God weh de for heaven, we thank you for this day. We thank you say you don make we for see today. Plenty people dem bi sleep last night but they no bi able for wake up like we way we de inside this motor now so. Papa God, we say thank you. The fact say we still de alive no mean say we better pass tthat people way don die. Na because of your love and merci way we still be alive. No bi because we be good people them. No. As your pikin them di travel this day, I pray say make them travel safely. A cover this motor, the driver and all man inside this bus with the blood of Jesus. A cover the road with the blood of Jesus. A destroy all the wicked plans of blood suckers and their Pa Satan with the blood of Jesus. Thank you God as you don answer our prayers in Jesus name we pray. Amen.”

Father God who is in heaven, we thank you for this day. We thank you for making us to see this day. Many people slept last night but they were unable to wake up like us in this bus now. Dear God, we say thank you. The fact that we are still alive does not mean that we are better than those people who have died. It is because of your love and mercy that we are still alive. It is not because we are good people. No. As your children are travelling this day, I pray that you should grant them journey mercies. Cover this car, the driver and all the people in this bus with the blood of Jesus. I cover the road with the blood of Jesus. I destroy all the wicked plans of blood suckers and their father Satan with the blood of Jesus. Thank you God as you have answered our prayers in Jesus name we pray. Amen.

It could be said from the above prayer that the people who listened to this marketer will certainly buy his/her products because he prayed for them telling God to grant them journey mercies.

Facial Expressions

Petty traders always make use of facial expressions when selling their products on the Douala-Melong highway as was observed during this study. It was realised that these marketers make use of facial expressions such as blink of the eye, eye contact, smiles and laughter. Blink of the eye and eye contact are used to reassure the customers that the Petty trader is not lying. Smiles and

laughter are also used to maintain a friendly atmosphere with the passengers. This enables the Petty trader to use language and convince them to buy what he is selling. More to this, it was also noted that the Petty trader to further reassure his potential customers that what he is selling is good, he always nodded his head like a lizard that has fallen from a tree each time he says something about the product to affirm that the product is good, effective and for every class of society.

RESULTS

This paper set out to explore types of deictic and non-deictic features used by the Petty trader on the Douala-Melong highway and the role they play in the promotion of goods. The analysis revealed five types of deictic expressions used by Petty traders in the promotion of their goods. They are person, place, time, discourse and social deixis. Person deixis is the dominant category with 141 occurrences. Person deixis is subdivided into first person with *I* having 40 occurrences, followed by *we* with 6 manifestations and the least being *me* and *us* with 4 occurrences each. Another type of person deixis is second person deixis with *you* having 30 occurrences, *your* with 10 incidents and *our* with 4 manifestations. The third type of person deixis is third person. The highest category here is *him* with 8 appearances, *their* 6, *he* 4, *his* 3 and the least being *they* with 2 occurrences. Another form of person deixis identified in the analysis is indefinite pronouns, with *everybody* featuring 6 times, followed by *anyone* with 4 and *many* and *nobody* 2 times each. The last type of person deixis equally identified in the discourse of the Petty trader is *who* with 6 occurrences. The second dominant type of deixis used is social deixis with 30 occurrences. It is subdivided into titles and kinship terms. *Madam* is the highest social deixis in terms of titles having 11 occurrences, *Mr* 8, and *Sir*, and *Almighty God*, *President*, and *Junior* with 1 rating each. *Grandparents* is the highest kinship term with 3 exhibitions, *grandfather* and *children* with 2 expressions each. The third dominant category of deixis from the analysis is place deixis with 27 appearances. Place deixis is subdivided into *this* with 12 ratings, *in this bus* with 8 and *here* with 7 appearances each. The fourth type of deixis used in this study is time deixis with *now* occurring 10 times and *tomorrow* with just 3 appearances. The least type of deixis used in this study is discourse deixis with *because* featuring 4 times, and *that*, *but*, and *or*, once each.

The analysed data also demonstrates that the Petty trader also makes use of non-deictic categories such as prayers, songs and facial expressions such as eye contact, blink of the eye, smiles, laughter and body language such as a nod of the head. These deictic and non-deictic expressions put together play a great role in convincing the customers of the Petty trader to buy what he is selling each time he proposes his goods to passengers on board any travelling agency like Garanti Express and Moghamo Express just to name but these plying the Douala-Melong highway.

