Dra. Majo PALLARÉS-I-MAIQUES
University of Alicante. Spain. majo@gcloud.ua.es. http://orcid.org/0000-0002-1677-978X

Deixis of interface or how to improve advertising writing on the Internet

Deixis de interfaz o cómo mejorar la redacción publicitaria en internet

Abstract

More and more disciplines are focused on how we use language. So does advertising that today needs to generate more conversational content. This article begins on a study about the use of deixis in advertising writing on the Internet. Deixis is a linguistic phenomenon typical of face-to-face conversation. This work shows that the most dialoguing announcements -with more deixis- are better valued. On the other hand, the classification of deixis according to the information it reports continues to admit discussion. Beyond the deixis of person, place and time, the taxonomy varies, according to authors, with the incorporation or exclusion of categories such as discourse, manner, courtesy, or degree. This article proposes the inclusion of interface deixis. The corpus, studied through an adaptation of lexicometry is composed of the texts of 24 ads for Internet that competed in the Festival el Sol. As a main contribution, this article presents the interface deixis that is revealed not only as defining and necessary in advertising writing on the internet, but as an award winner. Likewise, there is evidence that, on the Internet, the patterns of use of deixis are significantly different from those of face-to-face conversation, those of other environments and those of other types of discourse.

Resumen

Cada vez más disciplinas se fijan en cómo usamos el lenguaje. También la publicidad que hoy necesita generar contenidos más conversables. Este artículo parte de un estudio sobre el uso de la deixis en la redacción publicitaria en internet. La deixis es un fenómeno lingüístico característico de la conversación presencial. Ese trabajo muestra que los anuncios más dialogantes -con más deixis- son mejor valorados. Por otro lado, que la clasificación de la deixis según el referente señalado sigue admitiendo discusión. Más allá de las deixis de persona, lugar y tiempo, la taxonomía varía, según autores, con la incorporación o exclusión de categorías como discurso, manera, cortesía o grado. El corpus estudiado mediante una adaptación de la lexicometría se compone de los textos de 24 anuncios para internet que concursaron en el Festival el Sol. Como aportación principal, este artículo presenta la deixis de interfaz que se revela no solo como definitoria y necesaria en la redacción publicitaria en internet, sino como coadyuvante para conseguir premios. Igualmente, surge la evidencia de que, en internet, los patrones de uso de la deixis son sensiblemente diferentes a los de la conversación presencial, los de otros entornos y los de otros tipos de discurso.

Keywords
Advertising writing; conversation; deixis; interface deixis; Internet; interactive advertising

Palabras clave
Redacción publicitaria; conversación; deixis; deixis de interfaz; internet; publicidad interactiva

1. Introduction

In recent years there has been ever more interest in how language is used, not only come from a linguistic perspective, but also psychology, marketing, robotics, journalism and sociology are just some of the other disciplines that have focused on the way in which we use language. Advertising is interested in finding out how to use language in persuasive communication because it is aware that, above all online "*Markets are conversations*" (Levine; Locke; Searls and Weimberger 1999). Language must be used in such a way that it makes recipients believe they are having a conversation. Also, the widespread use of communicating with digital resources entails amending advertising strategies in order to reach different audiences (Del Moral Pérez; Villalustre Martínez and Neira Piñeiro, 2016: 2). The audience -or the consumer- has become the focus and it is essential to provide contents that interest them (Rodríguez-Rabadán Benito, 2021: 32). Indeed, with widespread use of the Internet, the one-way communication model has given way to collaborative practices. In the words of Scolari, Navarro Güere, Pardo Kuklinski García and Soriano (2009: 160) the preponderance of the "one-to-many model has been halted up to a certain point by the *many-to-many* logic". Indeed, it now surpasses one-way traditional advertising communication. This is not only because we are all connected online (by which we become the media), but because users are those who spread messages (Searls and Weinberger, 2015). Nowadays, this trend has already gone beyond the Internet barrier. It has now become established with integrated advertising whose orchestrated advertisements reach their target market by means of different devices (Maestro-Espínola; Cordón-Benito and Abuin-Vences, 2019). Therefore, we can now find a language which beckons the recipient to engage in conversation, and even to interact with the sender, in mass media or above the line advertisements (Pallarés-i-Maiques, 2015).

"Advertising communication partly consists in stimulating the audience to desire products which are on the market. This is carried out by means of a symbolic representation of goods, services or ideas" (Bonales-Daimiel and Mañas-Viniegra, 2021: 229). However, nowadays, advertisers cannot impose themselves on the audience. That is, communication cannot be one-way (Bermejo-Berros, 2020: 218) it must not be overbearing, but rather must invite users to participate by encouraging interactivity (Del Moral Pérez *et al.*, 2016), hence, the importance advertising media give to include their audiences in their advertising (Curto, Rey and Sabaté, 2008: 205). Indeed, a revolution has occurred in advertising culture which derives from Post-advertising. This has gone from compartmentalised advertisements which are almost always one-way to pieces which flow, grow or dwindle according to the will of the receiver; from a monologue about a brand to advertising with conversation; from campaigns made up of highly controlled communication pieces to communication on social meeting places (Solana, 2010). In short, this is advertising which is largely based on enabling fluid dialogue with the target. (Aced-Toledano and Lalueza-Bosch, 2016; Capriotti, Zeler and Oliveira, 2019; Castelló-Martínez and Barrilero-Carpio, 2021; Gómez-Vásquez, 2013; Mariano-Da-Rocha-Barichello and Scheid, 2017; Pallarés-i-Maiques, 2017; Zeler and Capriotti, 2019) Therefore, dialogicity helps bring brands and audiences closer. It also enables relationships to be established and maintained between both and has become one feature of this new advertising (Bermejo, 2013; Castelló Martínez, del Pino Romero, and Tur-Viñes, 2016; Fernández, Alameda and Martín, 2011; Garrido, Fernández and Baños, 2014).

