

A Discourse Analysis of Deictic Expressions in Presidential Speeches

تحليل خطابي للتعبير الاشارية في الخطب السياسية

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Abstract

Deixis is of main interest to politicians of which they make use to encode in language their messages, goals, policies, ideologies.....etc. In other words, they communicate such things to their audience in a way that is not literally said or expressed. Deixis refers to contextual cues used to relate the language to the reality. The relation between language and reality can be held through the participants, the time when the action takes place, and the place where the action occurs.

The main purpose of the paper is to explore how politicians have managed to convey their messages and beliefs through the use of deictic expressions. To achieve that, it is hypothesized that politicians are highly dependent upon deixis, and especially personal ones rather than the other kinds of deixis. The data to be under analysis is a speech by president Obama (2013). The model proposed is Yule (1996) to breakdown the data qualitatively and quantitatively. The paper has found that deixis matters a lot to the politicians especially person deixis where it is used largely to encode the politicians' messages, ideas,...etc.

المستخلص

يظهر السياسي اهتماما كثيرا باستعمال الإشارات لإيصال رسائله وأهدافه وسياسته وأفكاره.....الخ. وبعبارة أخرى، يستعملون هذه العبارات الاشارية لنقل توجهاتهم الى جمهورهم بطريقه غير مباشرة. والاشاريات هذه هي عبارة عن دلائل سياقية تقوم بعملية ربط اللغة بالواقع عن طريق المشاركين بالحدث، وزمن حصول او وقوع الحدث، علاوة على ذلك مكان حصوله.

تهدف هذه الورقة البحثية الى استكشاف الطرق التي يستعملها السياسي لنقل رسائله ومعتقداته من خلال التعبير الاشارية. ولتحقيق ذلك، تفترض الدراسة اعتماد السياسي على الاشارات وخصوصا الاشارات الشخصية عوضا عن الأنواع الأخرى للاشارات.

وتناولت الدراسة خطبة الرئيس الأمريكي أوباما (2013) التي خضعت لعملية التحليل طبقا لنظرية يول (1996) كماً ونوعاً. وخلصت الدراسة الى ان السياسي يعتمد كثيرا في نقل توجهاته وافكاره الى جمهوره على التعبير الاشارية ولاسيما الشخصية منها.

1. Introduction

The dependency on the theoretical frameworks by scholars to define the notion of politics makes it so vast and controversial that one finds it hard to have a single, comprehensive definition. Wodak and Cillia (2006:710f) state:

Politics ranges from a wide extension of the concept according to which every social utterance or practice of the human is 'political' to a notion of politics referring only to the use of language by politicians in various settings and in political institutions^[1].

Van Dijk (1997:5), for his part, views that there is not a single and unambiguous definition of what politics is^[2]. Yet, in what follows, a number of definitions will be touched upon.

Politics, according to Schaffner (1997:1), is "the struggle for power in order to secure specific ideas and interests and put them into practice^[3]." Chilton and Schaffner (2002:16) and Chilton (2004:3) view politics not only as the struggle for power but also as cooperation as follows:

On the other hand, politics is viewed as a struggle for power, between those who seek to assert and maintain their power and those who seek to resist it. On the other hand, politics is viewed as cooperation, as the practices and institutions a society has for resolving clashes and interests over money, power, liberty, and the like.^{[4][5]}

Wodak and Cillia (2006:713) define politics in terms of functions. Politics can help to bring compromise and consensus and to make decisions. Meanwhile, it can cause wars and conflicts.^[1]

Language and politics are closely related. The relationship can be characterized as bidirectional where each affects the other. Language contributes largely to showing the political will and realizing it into concrete social action. Schaffner (1997: 1) outlines the role language can play in politics, "any political action is prepared, accompanied, controlled, and influenced by language^[3]."

Beard (2000:2) states that the language of politics is of great use to understand the way language is used by those who wish to gain, exercise, and keep power^[6].

Despite the mutual relationship between language and politics, the linguist and political scientist focus on different aspects, i.e. each has his own interests. In this respect, Schaffner (1997:1) states:

Political scientists are mainly concerned with the consequences of political decisions and actions for a society, and they may be interested in the political realities which are constructed in and through discourse, whereas linguists have always been interested in the linguistic structures used to get politically relevant messages across the addressees in order to fulfill a specific function^[3].