The above findings diverge from the one of Serrano (2018) who found that the distribution and usage of the clitics *te* and *se* reveal different persuasion strategies in advertising discourse. In general terms, *te* is used when a special deictic meaning is needed, such as indexing the second person as a potential consumer of the product or idea, whereas, *se* tends to appear in utterances that

describe the general and objective benefits of the product or idea advertised, denoting desubjectivised meaning. More so, Maharani and Yatima's (2019) study also differ from the above one in that the authors demonstrate that persona deixis involves first person as the speaker and third person as other participants (something offered). Advertisements mostly apply the third person as their objects to encourage either the viewers or the listeners to access their online market. The promoters also attempt to influence customers to buy the existing products in their accounts, which will affect the profit of the owner of the account. In contrast, there is no significant influence on other types of deixis in this situation. They assume that spatial, social, and discourse deixis do not need to be mentioned in promoting their services. The two studies further differ from the above one in that these critics did not examine non-deictic categories such as prayers, songs, facial expressions and body language used by marketers in the marketing of their goods which is the preoccupation of this study.

IMPLICATION TO RESEARCH AND PRACTICE

Human beings as a whole and marketers in particular use language on a daily basis and in different forms to make their markets and goods known to potential customers. One of such language forms that these business men and women use in their discourse is deictic and non-deictic categories. This study is therefore of great value to marketers, scholars, linguists and the public in that it offers them the opportunity to know the types of indexical expressions such as person, time, place, discourse and social and non-indexical features such as songs, prayers, and facial expressions such as eye contact, blink of the eye, smiles, laughter and body language such as a nod of the head, used by the Petty trader in the marketing of his goods on the Douala-Melong highway thereby not only gaining a market share, but he is also able to make a living from what he does. The study further exemplify that to better capture the attention of people in the marketing domain, marketers should employ deictic and non-deictic categories in their discourse. These features will make the marketer to capture the attention of a wider audience, therefore more market shares. The study also makes the public to know the types of deictic and no-deictic categories used by the Petty trader so that when they are faced by this marketer, they should not easily fall into his trap. It is believed that this study will make the public to know the type or types of indexical expressions to use when they want to market a product. In the same vein, the study also reveals to the reader the vocabulary used by marketers through indexical expressions and their importance in the marketing domain.

CONCLUSION

This paper explored indexical and non-indexical expressions used by the Petty trader on the Douala-Melong highway from August to September, 2023 in the marketing of his/her products. The findings indicated that five types of indexical expressions were used during this period. They include person, time, place, social and discourse. The study also demonstrated the use of non-deictic categories such as prayers, songs, facial expressions and body language. Person deixis is used to identify the marketer and his/her customers, place dieix shows that what they are looking

for is near them, time deixis is used to illustrate how effective the product in question is and social deixis is equally used to demonstrate that the product is for all classes of people and what the person who buys this product will benefit if he shared it with the grandparents. Discourse or text deixis is used to link the discourse of the Petty trader, and also to caution the people to buy what is being sold at the moment. Non-deictic expressions such as prayers and songs exemplify the love this seller has for the people who are travelling. They were also used to attract the attention of the passengers to the seller. Facial expressions and body language are used to reassure the customers of the authenticity of the products he/she is marketing.

The researcher concludes that the Petty trader in particular and marketers as a whole should make use of indexical and non-indexical expressions in their discourse as they display and market their goods and services so that they can gain a market share and also keep body and soul together.

SUGGESTIONS FOR FURTHER RESEARCH

Human beings use indexical expressions every blessed day in their discourse for different purposes depending on the context too. This study has examined the use of indexical and non-indexical expressions in the discourse of the Petty trader on the Douala-Melong highway in Cameroon. It has also shown why they use these linguistic categories in the marketing of their goods. This study limited itself to the Petty trader and only one road in Cameroon. However, researchers can still conduct research on the use of indexical expressions by Petty traders on Cameroonian roads so as to draw a logical conclusion on the role played by indexical expressions in the discourse of Petty traders on Cameroonian highways. Furthermore, a contrastive study could be carried out on the use of indexical expressions by the Petty trader in Cameroon and another Petty trader in another country. Lastly, researchers can also conduct research on the use of indexical expressions by multinational companies in any part of the world.

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