At present, studying how to use language so that advertising texts are more conversational may be of interest both for theorists and professionals. Therefore, a study has been proposed on how deixis is used as a typical conversational feature (Marimón, 2008), in advertising discourse on the Internet. The analysis of the deixis concerns "how languages encode or grammaticise features of the context of an utterance or the event of speech" (Levinson, 1989: 47). A study of the deixis can show the grammar in a language and what use is made of it. The deixis is not a novelty brought by a discourse analysis, pragmatics or enunciation theory. Greek and Latin grammar already recognised some terms were specific and only became meaningful within the context in which they were uttered. The deixis today, is defined as a particular reference system which indicates common elements for senders and receivers, involves the subject in the discourse and relates it to the discourse itself, with the context and their interlocutors (Benveniste, 1974; Cifuentes, 1989; Culioli, 1973; J. Lyons, 1980; Williams, 2020). "A text is always the result of an utterance of a speaker in relation to a context and recipient" (Marimón, 2008: 113). Of course, not all reference expressions are deictic, whose meaning is determined by the communicative situation. The special situation which categorises it within the deixis is its egocentric orientation, from the plane of the "I" who makes the utterance (Lavandeira-Rojo, 2015; Lyons, 2015; Pastor, 2017; Vicente Mateu, 1994). Only the combination of reference and egocentricity enables a unit or linguistic expression to be considered as deictic.

The deictic system which anchors the text in the communicative circumstances makes up the deictics and the deictic expressions. The former are words, such as, for example "I" "here" or "now" which have a temporary meaning which varies according to the reference in each specific utterance. Deictics are versatile and economic linguistic expressions or units: firstly, they are open terms whose reference is not set a priori, but rather are established every time they are used; and secondly a small number of them may allude to an unlimited number of entities in the world (Bosque *et al.*, 1999: 931). Deictic expressions,

however, are noun phrases which work exactly like deictics. The deictic expression, "last week" for example, has a meaning which varies according to the reference in each utterance, depending on when it is stated. The interlocutors need to share the communicative situation so that the references are recognised. Here it is inferred that the deixis is - above all, albeit not exclusively - characteristic of presential conversation. "The starting point of every deictic system is a face-to-face situation in which a speaker and listener alternate their roles during a communicative process…" (Marimón, 2008: 114). Deixis in advertising texts, indicate shared elements which the audience may perceive which creates the illusion of having a conversation with the brand.

Every language has its deictic system to express reference. The words which make it up introduce the context in the discourse and partially turn it into meaningful verbal learning. Just as in the context references found in different order-locative, time... this also occurs with the type of deixis which identify them. However, there is no total consensus on establishing a classification of the deixis according to the type of information provided or the kind of reference indicated. All theorists accept person, time and place deictics. Some also consider text deixis (Pastor 2017: 83) apart from courtesy (Lavandeira-Rojo, 2015: 237; Levinson, 1989: from page 47 onwards.) - which others reject or reclassify - discourse as a subtype of place deixis, for example (Campos, 2004: 195; Cuenca, 2008: 34-37; Ribera, 2007; Ribera i Condomina, Marín and Alturo 2018: 19). In turn, Rauh 1983, Vanelli 1992 and Nogué Serrano 2008 consider manner deixis, apart from distinguishing between deictics and deictic uses. The "new Grammar of the Spanish language. Morphology. Syntax I" (RAE and AALE, 2009:1976) adds quantitative or degree deixis. In this article the deixis taxonomy is understood from an open-minded and comprehensive perspective which recognises these 7 non-exclusive types: the same word can house different types of deixis. In this way, "bring" contains a person, courtesy, time and locative deixis.

The deictic system is organised egocentrically from a centre or point 0 which coincides with the speaker (I, person deixis), with time (now), and place (here), manner (in this way) and degree (to such an extent). This way, the speaker reports the point of discourse of the utterance and the hierarchy or social proximity of the one making it (Lavandeira-Rojo, 2015). From this point, the deictic system is organised into proximal- distal structures which may be ternary-or binary- (Stradioto and Maldonado, 2018). Therefore, the 3 persons start from the centre represented by the speaker (I) which is related to a close interlocutor (you) and even with someone further away (he/she). The time deixis is centred at the time the utterance is made (now, today) and from there it is related to before or afterwards: we could say the same about discourse deixis. Likewise, place deixis comes from spatial coincidence with the speaker (here) and from this point it expresses proximity and distance; degree is organised into states which start from equality, and from which point denotes inferiority and superiority. From this point 0 in the coordinates of the communicative situation, speakers stamp their own subjectivity onto the discourse. Deictics are "revealing linguistic forms" of subjective experiences" which enable the language to become discourse. "These are elementary categories, which are independent of all cultural determination and where we see the subjective experience of the subjects which are set and placed in the language and by it" (Benveniste, 1974: 70).

The deixis principle extends to all marking operations which the one making the utterance makes in relation with oneself (egocentrically) in the utterance(dialogically). However, the communicative context is not always a face-to-face conversation, nor even the written discourse by one of the interlocutors which is read by another/others. In electronic communication, users also need to indicate the context, whether this be the screen of the device or any virtual space created for it (Lyons, 2015: 29). This includes copywriting texts by which commercial brands target their audiences online. Hence references and referers- or the use of the deixis enables interactivity to be exploited. This makes the Internet stand out as a communication media and advertising vehicle. This feature enables dialogue both in a synchronous and asynchronous way (Yus, 2001 and 2010).

On the Internet, utterances are integrated into an interface they are part of and which is used both for reaching interlocutors and for communicating with them. The interface is the connection between two computers or any kind of machine, as well as between machines and people, in order to communicate on different levels (Scolari, 2004). User interface is the media which enables the surfer to communicate with a machine or computer; it includes all points of contact between the user and equipment: windows, menus, mouse, keyboard, *beeps* which come out of the computer and, generally, all those channels by which communication between the user and computer are enabled. On these points, the network of possible interactions between both of these is configured which makes up the interface (Lamarca, 2018; Scolari, 2004). In this way, the discourse is understood due to the design and programming with which the texts they refer to emerge. The user interface gives meaning to the words read or listened to on it and due to it.