Political discourse, according to Wilson (2001:398), is an ambiguous term too. It means either "a discourse which is itself political" or "an analysis of political discourse as an example of discourse type, without reference to political content or political context^[7]". Yet, he seeks to define it in terms of subject matter, which includes both the formal/informal political contexts and political actors.

Van Dijk (1997:12-4) does not give a ready-made definition to political discourse, but a number of limitations within which the concept of political discourse can be defined. The limitations involve actors or authors (participants), activities or practices (actions), and context. He (ibid:20) views political discourse as "a form of political action, and a part of the political process^[2]."

Political discourse has a wide variety of topics: bilateral or multilateral treaties, speeches made at election campaign, a contribution of a member of parliament to a parliamentary debate, editorials or commentaries in newspapers, a press conference with a politician ... etc.

Political speech is one of the most salient genres of political discourse. Dedaic (2006:700) views political speeches as "autonomous discourse produced orally by politicians in front of an audience, the purpose of which is primarily persuasion rather than information or entertainment^[8]." He (ibid:701) sees it as "discourse that creates community in all its complexity, that creates identity, that creates shared definitions of reality."^[8]

Allen (2007:3), and Nakaggwe (2012:4) state that political speeches are meant to inform about the politics, ideologies, and values of politicians as well as to persuade the audience^{[9][10]}. Unlike Dedaic (ibid:700), political speeches, according to Allen (ibid) can be well-prepared and carefully scripted words written for a purpose^[9].

Regarding the main functions of political speech, Chilton and Schäffner (2002:2) propose four functions^[4], while Chilton (2004:45f) reduces the number of functions to three^[5]: coercion, legitimization and delegitimization, and representation and misrepresentation.

In literature, there are so many previous studies on deixis. Allen's (2007) study of pronominal choice in campaign speeches in Australian political discourse investigates the pragmatics of pronominal choice and the way in which politicians construct and convey their identities and those of their parties and opponents within political speeches. Politicians, through using personal pronouns, present positive aspects of themselves and negative aspects of their opponents. The pronominal choices politicians make serve persuasive and strategic political functions^[9].

Hussien's paper (2013) focuses on spatial deixis which has the largest number within the analysis of the literary work. It also shows how such deictic expressions are used by James Joyce and how they contribute to a better understanding of the literary work, i.e. Araby and lead to a more insightful interpretation^[11].

Khalil's paper (2014) aims at investigating the discourse deixis in the American political speeches to find out the way this linguistic phenomenon is used in American political speeches and to see whether there is a special strategy for the use of the discourse deixis in this type of text^[12].

Adegoju's study (2014) analyzes the speeches of some political figures in the vanguard of the unprecedented power struggle between the military and civilians in Nigeria's political history between 1993 and 1998. The study reveals that by using person deixis in the conflict rhetoric, the political figures seek to reproduce dominance in a bid to control the cognition and actions of their audience^[13].

Unlike the previous studies, my study investigates the basic categories of deixis, that is, person, including social deixis, place, and time deixis in presidential speeches. It shows how politicians, e.g. the American president, Obama, endeavors to use such deictic expressions to influence and control as well as persuade his audience as to his plans, policies, beliefs.. etc. in a positive way and portray his opponents in a negative picture.

When it comes to the analysis of political speech, it will only be successful when it relates the linguistic behavior to political behavior. In this respect, Schaffner (1997:2f), and Dedaic (2006:702) suggest two approaches^{[3][8]}. The first approach starts from "the linguistic micro-level and asks which strategic function specific structures serve to fulfill." The second approach starts from the "macro-level, i.e. the communicative situation and the function of a text, and asks which linguistic structures have been chosen to fulfill this function."

In this paper, the first approach will be chosen where deictic expressions are used by politicians to convey and manifest certain functions and messages.

2. Deixis

Pragmatics is the study of those context-dependent aspects of meaning which are abstracted away from the construction of content or logical form. This means, pragmatic approach is about the study of contextual meaning.

The notion of deixis can be used to link the uses of language to the context in which they occur. From here, one can account for the importance which Levinson (1983:55) attaches to deixis. It is deixis which directly concerns the relationship between the structure of languages and context in which they are used^[14]." Accordingly, deixis belongs within the domain of pragmatics.

