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dependent features.

3. Eventually, the present study has shown that the pronominal preference in political speeches is dictated by what kind of impression a politician wants to achieve.

4. The frequent usage of both (I) and (We) does not necessarily imply an authoritarian political approach.

5. Obama shows a clear performance towards the personal pronoun (I) compared to Trump.

6. Both Obama and Trump show a clear performance towards the pronoun (we).

7. (You) has been shown to have typical generic role in the speeches of political discourse, aiming at achieving a bond with the public.

8. The usage of (they) in Trump's speech is more decisive and prominent than Obama's one.

9. Both Obama and Trump do not tend to use deictic (He, She) in their speeches.

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job.

(17) They're suffering right now. We did something that is really considered a medical miracle. They're calling it a miracle. And that was the vaccine.

In both instances (15,16), Trump refers by (they) to his family and how they support him. However, in instance (17) he uses (they) to refer to the whole world.

The Usage of (We)

Both Obama and Trump show a clear performance towards the pronoun (we), thus it is the preferable choice of pronoun in Obama and Trump's speech, it is perceived as the most influential and persuasive in political discourse context.

For Obama:

(18) It's the conviction that we are all created equal.

(19) So that's what we mean when we say American is exceptional.

(20) And how we meet these challenges to our democracy will determine our ability to educate our kids.

In the (18) and (20) in-

stance, Obama refers by (we) to himself with American people. And in the (19) it is royal (we) indicates himself as a president acts the government.

For Trump:

(21) We have done been amazing.

(22) We would have numbers that would never have been seen. Already our numbers are the best ever.

(23) We have greatest country in the world.

In instance (21), Trump refers by (we) to himself and his wife Melania, but in the instance no. (22) refers to royal (we) himself and governments members. And the (23) example refers to himself and American people.

Conclusions

Throughout the research, the researcher has come up with the following conclusions:

1. For those who consider language as a generative system for genuinely describing the world, deixis is a large black fly in the ointment
2. In natural languages, deixis introduces subjective, attentional, deliberate, and, of course, context



this means in other words. And in the third one he shows what he can do for the people of America.

The Usage of (you)

(You) is a generic pronoun used numerous times as shown in the examples below from Obama's speech:

(7) You can see it is not just in statics, but in the attitudes of young Americans across the political spectrum.

(8) If you're disappointed by your elected officials.

(9) Let me tell you, sometimes you'll lose.

In all the above examples (7,8,9), it is easier for the hearer to place himself in the position of the referent, since it is general referent and indicates singular (you). So any person can understand that (you) intends himself.

For Trump:

(10) I just want to thank all of you.

(11) If you look at what happened until February, a year ago.

(12) But you are gonna see these things happening, if you remember us.

For Trump, in the example no.(10) the pronoun (you) refers to all the people, therefore it is plural not single referent, that is why everyone can place himself instead of (you).

The Usage of (They)

The usage of (they) in Trump's speech is more decisive and prominent than Obama's one as shown in the examples below:

For Obama:

(13) They're not just engaging in reverse racism or practicing political correctness, that when they wage peaceful protest,....

(14) They embraced this nation's creed, and it was strengthened.

For the above instances, Obama refers by (they) in the instance no. (13) to the White Americans, while in instance no. (14) he indicates the native-born Americans by (they).

(15) They worked for you.

(16) They could have had a much easier life, but they just did a fantastic

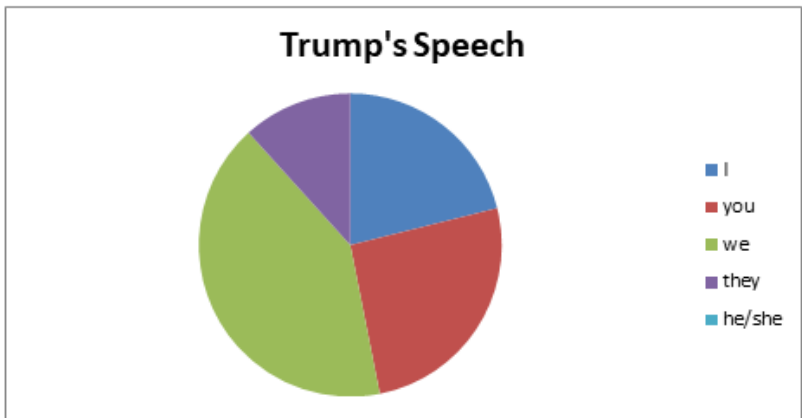


Figure (٤)

The Percentage ratio of static occurrence of personal pronoun in
Trump's speech

The Usage of (I)

As it has been mentioned above Obama shows a clear performance towards the personal pronoun (I) compared to trump. It is mostly used to display his personal beliefs and desires as in instance below:

- (1) I still believe that.
- (2) I want to focus tonight on the state of our democracy.
- (3) I will publicly support it.

The personal beliefs of the speaker is apparent and clear in example (1). While his desires and authority are

clear and apparent as in (2) and (3).