On Internet advertising, the communicative context is the interface which may also be called the channel. This is because it is the route for "psychological transmission and connection between speaker and listener which enables them both to begin and remain communicating" (Jakobson, 1981). On this

channel or interface in which there is interaction and conversation between interlocutors, brands and surfers- the deixis is used in a sensitively different way to presential conversation. This article describes how these differences result in our proposal for a new type: the interface deixis.

> This work stems from research on advertising communication on the Internet in which the relationship between the quality of the advertisements and their dialogic capacity is studied (Pallarés-i-Maiques, 2016). To measure the dialogicity in these pieces, how the deixis is used in advertising texts by means of adapting the lexicometry is studied herein. The hypothesis is validated that the most dialogue-based advertisements are those which best achieve appraisal by way of awards. The questions in the research lead us to put forward the deixis interface.

> RQ1. Do the texts studied contain features of manipulating utterances in their artistic, social, spatial, time and modal aspects, such as those which occur in presential conversations? Does any new type of deixis appear? Which one? Why is this?

RQ2. Is there a model for using interactive features which are best considered by professionals in the 2009 Festival El sol? If so, what is it like? Pallarés-i-Maiques, M. (2016).

> These questions are aligned with that set out by Grau (2018) on being a good speaker or Zirka (2015: 146):

A more objective approach to pragmatics might consider what person is used in grammar in advertisements to speak when the aim is to address us directly. Do they use imperatives? («Look at the clues») Do they make statements? («We do not serve shrimps in the executive dining room») ¿Alternatively, do they set noun phrases («Free service for 3 years») and they leave it up to us to interpret them as we see fit?

2. Methodology

2.1. The field of study and the sample

The original research which led to detecting a new type/use of deictic studied whether the use of the deixis in Internet copywriting provided added value. To respond to this hypothesis, it must be seen whether the best advertisements on the Internet make greater use of deictics. However, how can it be established what the best activities for interactive communication are? To avoid any bias in selecting and ordering the texts in the field of study, the advertisements presented for an advertising competition were chosen. Not only did this provide a strategic sample of the world of online advertisements; but they were also ordered according to their value. The sample was strategic because it collected what the advertising agencies presented, for their quality, publicising, trend-setting, gaining prestige... Moreover, it was ordered, from a professional point of view, because the awards list and the discards come from decisions made by a jury made up of experienced and prestigious advertisers. Therefore, the advertisements presented at the 2009 Iberoamerican Advertising Festival (FIAP, also known as El Sol) were chosen for being the most prestigious contest in its area of influence. Moreover, it is the competition which gathers the greatest number of advertisements in Spanish. FIAP, at the end of each edition, classifies the pieces presented into 3 groups: (1) the advertisements eliminated by the jury, (2) those selected for the short list and (3) the actions awarded. At this point, the reader might think the sample should be more up-to-date. However, their age had no influence on the discovery of a new type of deixis. In the year the sample was taken, the use of the Internet in advertising was already highly widespread and the contest that year provide a broad enough sample for carrying out the study. Moreover, festivals in recent years have only provided partial access to the pieces, which would have meant a biased selection in this study.

> Advertising may be defined as a group of communicative actions whose aim is to reach a goal with a target audience. "Advertising aims to influence the consumer by creating or changing attitudes, inducing the storage of information about the brand/product, establishing associations of mood with it" (Bermejo-Berros, 2020: 219). The Internet enables both advertising to be launched and different activities to be carried out ranging from sending mail to experiential marketing through to presenting catalogues, direct sales, branded content and extensive activities for influencing in these ways. Most of these pieces may take part, so the amount of activities presented in the interactive section of Sol 2009 is very striking. For this reason, 3 out of the 4 subsections (websites and minisites, online campaigns, viral and experimental communication) have been discarded in order to focus on:

Communicative actions: Online communicative pieces which appear when the user is surfing the Internet. A piece is considered to be a communicative action when it aims to reach the user in any area of the network whether this is when they are surfing the worldwide web or using any other device,

such as electronic mail or instant messaging systems (*banners, email mk, rich media, pop up*…). (Extract from the 2009 Contest Regulation. This can no longer be consulted on the Internet).

To respond to the hypothesis, studying the range of communicative actions presented has not been deemed necessary. The analysis focused on the advertising pieces which provided the best sample of copywriting on Internet banners with rich media (enriched *banners*) J. W. Thompson (2003: 31).

The 24th edition of El Sol included 64 communicative actions, 57 of which were in Spanish. Out of all of them, 35 are banners, either classic or enriched, and the rest correspond to other types of communicative actions. As indicated previously, the sample of 35 pieces is a strategic sample of banners in Spanish. This is not just because the competing advertisements are what advertising executives present as being the best, but also as the pieces awarded set trends in each edition in the industry. In keeping with these arguments and to enable responses both to the hypothesis and the research questions, a representative sample has been taken of the whole group as shown in table 1.

Table 1. Break down of all communicative activities of the competitors

COMMUNICATIVE ACTIONS	Presented	In Spanish	Banners in Spanish	Field of study
Sample group	64	57	35	
Eliminated	50	44	23	12
Short list	14	13	12	12
Shortlist not awarded			7	7
Actions awarded			5	5

Source: Produced by the author

The sample is made up of all preselected banners and rich media in Spanish (5 awarded and 7 in the shortlist) and a selection with the same number of pieces (12) taken from the 23 banners which the eliminated contestant sample group is made up of. It should be mentioned that the first stage of the selection process for the pieces in this group was not voluntary. As reflected by some authors, the corpus of some online products has dematerialised for different reasons (Camusso, 2010: 183). Out of the 23 unselected *banners* only 18 advertisements could be saved for the registry.

In order to limit the sample of unselected banners and rich media to 12 pieces, a draw was made between the 18 pieces whose registry survived technological obsolescence. Therefore, the study was carried out on both written and verbal texts for 24 communicative activities: 12 eliminated contestants, 7 selected with no awards and 5 awarded. In these advertisements the legal texts which occasionally appear which are not part of the advertising discourse were ignored, as their name indicates this concerned legal and not advertising content. Access to the registry for all the activities studied can be found on the following link (https://bit.ly/RMCbanners) Most of them are videos in which the entire navigation is played and all the texts analysed appear.