In literature, there have been so many different definitions, but all focus on the job deixis can do in relating language to context. In what follows, a number of definitions will be reviewed.

Lyons (1977:637) views deixis as follows:

By deixis is meant the location and identification of persons, objects, events, processes, and activities talked about, or referred to, in relation to the spatio-temporal context created and sustained by the act of utterance and the participation in it, typically, of a single speaker and at least one addressee^[15].

Levinson (1983:54), in turn, holds the view that:

Deixis concerns the ways in which languages encode or grammaticalize features of the context of utterance or speech event, and thus also concerns ways in which the interpretation of utterances depends on the analysis of that context of utterance^[14].

Filmore (1997:59) sees deixis as follows:

Those lexical items and grammatical forms which can be interpreted only when the sentences in which they occur are understood as being anchored in some social context, that context defined in such a way as to identify the participants in the communication act, their location in space, and time during which communication act is performed^[16].

Huang (2007:132) views deixis as a phenomenon whereby language lexicalize or gramaticalize the features of context^[17].

From the definitions stated above, it follows that a language without deixis cannot serve the communicative needs of its users as effectively and efficiently as a language which does have them.

Traditionally, there are three categories of deixis: person, place and time. There are, however, other types of deixis that are pervasive in language use. These types are discourse deixis and social deixis. According to Levinson (1983:62f), there are five categories of deixis: person deixis, place deixis, time deixis, social deixis, and discourse deixis^[14]. Huang (2007:136-174) states that there are three basic categories of deixis: person, place, and time^[17]. Yule (1996:9-16) tells about three types of deixis only: person, spatial, and temporal^[18].

Deixis is of great use to politicians when they want to convey their messages and ideas. Wilson (1990:339) argues that politicians make use of person deixis to manipulate people, make alliances, attack, or express an ideological basis^[19]. Chilton and Schäffner (2001:41) point out that person deixis can be used to induce interpreters to conceptualize group identity, coalitions, parties, and the like^[20]. They also state that social deixis arise from social structure and power relations, and not just from personal distance. Spatial deixis relate to political or geo-political space, and temporal deixis can have a political significance. Van Dijk (1997:24) views that deixis, especially the first person plural 'we' has many implications for the political positions, alliances, solidarity, and other socio-political position of the speaker^[21].

3. Yule's Categories of Deixis (1996)

In what follows an overview of the concept deixis will be made according to Yule (1996:9 - 16).

For him, deixis is a technical term taken from Greek meaning 'pointing via language' used to indicate what people do with their utterances. Items used to linguistically mark 'pointing' are known as deictic expressions, which are called 'Indexicals' in philosophical terms^[18].

Deixis is a kind of reference which is closely connected with the speaker's context. This means, one cannot understand or arrive an interpretation of the deictic expressions unless the speaker's situation is known. For example,

- I'll put this here.

The items 'I', 'this' and 'here' cannot be recognized unless we know who 'I' is, what is 'this', and where is 'here'. In short, the speaker's context is the key to identify the deictic expressions, and then the meaning which the speaker intends to convey.

Yule (ibid:10) has three-fold division of deixis: person deixis, spatial deixis, and temporal deixis.

As stated above, the speaker's context is the yardstick according to which deictic expressions can be distinguished. So the deictics can be described as either proximal (near speaker, e.g., this, here, now), or distal (away from speaker, e.g., that, there, then). Either can only be interpreted in terms of the deictic center, i.e., the speaker's location time.

Person deixis are forms used to point to people, e.g. 'I', 'we', 'you', 'he'...etc. it is commonly expressed by grammatical category of person which is linguistically encoded in pronouns: the pronouns for the first person 'I' (the speaker), the pronouns for second person 'you' (the addressee), and the pronouns for the third person (he, she, it) (others).

Yule (ibid:11) identifies two uses of the first person plural 'we' as exclusive 'we' which means speaker plus other excluding addressee, and inclusive 'we' which involves both the speaker and the addressee.

For example:

- We clean up after ourselves around here.

The use of 'we', in this example, is ambiguous because it allows two different interpretations. The hearer does not really know whether he is a member of the group (i.e. inclusive) or an outsider (i.e. exclusive).