Trump uses the pronoun (I) clearly but it was less than those used of Obama. He used this deictic expression to display his thoughts and express his feeling as shown:

- (4) I want to thank you.
- (5) I just want to say.
- (6) I will always fight for you, I will be watching, I will be listening. And I will tell you.

Trump expresses his feeling as in example (4) he feels grateful, and in example (5) he tries to explain what



(26%) used by Trump. However the pronoun (they) stands (4%) for Obama usage and (12%) for Trump usage.

Table (1) below presents the statistical occurrence of personal pronouns:

Table (١)

The Comparison of statical occurrence of personal pronoun in speeches by Obama and Trump (row number)

Personal pronoun and its forms	Obama	Trump	Total
I	٤٣%	٢٧%	٧٠%
You	٥٤%	٣٣%	٨٧%
He/she	٠%	٠%	٠%
They	٧%	١٥%	٢٢%
We	٦٥%	٥٣%	١١٨%
Total	١٦٩%	١٢٨%	٢٩٧%

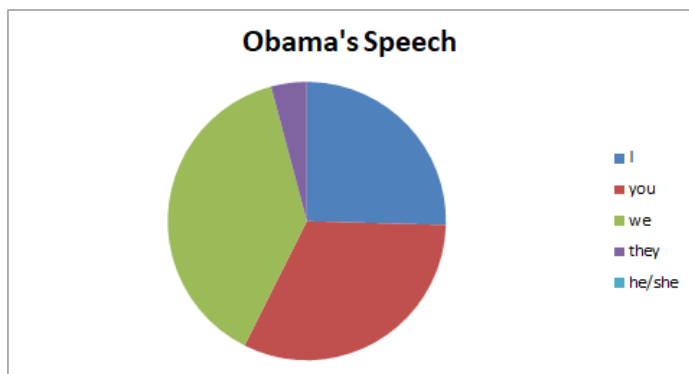


Figure (٣)

The Percentage ratio of statical occurrence of personal pronouns in Obama's speech



4. Speech of Trump

Trump's speech is still a topic of interest, his tone of voice, choice of words are undoubtedly unique. He uses short phrases, his speech is easy to read and understand because he employs certain syntactic structure. His speech includes common nouns, standard short adverbs and conjunctions. He highlights (American) and (America) as a relevant concepts. He conveys message of unity by giving great importance to (our) and (nation). Furthermore, he focuses on the verb (protect) and concept of (dream), refers to Islamic, focuses on the concept of the protection and does not cite health care. He does not mention other countries but he refers to Nebraska and Detroit, two cities in areas where Trump received more votes.

•.The Difference Between Obama's and Trump's Speeches

No.	Obama's Speech	Trump's Speech
١	Uses (hope)in the main sentiment	Uses (success) in the main sentiment
٢	Refers to (Muslims)	Refers to (Islamic)
٣	He speaks about environment	Focuses on the verb (protect) and concept (dream)
٤	He often mentions women	Refers to women twice
٥	Highlights (work) and (generation)	Highlights (American) and (America) as relevant concept
٦	They both give great important to (our) and (nation) which convey the message of unity	
٧	His speech is more difficult than Trump, it is fit for college graduates	Easer than Obama, fit for high school
٨	Uses long sentence	Uses short sentence

6. Quantitative Analysis:

This approach of analysis has shown that both candidates have a clear performance towards using the pronoun (we). The pronoun (we) represents (38.4%) of all deictic pronouns used by Obama and (41%) of all deictics used by Trump. (He/ she) is situated at a similar level (0%). (You) represents (32%) used by Obama and



2016: 13) state that there are three types of personal deixis, they are: (1) first person, (2) second person, and (3) third person. They explain that first person deixis is deictic reference that refers to the speaker or both the speaker and refrents grouped with the speaker. Whilst the second deixis is deictic reference that refers to the person or identified addressee. Third person deixis is deictic reference that refers to unidentified refrent as the speaker or addressee.

Furthermore, gender is also reflected in personal pronouns. Gender can be distinguished on the third person in most languages with pronominal gender marking, where two (masculine, feminine) or three are prevalent (masculine, feminine, neuter). Singular gender distinctions in English are encoded more than plural gender distinctions. (He denotes masculinity, She denotes femininity, and It denotes neuterness.) (Greenberg, 1963: 96).

3. Speech of Obama

President Barack Obama speaks in his own unique style. He recognizes

the power of language and makes an effort to choose his words carefully. For example Obama told CNN recently “ because one of the ways we are going to win the struggle is through the battle of hearts and minds”. Because of his understanding that the language is the path to people’s hearts and thoughts, it makes sense to pay great attention to his word choice and manner of speaking. He frequently employs common idioms such as “ folks, screwed up) and he mostly begins his sentence with (listen, look). (Gunawan, 2010: P.93)

Obama’s speaking approach is vastly different from that of his predecessors. He frequently employs religious terminology, referring to the United States as God’s chosen people. He places a greater emphasis on America’s shared ideas than on its shared religion, believing that the founding fathers’ principles are more binding.

One of the Obama’s strengths as a politician has always been his keen ability to listen to others and accept their suggestions.





reflected directly in the grammatical categories of person, which are first, second and third person. The main focus of this study is on person deixis, which entails the roles of individuals in the speech event, which are most clearly shown by pronominal systems and inflectional marking. In English, personal and possessive pronouns such as "he," "she," "her," "my," and "mine" can be used.