2.2. Processing the sample

As explained, on seeking a relationship between how the deixis is used and by evaluating the advertisements, a new type of deixis was detected. As we stated in the introduction, the two questions in the research led us to find and define the interface deixis. The former asked about the appearance of deictic features from the 7 known types (person, social, spatial, time, modal, degree and text) in the texts studied and even whether a new type of deixis could emerge and why. The latter asks about potentially outlining a pattern of use for the best evaluated deixis by the jury.

In order to verify the hypothesis and respond to the questions in the original research, the sample was analysed by making a simple adaptation to the lexicometry. Lexicometry is understood to be the " lexical statistics in a context assisted by a computer. This was carried out by the French School of Discourse Analysis by applying a series of computer programmes" (Otaola Olano, 2006: 124). In this case, instead of using specific programmes designed for this purpose, spread sheets were systemised to analyse the sample in the field of study. In the following pages some examples of this adaptation of the lexicometry are shown.

It started with transcribing texts and audios from all the advertisements in the sample. Next, the text of each banner was divided into utterances (table 2). This in turn was divided into syntagmas and words in order to both classify (table 3) and quantify (table 4) the deictic load of each word and/or syntagm. The

deictic mark/load/ weight is understood as being each unit of reference information from egocentric orientation for any type of deixis which falls on a word or syntagma. The study was carried out manually and a note was made of the Excel pages designed for subsequent analysis. The following tables refers to an enriched banner a recording of which can be seen by clicking on https://bit.ly/RMCbanners. The videos of the banner 2/01 Atrápalo (Trap it) and other examples which are cited further on can be found on the same URL. They can be viewed by double clicking on each advertisement.

Table 2. Example of transcription of *banners*

Advertiser	Atrápalo (Trap it)	Title	Atrapado (Trapped)
Award	Sol de Bronce (Bronze Award) / Category "Service"		

Mark: Only visual

Texts:

Trapped

Save it here if you wish to keep it

Save >

Source: Produced by the author

As can be seen in table 3, once the texts were transcribed and divided, the indications of each type of deixis detected in each banner were identified. During the process, the "?" column was created to indicate each time a reference with egocentric orientation was observed, but did not seem to clearly fit into any of the 7 known types of deixis. Similarly, a last column "Notes" was created in which the codes for clarifying some of the decisions taken were written.

Table 3. Analysis of the interactive brands in the banner texts

Element	Types of deixis								Notes
	Pers.	Courtesy	Time	Place	Manner	Degree	Text.	?	
Trapped									
Trapped			past					x	14,24 and X
Save it here if you want to keep it									
Save it	2nd p.	Uses the informal "you" form of address	Present					x	X
Save it								x	X
here				*				x	2 and X
If you want to keep it	2nd p.	Uses the informal "you" form of address	Present						10
			Present						10
								x	X
Save >									
Save			Present					x	X

Source: Produced by the author

Next, to quantify the classification, the deictic features found were counted (table 4). Each unit of reference information on egocentric orientation which falls on a word or syntagma was considered to be a deictic load/mark/feature/ weight and there were as many types of deictic loads as deixis categories. The same word or syntagma may have various corresponding deictic marks, each of which corresponds to a type of deixis. Similarly, there would be some words with a 0 deictic weight of 0 which have been discarded in this study (they do not appear in the "Element" column). In the "T" (total) column from table 4 the words which showed more than one deictic feature can be seen.

Table 4. Quantification of the interactive marks in the banner texts

Utterance	Num Words	Element	Lexical cat	D P	D C	D T	D L	D M	D Tx	?	T
Trapped	1	Trapped	Verb				1			X	2
Save it here if you want to keep it	5	Save it	Verb	1	1	1				X	4
Save it here if you want to keep it	5	Save it	Pronoun							X	1
Save it here if you want to keep it	5	here	Adverb				1			X	2
Save it here if you want to keep it	5	want	Verb	1	1	1					3
Save it here if you want to keep it	5	Keep it	Verb				1				1
Save it here if you want to keep it	5	Keep it	Pronoun							X	1
Save >	1	Save	Verb				1			X	2

Source: Produced by the author

Next, there is a summary of the data in a new box (table 5). In this the reference information for each banner is collected: number of words, weight for each of the 7 types of deixis and the non-classified references, and total load of banner and average deictic marks per word. Also, the deictic density of the banner is given. The deictic density of a text is understood as being the quantity of deictic features per word it has which is calculated as follows:

$$\text{Deictic density} = \text{\# features} / \text{\# words}$$

See in table 5 there is a remarkable number of references which falls on the "?" column.

Table 5. Summary of the deictic density and marks of banner texts

Words on *banner*	Number of deictic loads per category								Total number of marks in banner	Deictic density of banner
	Pers.	Court.	Time	Loc.	Man.	Gr.	Tex.	?		
7	2	2	5	1	0	0	0	6	16	2.29

Source: Produced by the author

Finally, as seen in table 6, the data for all banners was added and the percentage occurence was calculated for each type of deixis within the overall number of texts analysed. In this way, it was seen that the unclassified egocentric references accounted for almost 20% of the total. The "?" column indicated it was perhaps an undescribed deixis, that was the third most representative one out of the 7 + 1 categories. These results and the unknown factor posed might have also indicated some type of theoretical, analytical or calculation error. For this reason, the whole analysis was carried out again and apart from any corrections made, the results did not alter any of the initial data. The theoretical approaches and the methodology were similarly reviewed. Nevertheless, no convincing explanation could be found.

Table 6. Summary of the deictic density and marks of the banners as a whole

	Person	Courtesy	Time	Locative.	Manner	Degree	Text	?
Absolute	160	114	157	16	7	17	2	117
Percentage	27.12%	19.32%	26.61%	2.71%	1.19%	2.88%	0.34%	19.83%

Source: Produced by the author

Having reached this point, only the cases marked with a "?" were studied along with the notes collected in the "Notes" column. The first remarkable point was there were "'?" type loads in 23 out of the 24 banners studied, as seen in table 7. Only the 1/8 Lexus Ex-37 advertisement, which did not reach the shortlist, lacked such references. The unclassified indications seemed to have some type of deictic load apart from the 7 different use classifications: person, courtesy, time, place, modal, degree and text. Sometimes, they surpassed the place or manner deixis in order to also indicate other types of information. In other ones, the reference syntagmas clearly rounded off their meaning in the communicative context, albeit not in the cotext. However, saying from which supposed coordinates axis was this environment plotted is no easy task. The response was the main result obtained in the original study.