Yule (ibid) views that the third person is not a direct participant in a speech event. So it is a distal form in terms of person deixis.

Yule (ibid) considers social deixis as part of person deixis. It consists of two types: honorifics and T/ V distinction.

Spatial deixis is used to point to location. It is linguistically marked by adverbs of place such as 'here', 'there', yonder', 'hither', 'thence'; it can also be expressed by verbs of motion such as 'come', 'go' that encode motion to or a way from the deictic center. It is also realized by the demonstratives 'this', 'that'.

Yule (ibid:12) makes a very important remark that the notion of distance or location not only can be defined physically but also psychologically. For example:

- This is my book.

The deictic use of 'this' above not only decides how physically close the book to the speaker is, but also how psychologically close to the speaker is. Meanwhile, 'that' in the following example:

- That man over there.

Not only reflects the physical distance from the speaker, but the psychological distance as well.

Temporal deixis are forms used to indicate location in time. The forms used to mark time are 'now', 'then' 'yesterday', 'tomorrow', 'today', tonight', 'next week', 'last week'.... etc. The verb tense also counts as one basic type of temporal deixis.

Yule (ibid:14) identifies two forms of time deixis, that of proximal and distal; 'now' represents the proximal form, while 'then' stands for the distal. 'now' refers to the present time of the speaker's speech, whereas 'then' refers to the past and future time relative to the speaker's present time. The same is true of the tense where the present tense is the proximal form and the past tense is the distal from.

The concept of distance can also be recognized in temporal deixis. This means the objects which move towards us physically are psychological close, and vice versa.

In conclusion, deictic expressions always communicate much more than is said. But their interpretation depends on the context, the speaker's intention, and the relative distance. So it is a pragmatic area of interest where people make sense of each other and know how to communicate.

4. Data Collection

The data to be analyzed are randomly chosen. It is a speech which president Obama delivered on education, economy, and the job market for young people on the University of Central Missouri campus. It is a transcription of the published text of the speech, not the actual words spoken. It is taken from Miller center which specializes in United States presidential scholarship, public policy, and political history. The speech was delivered on July 24, 2013, retrieved from Millercenter.org/president/obama/speeches on November 15 2016.

The paper seeks to analyze Obama's speech qualitatively and quantitatively. It is a qualitative analysis when it tries to show what messages and ideas Obama wants to convey to the audience via language, i.e the relation between language and politics. It is a quantitative analysis when it tries to show which languages structures are used most frequently, i.e it focuses on the frequency and occurrences of linguistic items and structures used to realize Obama's ideologies, policies .. etc.

5. Data Analysis

A qualitative analysis will be given first, then the quantitative analysis which is followed by a table illustrating the figures of deictic expressions and their percentages. The table is intended to support the conclusions and explanations which the first analysis will come to. The analysis will rest upon taking examples here and there to breakdown the whole data. The three types of deixis will be touched upon one by one.

5.1 Person Deixis

First of all, person deixis concerns the identity of those who participate in a speech event: who are they, what are they doing, how are they related to each other... etc. linguistically, it is marked by personal pronouns.

It is well known that pronouns are labeled as function words rather than content words in the sense that they have no lexical meaning. Yet, they can be made use of by politicians to convey their ideas, messages, positions, identities... etc. to the public.

In this respect, Wilson (1990: 76) outlines the functions pronouns can do for the politicians using them.

"to indicate, accept, deny or distance themselves from responsibility for political action; to reveal ideological bias; and to present specific idiosyncratic aspects of the individual politician's own personality^[19]."

In the corpus, Obama uses four pronouns (I, we, you, and they) and their different forms which will be dealt with respectively.

The first personal pronoun 'I' in Obama's speech is pervasive. It is used for self-reference or self-centeredness. Obama, in this case, as a speaker manipulates 'I' to refer to himself, but he uses it also to refer to his professional and institutional identity, not as an individual but also as a president. Obama in his use of 'I' moves from his private identity to public identity. Consider the following examples:

- 1) Well, I know it's hot. That's why I took off my jacket.
- 2) I want to thank all the students who came out on a summer afternoon. I know that summer is – especially a day as pretty as today, it's tempting to be outside. I know classes don't start for a few more weeks. ----- now that I think about it, it may be good that you're here instead of getting into trouble.