Table 7. Summary of the deictic density and marks of each banner

| Group	Ref.	Advertiser	Words in banner	P	C	T	L	M	G	Tx	?	Total number of marks in banner	Deictic density of banner
				\>Number of deictic loads									
Not selected	1/1	Audi	16	1	1	3	1	0	1	0	3	10	0.63
	1/5	El Corte Inglés	28	9	8	7	0	0	0	0	4	28	1
	1/8	Lexus Ex-37	15	5	3	3	1	0	0	0	0	12	0.8
	1/10	Mercedes-Benz Scroll	36	4	3	3	1	0	0	0	3	14	0.39
	1/15	Renault Megane C.	17	1	1	4	0	0	0	0	1	7	0.41
	1/17	Škoda	57	9	7	10	0	0	0	0	9	35	0.61
	1/20	Kong Burn Day	38	5	3	5	1	1	2	0	5	21	0.94
	1/22	Volkwagen Golf Plus	36	8	6	9	1	1	2	0	4	34	0.94
	1/26	Mini Megáfono	35	11	10	9	1	0	0	0	3	34	0.97
	1/28	Adidas	57	8	8	10	0	0	3	0	8	37	0.65
	1/32	Fiat Boubble	32	1	1	3	0	1	4	0	5	15	0.47
Preselected	2/2	Bwin	21	7	7	4	1	0	0	0	7	26	1.24
	1/24	Wall-E	90	21	11	21	5	2	0	0	11	71	0.79
	1/31	Fiat Limousina	39	1	1	4	0	1	4	0	5	16	0.41
	2/5	Gol Airlines	16	2	0	1	0	0	0	0	1	4	0.25
	3/1	Acción Contra El Hambre (Action against Hunger)	30	7	3	6	0	0	0	0	5	21	0.7
	3/5	Cruz Roja E. Invis. Hipertxt.	34	13	4	8	2	0	0	0	1	28	0.82
	3/6	Cruz Roja E. Invis. Selecc.	51	9	6	9	0	0	0	1	4	29	0.57
	3/8	Fad	11	4	1	3	0	0	0	0	2	10	0.91
Awarded	1/13	Gatorade	12	4	4	4	0	1	1	0	2	16	1.33
	2/1	Atrápalo	7	2	2	5	1	0	0	0	6	16	2,29
	2/3	Caja Madrid	46	14	11	12	1	0	0	0	4	42	0.91
	3/13	Intermón Oxfam	25	3	3	3	0	0	0	1	3	13	0.52
	3/22	Garnier	53	11	10	11	0	0	0	0	18	50	0.94

Source: Produced by the author

The cross tabulation of these and other quantitative data is presented in tables such as the previous and similar ones. Below, they will all be shown in illustrative graphs which are both overall and comparative between the three groups of advertisements. In this way the distribution of deictic uses and the patterns of use detected may be viewed. These representations act to validate the hypothesis and responses to the questions from the original research. We summarise it in the results section of this article, especially those which not only show there is a new type of deixis, but also reveal its importance in online copywriting.

3. Results

3.1. The value of dialogue

As can be seen in graph 8, the research validates the hypothesis: the most dialogue-based advertisements, those with greater deictic density, are those most valued.

Graph 8: Deictic density of the advertisement groups
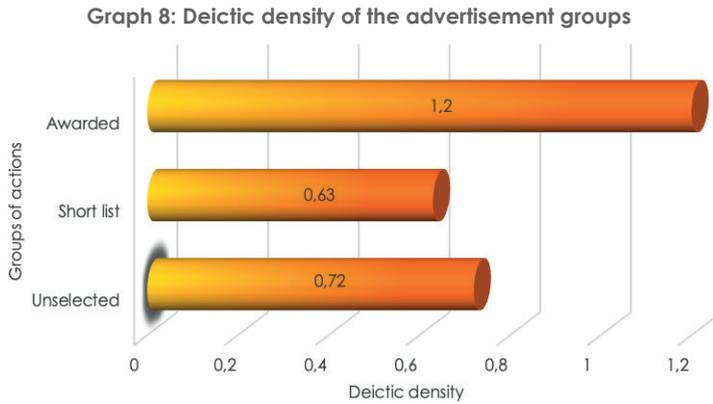
Source: Produced by the author

3.2. Discovering the interface deixis

In response to the first research question, the texts studied contain deictic marks of the 7 types included in the "New grammar of the Spanish language" (RAE and AALE, 2009), taxonomy covered by the research. However, almost 20% of indications show references other than person, courtesy, place... On working with 117 expressions with no clear categories for them in the deixis and with the notes gathered in this regard (columns "?" and "Notes" in table 3), it emerged they all have something in common: all the references show the interface rounds off its meaning. Thus, another kind of deixis emerged: that of the interface.

In table 9 it can be seen that this new type appears significantly overall in the banners which are studied occupying third place in terms of representation in the sample studied. With 19.69% of occurrences interface indications rank only behind the person and time deixis.

Table 9. Ordering deictic uses

Type of deixis	Number of occurrences	Percentage of total
Person	160	27.16%
Time	157	26.66%
Interface	117	19.69%
Courtesy	114	19.35%
Degree	17	2.89%
Place	16	2.72%
Manner	7	1.19%
Text	2	0.34%

Source: Produced by the author

Other data reveal that the interface deixis is the deictic category with most significance in the awarded banners on comparing them with the eliminated and those from the short list. In table 10 the absolute data from the appearances of each deictic category in the 3 groups studied is collected. In percentage terms, in graph 11 the green line (awarded banners) surpasses those which represent the other 2 groups in terms of the percentage the interface deixis is used. This result makes this deictic category characteristic of copywriting for the awarded banners. In fact, that of the interface is the only deictic category which helps attain awards (graph 11). This category appears with a frequency of up to 8 points more in the awarded banners. None of the other 7 types of deixis follow this pattern in such

an outstanding way (except the courtesy deixis, specifically in the 2nd person pronoun and form of the verb, which is very slightly above in the awarded banners). This shows how important a dialogue-based approach is in good copywriting.

Table 10. Distribution by group of the types of deixis

	Person	**Courtesy**	**Time**	**Place**	**Manner**	**Degree**	**Text**	**Interface**
Not selected	69	58	70	7	3	12	0	53
Short list	57	26	52	7	3	4	1	30
Awarded	34	30	35	2	1	1	1	34

Source: Produced by the author

From this, it can be deduced that the El Sol jury saw these pieces made better use of one great advantage afforded by the Internet: interactivity. We might say that the interface deixis exists due to the need to show a particular context in order to establish an online conversation. The texts from the awarded actions have greater interactive capacity due to use of the interface deixis which becomes a contributory factor in attaining awards. This argument also explains why the only advertisement without an interface deixis belongs to the eliminated group (table 7, 1/8 Lexus Ex-37). All things considered, still assuming the interface deixis must be used in order to attain awards, it is not in itself enough because copywriting is merely one of the elements in the game. Strategy, creativity, design, programming, integration… even common sense also plays its part. This explains why some advertisements with a high deictic interface load are not awarded: they lack strategy, design or perhaps even the advertiser brand name is missing on the banner.

3.3. The best pattern for using the deixis

There is much to be said about the deixis interface in response to question (B) Is there a model for using the interactive marks best valued by professionals in the 2009 Festival El Sol? If so, what is it like? The pattern outlined in graph 11, apart from suggesting use of the time and person deixis as well as the courtesy deixis, above all recommends the interface. The deixis of place, degree and manner are almost residual. Indeed, the virtual world excludes all interlocutors which coincide in a physical space. In reality, they rarely share places, or coincide with degrees and manners of behaviour. All three are supported on the interface and this is what justifies why this deixis exists. Moreover, the discourse deixis is almost non-existent in the banners studied. The short texts, in constant activity between the interlocutors in the short life of the interaction fails to indicate verbal discourse. In this way, we can talk about a model of use for the deixis inherent to the banners controlled by the time, person, interface and courtesy deixis in which the new deixis must be used because it promotes- advertiser-surfer conversation.

Graph 11 Comparison of the percentage distribution by group of the types of deixis

	Person	Time	Place	Courtes.	Manner	Degree	Text	Interfac.
Discards	25,18%	25,55%	2,55%	21,17%	1,09%	4,38%	0,00%	20,07%
Short list	31,84%	29,05%	3,91%	14,53%	1,68%	2,23%	0,56%	16,20%
Awards	24,82%	25,55%	1,46%	21,90%	0,73%	0,73%	0,73%	24,09%
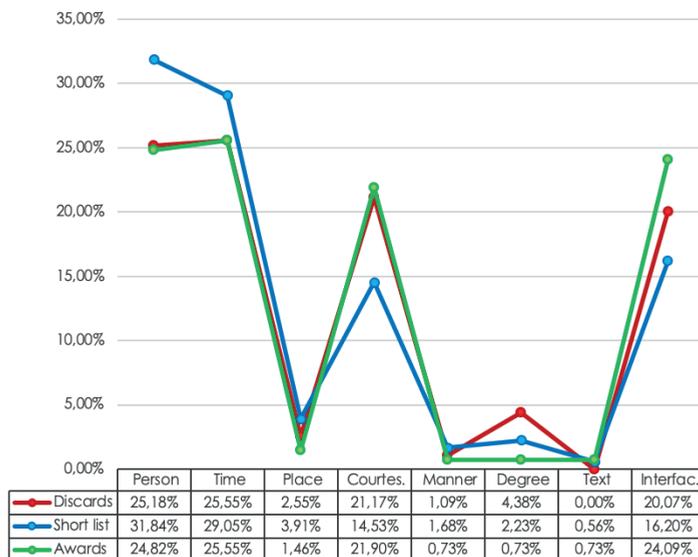
Source: Produced by the author

4. Discussion

The hypothesis validated that the best valued advertisements are the most dialogist. This is in keeping with that indicated by various studies which claim to have more dialogue-based contents in persuasive communication (Aced-Toledano and Lalueza-Bosch, 2016; Capriotti, Zeler and Oliveira, 2019; Castelló-Martínez and Barrilero-Carpio, 2021; Gómez-Vásquez, 2013; Mariano-Da-Rocha-Barichello and Scheid, 2017; Pallarés-i-Maiques, 2015, Zeler and Capriotti, 2019;) The new means of persuasion in which conversations are created attract an audience and reflect the transformations advertising has undergone (Bermejo, 2013; Castelló Martínez, del Pino Romero, and Tur-Viñes, 2016; Fernández, Alameda and Martín, 2011; Garrido, Fernández and Baños, 2014).

As stated in the introduction, the interface covers all channels which enable communication between people and computers (Scolari, 2004). In this way, the mouse, the keyboard and other peripheries, the banner design, buttons, sounds emitted from the computer during navigation etc. are all part of the interface. In this way, the expressions which these elements show (Lyons, 2015) round off their meaning in the interface. Hence, to categorise these expressions the deixis interface category has been proposed. By way of example, in the banner text in which the phrase "save it" appears, the expression cannot be understood outside the interface it is on. On the interface, the expression suggests dragging a kind of red slug in an open jar which also appears in the design. The phrase "save it" and other ones, not only indicate the interface, but also can only be understood on the interface and enable communication between the advertisement/advertiser and surfer to continue.

If the deixis is a particular type of reference which relates the variables of all communicative acts: speaker, interlocutor/s, moment, place and other coordinates (Marimón, 2008); likewise, the interface may be considered as one more variable in the communicative act on the Internet (Pallarés-i-Maiques, 2016). Going back to the same advertisement in " Save it here", we find 3 references which cannot be understood outside the interface on which the text appears. "Save it" apart from the deictic loads of person (second person), time, (simultaneity) and courtesy (use of the familiar "you" form), we believe that it also shows a deictic interface mark. The meaning of save is linked to the graphic " jar with a lid" and the prefix " SAVE">" in the design. This very illustration is indicated by the word "here" which instead of a place shows the word you must click on to save. Lastly, the clitic pronoun "it" indicates the red slug, similarly in the banner design. In the texts studied 117 expressions referring to the interface are found as coordinates of the utterance and which round off its meaning just as seen in the example we have explained and which appear in the screenshot below.