In the above examples, Obama uses 'I' to express his own private identity as an individual not a president or government or even a representative of Democratic Party to which he belongs. He seeks to establish a close link with his audience and to create familiarity using such expressions as " I know it's hot, that's why I took off....; I want to thank.....; I know that summer is; I know classes..." Also he wants to present a good image of himself as gentle, caring, considerate showing a kind of personal involvement and solidarity.

In the same context, the verbs associated with the pronoun 'I' such as 'know', 'want', 'think' are significant where they express mental states. The choice of these verbs indicates his passion, knowledge and responsibility-a matter which reinforces the audiences' confidence in him as a politician, and consequently constructs a positive picture of himself.

- 3) I've just come from Knox College in Galesburg, Illinois, where I gave a pretty long speech on the economy. I will not report the whole thing here. But what I did want to talk about today is what I've talked about when I gave my first big speech as a senator eight years ago, and that's where we as a country need to go to give every American a chance to get ahead in the 21st century.

Obama here, shows his institutional identity as a president. The context and the message he wants to convey require him to move from private identity to public identity. As a person of authority, knowledge and responsibility, he talks about one of the most important issues which draws the Americans' attention, that is, economy. At the outset, he reviews the advantages which the members of the middle class gain from their good economy following World War II, fair wages and benefits, a chance to have your own home, a chance to save for retirement and the protection of health insurance. But soon the engine of economy began to stall. He ascribes the breakdown of economy to the advanced technology and global competition a matter which makes lots of factories shutdown and go down to other countries. Under the circumstances, people and families of the middle class have suffered a lot because they lost their jobs or their homes or their savings.

Obama, in all what he says, attempts to represent himself as a president who knows everything going on, willing to take the necessary measures to step over the current situation. He likes to portray himself as reliable and sincere in order to enhance the credibility of the public identity.

The objective and possessive forms of the first person singular pronoun 'I' are also used in this speech.

- 4) Well, I know it's hot. That's why I took off my jacket.
- 5) I want to thank your outstanding president, Dr. Chuck Ambrose, for having me here today. And I brought a special guest with me who is celebrating her birthday today – your senator, Claire McCaskill.

- 6) We changed the tax code so it was fair for middle class folks and didn't just benefit folks at the very top like me.
- 7) Putting people back to work, making sure the economy is working for everyday, building the middle class, making sure they're secure – that's my highest priority.
- 8) And over the next several weeks,, I'm going to lay out my ideas for how we build on the cornerstone of what it means to the middle class.....

The uses of 'me' in (5,6) refer to the president in his professional identity as a leader who does not follow any narrow interests, but seeks to secure better living conditions for others and that's why he is requested to give a speech accompanied by high – ranking officials. As a result, he tries to get support and cooperation of people.

In extract (4), he presents himself as an individual seeking closeness and communality with his audience showing a sense of humor which helps him largely to win their confidence and realize his goals.

In (7 , 8), the speaker is the president who has priorities and ideas to build the middle class and get people and economy together to work. He attempts to tell the audience what they are interested in as an endeavor to build good image of himself.

As regards the first person plural 'we', it is highly used by politicians to achieve different effects. Allen (2007:9) states that politicians use 'we' for a number of purposes: "to talk on behalf of their party; to deflect individual responsibility; to include or exclude hearers from group membership; and to invoke a general collective response or attitude to a matter^[9]."

Bramley (2001: 135) outlines the most prominent uses of 'we' as follows:

"to make politicians institutional identity or participation status as a representative of a particular institution or group salient; trading an 'us and them' dichotomy; co-implicating the people; deflecting individual attention on the speaker; and invoking a general collective response to an issue^[21]."

In the data, Obama uses the pronoun 'we' in different contexts to express different identities.

- 9) . Now, the good news is, five years later, five years after the crisis first hit, America has fought its way back. So together, we saved an auto industry. We took on a broken health care system. We invested in new American technologies to reverse our addiction to foreign oil. We doubled the production of clean energy. We put in place tough new rules on big banks and mortgage lenders and credit cards companies. We changed the tax code so it was fair for middle class folks and it didn't just benefit folks at the very top like me.