Figure 11. Screenshot and link to video which shows the banner progressing.

Source: Screenshot recording of the enriched banner.

Truth be told, not all the reference expressions are deictic. To be so, they must be egocentrically orientated from the "I" plane of the utterance (Vicente-Mateu, 1994). In the 117 expressions from the new deictic category, the "I" plane appears on the interface. This occurs in the example cited and the others studied. For example, in "Blow into your microphone to take the scout off the road", "Get a move on!" "Harder! " " Put the record on and listen to it", Discover the hidden message, or in "Make a screenshot […] Open Photoshop". These texts cannot be understood outside the interface referred

to (Lyons, 2015) nor without moving from the "I" plane to the advertisement interface. In the first case, in the banner, an image of a scout can be seen moving along a track. The vehicle disappears when surfers blow hard into the microphone on their devices. Without the illustration, neither the effect of blowing, nor the vehicle disappearing- all of which are inscribed in the coordinates of the interface- the utterance is rendered meaningless. This is because the interface deixis anchors the meanings and links them to the interlocutors (Pallarés-i-Maiques, 2016). To see that something similar occurs in all cases, these videos and other examples can be viewed in the folder mentioned (https://bit.ly/RMCbanners).

In the banners, the "I " plane coincides with the graphic interface of the user, with the design surface in which the texts are read or from where it says: the banner design. The piece in itself is on the "I" plane and becomes the interlocutor of the surfer. In this way, it occupies the centre coordinates from which point the communicative situation is configured by means of the utterances inscribed on it. The banner is the focus which the utterance references are aimed at and from where the communicative situation is structured. For this reason, without wishing to begin another debate, we have termed the interface deixis " autocentric orientation references" while still also using the expression used up until now "egocentric orientation references" (Pallarés-i-Maiques, 2016). This deixis links design, software, hardware… with the text itself so that the surfer may interpret the discourse and interact with the advertising piece. In other words, so that the advertiser and the target have a conversation. The main contribution of this article is this interface deixis which we define as the set of reference expressions which round off their meanings with the elements indicated on the interface. This enables conversation with the interlocutor in this particular communicative environment.

The interface deixis is so crucial in online copywriting that it comes third out of 8 types in terms of how frequently it appears, only behind person and time deixis. It is no wonder that almost a fifth of the deictic loads on banners are interface since they are what enable advertiser-surfer communication to be established and carried out. This helps the content to be dialogue-based and interactive (Castelló-Martínez and Barrilero-Carpio, 2021). With the interface deixis, the receptor encodes where, how and when to continue the conversation, both on the banner and from it to other environments, and what can be expected or may be done in any of them ("Open Photoshop"). For this reason, we find it in all the actions studied except in one of the eliminated ones. This is an indication which also reveals the significance of the use of the interface deixis in good interactive copywriting. The Internet is the only resource which enables interaction. Ignoring this potential is akin to making spots without images or sound. For this reason, it is understood that the best interactive copywriting is that which enables advertisements not only to dialogue virtually, but also to interact with surfers (Castelló Martínez, del Pino Romero, and Tur-Viñes, 2016). To do so, the interface deixis is needed.

Of course, the deixis is a phenomenon in itself, above all, of presential conversation (Marimón, 2008). On having a dialogue, the references to the shared context are needed for economy and linguistic benefit, agility, real or imposed spontaneity…. When commercial brands seek to establish a dialogue with their targets by means of their advertisements on the Internet, the texts must also contain references to the shared context (Lyons, 2015) to create the illusion of having a dialogue (Levine *et al.*, 1999 and Searls and Weimberger, 2015). It is just that, on the network, the situation is different to presential ones and when surfing the interface deixis is needed for creating dialogue to indicate the context. Therefore, the appearance of the interface deixis in the study is due to the need to indicate a particular context which is a hybrid environment:in part it is known by both interlocutors- design and the advertisement text- in part known just by the surfer, computer model number, space lighting, number and quality of the peripherals, etc. The advertiser or their agency, may only assume that some hardware and software are part of the surfer context (Pallarés-i-Maiques, 2016). Also, to ensure the advertisement is successful, resources whose use is not generic enough among the target for the banner will be avoided.

Our proposal for a model for using the deixis in online copywriting, controlled by the time, person, interface and courtesy deixis is in keeping with researchers who encourage implementing advertiser-surfer conversation (Bermejo, 2013; Castelló Martínez, del Pino Romero, and Tur-Viñes, 2016; Fernández, Alameda and Martín, 2011; Garrido, Fernández and Baños, 2014). This is because the interface deixis exploits the differential advantage the Internet affords as a communication media: interactivity. On account of this it gains awards and becomes models to be imitated. Likewise, this network among the texts studied and the interface (which is denser in the awarded pieces than the others) shows that verbal contents on classic and enriched banners do not behave the same as in other discourse. In studies on the distribution of the uses of deixis on television advertising (Pallarés-i-Maiques, 2017) and in TED talks (Grau, 2018), the incidence of the interface deixis is seen to be markedly low. This point confirms this deixis is a distinctive reference system in good online copywriting texts. Likewise, it encourages exploring how the deixis is used in other areas in order to define other patterns of use.

In the interface deixis, just like in the 7 predefined deictic categories, a multitude of planes or levels were detected, which articulate a proximal- distal structure from the "I "plane. The time references indicate 3 discourse moments -previous, simultaneous and subsequent-, those of place indicate the space itself,

the close by and distant; those for quantity show lesser, equivalent and greater degrees, etc. Each type of deixis has its own binary or ternary organisation in each language (Stradioto and Maldonado, 2018). Likewise, the interface deixis may be organised on different planes according to what the text indicates on the banner itself ("I" plane or point 0 of the communicative situation coordinates) or to other points. A ternary structure may be established which is consistent on a coinciding plane in which the deictic expression refers to the banner itself (P0): secondly, the proximate refers to interface elements outside the advertisement (P1) and thirdly, the distant, which requires a change in software or hardware (accessible, but outside the design interface of the banner: P2). We can see some examples to illustrate this structure (https://bit.ly/RMCbanners): in "Get a move on! Harder! the reference and its implementation can be found on the banner itself (P0); in "What are you waiting for? www.metetedentro.com" the click will lead to the microsite for the promotion, outside the advertisement (P1); lastly, "Look for it in your e-mail which I´ll send you in a flash", makes the user leave the banner momentarily to open different applications and continue communication there (P2). This sample acts as a springboard for studying the proximal-distal structure of the interface deixis.

It may be argued that the interface deixis is merely an exercise in transferring reference to a different context. On accepting this, it must also be assumed that there is a deictic category for each space in which interaction can take place. Therefore, there are deictic expressions from the classroom, home, stadium...However, we think these would not be duplicated in other preexisting deixis. Even so, the interface deixis does not coincide exactly with other ones. Rather it surpasses them in a similar way to the discourse deixis. The interface is justified, as is the text by a need to indicate the elements in an environment with special features which differ from presential communication. In electronically mediated communication, it must be indicated that this is also a requirement (Lyons, 2015: 29). Both the discourse and interface deixis make use of other deictics to refer to their particular communicative environment because they do not have their own deictics. That is, in the same way that text deixis uses time or place deictics to plot the cohesion of the discourse and link readers and listeners with what is being explained (Pastor, 2017), the interface uses several types of deixis to anchor the discourse and the interlocutors sharing the interface. This is the place where communication takes place and also the instrument which enables them to do so. The interface is a special communicative context consisting of the advertisement design, programming or the peripheries which help make the exchange intelligible and fluid (Lamarca, 2018, Scolari, 2004). It also includes encoding and the terminology which enables movement within the communication piece. However, in addition it allows movement from there to other virtual places from where conversation can continue. We believe that the special nature of this communicative context, so different from that at home, the stadium, etc is made up of a support point for accepting this new deictic category. Also, it has already been argued that this is needed for good online copywriting.

In the introduction we stated that there is no agreement on establishing a deixis classification according to the information provided (or the reference indicated). We explained that this is a discussion topic if the discourse/text is a type or a deictic use. According to that stated in the previous paragraph, it might be asked then whether the interface is a type or use. Having reached this point, we understand that both types may be explained as varieties of what we might call channel deixis. Here channel is understood to be a path for transmission and connection between interlocutors, the support which enables them to communicate (Jakobson, 1981) and the special communicative environment which differs to face-to-face conversation. This way, we may talk about a text or discourse channel deixis focused on verbal or written discourse as well as a second channel deixis, the interface, anchored in it. Also, as the reader may have already thought, both deixis channels fit into what some authors define as a deictic use more than a type of deixis (Nogué-Serrano, 2008; Rauh, 1983; Vanelli, 1992).

5. Conclusions

It may be confirmed that more dialogue-based copywriting on the Internet- that which has greater deictic weight- is that which is most rewarded. The study yields an important comprehensive conclusion from the deixis which includes the 7 types of deixis (RAE and AALE, 2009) seem to be incomplete. At least 117 egocentric orientation references - in the respect that deixis discourse is egocentric - cannot be classified definitely or solely as person, time or place, courtesy, manner, degree or text. This figure of over a hundred indications shows or informs about a new type of reference. That is why we have proposed a new category of deixis: the interface.

As the study shows, the interface deixis is significant in copywriting contents on the Internet: it comes third- out of 8 types- in terms of number and percentage of occurrences, both overall in the study and in the groups worked on separately. In fact, among the awarded advertisements, appearances of the interface deixis surpasses 24%. This research shows that this deixis is needed in banner copywriting: they appear in all the advertisements studied except in a discarded piece which did not even reach the pre-selected list. In fact, this deixis is essential for establishing the surfer-advertiser conversation and continuing it in and from the advertisement. The interface deixis is distinctive in good interactive

copywriting, because it enables the special nature of the Internet, interactivity, to be exploited. It is probably due to this type of deixis that, as shown in the research, it helps awards be won. Therefore, when writing the texts which are heard or read in interactive advertising it is recommended not just using the deixis, but 1 out of every 4 deictic loads be interface.

Apart from these important conclusions on Internet copywriting, the study indicates some other discussion topics on the interface deixis which might be used to establish this new proposed category. Studying this may be categorised as *ciberpragmatics* (Yus, 2001 and 2010) as the linguistic phenomena is produced on the Internet, as it enables elements to be related which are not given in other communicative situations and as the interface is both the media in which the communication occurs and the instrument which makes it possible.

To consolidate this proposal, there should next be a study on how the interface deixis behaves on different types of devices such as computers, telephones and smartphones, tablets or any other device with interactive screens and even IoT (*Internet of Things*). The blend of everyday objects with the digital world may now mean there is a new trend in the use of language and the interface deixis. When our smart loudspeaker gains some more skills or our fridge makes the shopping list- or orders for us - when the carton of orange juice (or dash button) warns our supplier that we need another carton for tomorrow, when our driverless car... the interface will spread through new spaces. This means language will change and no doubt the use of the interface deixis will be extended. This will enable us to observe and review the distal-proximal system of autocentric orientation planes which we have put forward so far as a starting point. Likewise, we also consider studying the similarities and differences between the two types of channel deixis (discourse and interface) to implement a more comprehensive approach.

As for the models for using the deixis, the 8 different types appear very unevenly in the banners and this pattern differs from that of the spots (Pallarés-i-Maiques, 2017) or from that of the TED Talks (Grau, 2018). The guidelines for using the deixis inherent in the spots studied (time, person, interface and courtesy deixis domain) is probably different from other resources and other types of discourse. In the future, we can study models for using deixis in texts from other languages whether these is advertising or not, interactive or not, virtual or not…This is an extensive field of study and may give rise to results and interpretations of great interest in communication, not just in theory but in the professional field.

6. Acknowledgement

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