The first personal plural 'we' is used to refer to different referents. Obama uses 'we' to refer to a collective identity and indicate group membership. He uses the word 'America' to refer to the American people as whole. It is an inclusive 'we' which means 'I and others'. He co-involves the American people in what he says and does. Co- involvement here means either to participate in responsibility or to get advantage from the actions and measures he takes to fix the deteriorated economic situations. Obama also uses 'we' to express an institutional identity when he speaks on behalf of others or as a representative of the institution – the government and congress. 'We' can be used here to implicitly mean the 'patriotic we' where all Americans share him such issue and actions.

Obama, in the different uses of 'we', tries to create a sense of solidarity and unity in America. He portrays himself as a man of responsibility and action and finally constructs a good image of himself.

- 10) And as we're thinking about these issues, we can't get involved in short – term thinking. We can't have all the same old debates. We've got to focus on the core economic issues that matter to you. If we don't make the investments America needs to make this country a magnet for good jobs, if we don't make investments in education and manufacturing and science and research and transportation and information networks, we will be waving the white flag while other countries forge ahead in a global economy.

The use of 'we', in the extract above, invokes a general collective response to an issue. 'We' here may refer to the executive authority (government) or the legislative authority (congress), or even the people in general. Making investments is a problem or a challenge he can't deal with it alone, but requires the efforts of all those who are involved in policy and decision making. By using 'we' in this sense, Obama makes an attempt to distance himself from the responsibility. So all are required to take attitudes and show a collective response towards the economy which doesn't work well. This use of 'we' enables the politicians to evade any responsibility for any action which goes wrong in the future. 'We' is inclusive in the example above where it involves Obama and other people.

- 11) And if we don't invest in American education, then we are going to put our kids, our workers, our countries, our business at a competitive disadvantage.

Obama uses the possessive form of 'we' to take on a collective identity. This will allow him to deflect his responsibility. When Obama deals with unpleasant event, he tends to use an identity in which all Americans are included as well as him. This means that he tries to be at a distance from such events which might place him in a negative light.

When it comes to the second person pronoun 'you', it has many uses making it possible for the politicians to address different issues.

- 12) If you've still got yours on, feel free to take it off.

Obama uses 'you' to refer to the people available listening to his speech, i.e., the referent is specified. While using the pronoun 'you' to address the audience who attend the meeting, he seeks to establish solidarity with them. In other words, he tells his listeners how close they are to him and how they are in bond with each other.

- 13) And whether you owned a company, or you swept the floors of that company, or you worked anywhere in between, America offered a basic bargain: if you work hard, then you'll be rewarded with fair wages and benefits. You'll have the chance to buy your own home. You'll have the chance to save for retirement. You'll have the protection of decent health insurance. But most of all, you'll have the chance to pass on a better life to your kids.

The pronoun 'you' used above refers to all Americans who listen to him. This kind of the use of 'you' is known as impersonal which refers to anyone / or everyone. This impersonal use of 'you' involves an idea of generalization in which the speaker tends to tell his audience that what he says is a kind of truth or common sense.

- 14) And any working parent will tell you that knowing your kid is in safe place to learn is a big relief, so it's also important for the parents.

The objective and possessive variants of 'you' are used impersonally as well to involve not only the speaker but all the people attending the meeting and those at home as well. The speaker presents his ideas and information as generally accepted facts hoping that listeners everywhere appreciate them – a matter which increases his credibility.

With respect to the third person pronoun plural 'they', Allen (2007:11) outlines the functions of 'they' as follows: it can be used for distancing the speaker from the thing spoken of; to show ideology differences; and to lessen the speaker's responsibility for actions and events^[9].

- 15) But so far, at least, there is a faction of House Republicans who won't let the bill go to the floor for a vote. And if you ask them,, what's your economic agenda for the middle class, how are we going to grow our economy....., they'll start talking about out- of- control government spending – or they'll talk about Obama care, the whole idea that somehow if we don't provide health insurance to 50 million Americans that's going to improve the economy. Obama uses the third person plural 'they' to refer to 'Republicans', i.e. the referent is clearly specified. Obama here brings the Republicans under attack since they are opposed to his plans to grow the middle class and economy equally. Also he tries to present himself in a positive light that he has agenda for reforming the economy and the healthcare system. Obama tries to give a negative picture of the opposition, and to distance himself from the other.
- 16) And look, I want Republicans to lay out their ideas. If they've got a better idea to bring down college costs that we haven't thought of, let's hear them. If they've got better plan to make sure that every American knows the security of affordable healthcare, then please share it with the class.

Obama, in this example and the example above, seeks to compare the groups to which he belongs (Democrats) with the other group (Republicans). He represents his group in a positive light, while the other group in a negative light. "They" is used here as a tool to increase positive self – presentation and lessen his responsibility for the events. In the same context, the objective and possessive forms of 'they' are used to serve the same purpose.

As pointed out earlier, social deixis is not but part of person deixis, and consists of two types: honorifics and T/V distinction. Social deixis is about the social relationships between the participants in the speech event. English lacks a T/V contrast, and, instead, it uses honorifics to refer to the relations between the participants to express rank or respect.

17) Hello, Mules! Hello, Jennies!

18) I want to thank your outstanding president, Dr. Chuck Ambrose You've got your outstanding governor, Jay Nixon in the house. Your mayor, Charlie Rutt, in here. And I brought a special guest with me who is cerebrating her birthday today – your senator, Claire Mc Caskill.

Obama, here, uses the nicknames 'Mules, Jennies' when addressing the students attending there to make them feel how close they are to him. Although they are not equivalent in status, he expresses his intimacy and solidarity to the audience. Also Obama uses a lot of titles such as (your president, your governor, your mayor, and your senator), and names such as (Dr. Chuck Ambrose, Jay Nixon, Charlie Rutt, and Claire Mc Caskill). The use of such address forms are to distinguish the relationships between the participants, and to indicate the high respect which Obama carries to these people, and to reveal the power relationships between them. Finally, Obama uses a strategy of solidarity to address his audience and show the social relationships between the participants.

5.2 Time Deixis

It is about the locations which language encodes in time relative to the time at which an utterance is produced in a speech event. They can be linguistically realized by the adverbs of time such as 'now', 'then', 'yesterday'. 'tomorrow'....etc.

- 19) N Now, the good news is, five years later, five years after the crisis hit, America has fought its way back.
- 20) This year, we're off to our strongest private sector job growth since 1999.

The speaker uses the temporal deictic expression 'now' in (19) to refer to the present time of his speech. The use of 'now' here connotes the physical and psychological distance of the crisis which hit America. But 'now' also implicates that he is psychologically pleased and content that in his term of presidency, he, the American people including the audience overcome the hardship of the economic crisis.

In (20), the time deixis 'this year' is used to refer to the current year including even the time of utterance in which he delivers his speech. Owing to the steps and procedures taken to ward off the ill effects of the economic crisis under his presidency, the speaker feels so satisfied psychologically and morally. The deictic use of the time adverb 'this year' reveals the physical and psychological distance of the crisis.

5.3 Place Deixis

It is about the locations which language marks in space relative to the participants in the speech event.

21) I've come from Knox College in Galesburg, Illinois, where I gave a pretty long speech on the economy. I will not repeat the whole thing here.

Obama uses two spatial deictic expressions 'come' and 'here'. The motion verb 'come' suggests that the movement is towards the speaker which represents the deictic center. With its anchorage in situation, one can realize how physically close is to the speaker. The speaker uses the deictic expression 'come' to show the audience how psychologically close they are to him so that he will be able to influence them and give a good image of himself. The adverb of place 'here' refers to the University Campus where the event takes place. Both deictic expressions used above can be measured within the deictic center represented by the speaker without which such words cannot be interpreted.

22) This idea of early childhood education, it shouldn't be partisan.

23) That's not going to happen anywhere. Technology, global completion – those things are not going away.

In the two examples, Obama uses the deictic expressions 'this', 'that', and 'those'. He uses 'this' to convey how psychologically close that idea to him. The speaker tries, through the deictic use of 'this', to win the audience's sympathy, solidarity, and support with his idea of education reform. 'that' points out that there is a kind of shared beliefs in the sense that they share the same attitude towards the idea of reforming the education.

With the use of 'that', 'those', the speaker indicates that getting easy jobs, good wages, good living are not available because of technology and global competition – a matter which makes a lot of workers lose their jobs. So that makes him feel psychologically distant and dissatisfied with the conditions the people experience nowadays.

6. Quantative Analysis

Now that a qualitative analysis has been conducted to shed light on the messages and ideas Obama seeks hard to convey to his audience through the use of different kinds of deictic expressions. Below, the focus will be on the number of occurrences of such expressions. In this respect, a number of tables have been drawn to show the breakdown of the frequency of the three types of deixis.

Table (1): Frequency of Occurrence of Deixis

Person	371	70, 6 %
Time	49	9,3 %
Place	105	20 %
Total	525	99.9%

Table (2) Frequency of Occurrence of Person Deixis

I	71	19,2 %
You	90	24,2 %
We	147	39,6 %
They	47	12,6 %
Other	16	4,3%
Total	371	99.9%

Table (3): Frequency of Occurrence of Time Deixis

Now	19	38.7 %
Then	9	18.3 %
Today	5	10.2 %
Other	16	32.6 %
Total	49	99.9%

Table (4): Frequency of Occurrence of Place Deixis

Here	19	18 %
There	5	4.7 %
This	25	23.8 %
That	29	27.6 %
These	3	2.8 %
Those	3	2.8 %
M.V	21	20 %
Total	105	99.9%

A closer look at the tables above suggests that person deixis is more frequently used than the other deictics, i.e. it stands first in terms of frequency where it occurs (371) times compared to the other deictic expressions which occur less. Spatial deictics have (105) occurrences while temporal deictics have (49) occurrences. Personal deictics make up a larger part of the whole occurrences with (70%) percent whereas the other deictics have (20%) and (9%) respectively. That indicates the greater importance which the politicians attach to the functions of the pronouns used to mark the person deixis. The speaker uses these pronouns to claim or disclaim responsibility for particular actions, to show his own character, and to reveal his own beliefs and policies.

Of all the person deixis, the first person plural 'we' ranks first, i.e. it is more widely used than the other pronouns. Table (3) illustrates that this pronoun occurs (147) times, whereas the pronouns 'I', 'you' and 'they' occur (71), (90), and (47) times in order of frequency. This high frequency of 'we' shows its greater value in the politicians' speeches. As for the data under analysis, 'we' is used to take on different identities, while the first person 'I' is used mainly to express his self-reference as an individual or as a president. Also 'they' is used to represent the other people in a negative light, and to present his differences from the other.

In table (3), the temporal deictic expression 'now' has the lion's share with a frequency of '19' occurrences, while 'then' has (9) occurrences, and (5) occurrences for 'today'. Apart from these temporal deictics, all the other temporal deictics i.e. (this week, this year, the moment) have a frequency of (16) occurrences. The speaker uses deictic expressions to point out the physical and psychological distance he experiences when he makes reference to the unpleasant events and problems.

In table (4), the demonstrative deictic expression 'that' comes first in terms of frequency of occurrences. It is used more than the other demonstratives with (29) occurrences, whereas the spatials 'here', 'there', 'his', 'these', 'those', and 'motion verbs' are used less with '19', '5', '25', '3', '3', and '21' occurrences for each respectively. The use of spatials are used to serve a particular purpose, that is, whether the events and states of affairs are physically close or distant from the speaker and whether they are psychologically close or distant from him.

Conclusions

Deixis is highly significant for Obama to communicate their thoughts, messages, stances, identities...etc. to the audience. Person deixis is used to do a lot of functions: to express one's identity; to accept one's responsibility or deny it for certain actions or events; to voice one's sympathy and solidarity; to represent good/ bad image of oneself; to indicate group membership, i.e. to include or exclude other people.

Place deixis is also used in the data to show how physically close or distant those who are spoken to; or how psychologically close or distant the events or people equally. In either case, it is used to express sympathy, closeness, and consequently construct a good picture of oneself.

Time deixis is also made use of in the data to serve one basic function, that is, to demonstrate the physical and psychological distance of events and people from the speaker.

Finally, deixis is used by Obama to show how more gets communicated than is said, and only through these contextual cues (deictic expressions) one can interpret and disclose the messages and ideologies which politicians encode in language.

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