Personal deixis concerns with the persons identification who participate in utterance exchange. The system of English person deixis is uncompleted. The speaker is specified as (I), the listener as (you), and the third person in speech event as (they. he, she).While the systems of person deixis of other languages are more complicated (Mahmood, 2011: 334).

According to Huang (2014: 174) The encoding of the participant's role in the speech event in which the utterance in the inquiry is given is called person deixis. Person deixis is conveyed in English by: person pronouns, which are typically represented by (person, number, and gender).

Person deixis is shown in the diagram below:

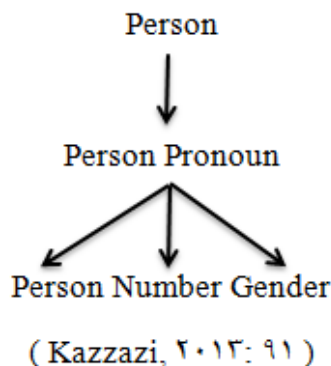


Figure (2)

Personal pronoun involves distinctions of three person, first, second, and third.

Huang (2014: 176) clarifies that languages differ concerning the number of person pronoun. English is one of the languages that seems to have a number category, but some languages, such as Chinese, do not have number of category whilst others, such as Arabic, may have three. For example: (singular) (plural)

I	we
You	you
He / She / it	They

Nababan (1987: 41) and Samuel (



of utterance), determines the deictic meaning of words (the time of utterance). "The canonical circumstances of the utterance are ego-centric," in other words. The speaker practically assumes the role of 'ego' and relates to his point of view, using the three axes mentioned above as a point of reference. As a result, deixis can be divided into three categories: person deixis, spatial deixis, and temporal deixis. as illustrated in figure (1) (Buhler, 1990: 103)

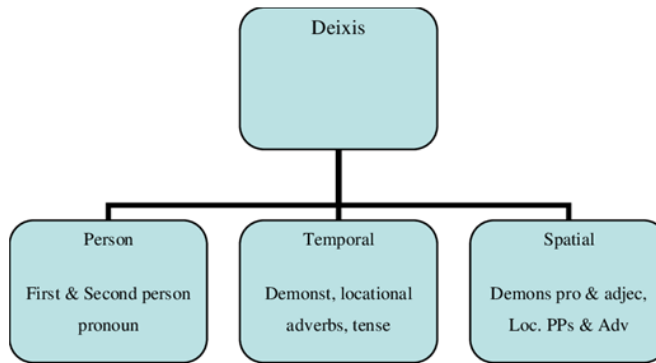


Figure (1) Classification of Deixis

Person Deixis relates to the speakers, as shown in Figure 1. This category of deictic phrases includes the first and second person pronouns. Furthermore, temporal deixis refers to statements that refer to time in relation to the speech-event. References to time in relation to the time of speaking – the now – can be expressed in language in a variety of ways, including spatial deixis demonstratives and locational adverbs like

‘here’ and ‘there.’ The linguistic category of tense is the most prevalent approach to recognize time differentiation. Languages use a variety of lexical elements that can be used as temporal deixis in addition to these two.(Shashank , 2016: 144).

2.1 Personal Deictic Express:

According to Levinson (2000: 68) person, place and time are regarded as the most common categories of deixes. Personal deixis is



which contains deixis or deictic expressions. (Izaddin and Mahmood, 2019: 96).

Richard (2020: 11) A deictic expression, A deictic expression, also known as deixis, is a word or phrase that alludes to the time, place, or circumstance in which a speaker is speaking (for example, this, that, these, those, now, then, here). In English, deixis is indicated via personal pronouns, demonstratives, adverbs, and tense. The name "DIKE-tik" comes from the Greek word for "show" or "pointing".

2. Categories of Deixis

Levinson (1983:62-63) and Levinson (2004: 119) clarify that there are several deictic categories, including the traditional deixis (time, person, and place) (time, person, and place) then following Fillmore (1997) added two other deictic categories, which are discourse and social deixis. Social deixis which “ includes the marking of social relationships in linguistic expressions, with direct or oblique refer to the social status or role of the participants in the speech event”. Whereas "The use of expres-

sions within some speech to refer to some portion of the discourse that contains the utterance" (including the utterance itself) is defined as discourse deixis.

Later, the above categories are followed by another one which is presented by (Huang, 2014: 208) Emotional deixis, that indicates emotional or psychological “ proximity” or “ distance” between a speaker and a referent.

Izaddin and Mahmood (2019: 98) state that there are many languages in the world, and in everyone there are many utterances which cannot be understood without knowing something about the place, the tone of the utterance, and the speech participants, the context of the utterance. These expressions (I, you, we, this, there, tomorrow, today, etc.) are all indexed, and the listener does not understand what is being said or what is meant, unless he/she identifies the time, the speaker, and the place of the utterance.

The origo, which consists of the 'I' (the speaker), the 'here' (the place of speech), and the 'now' (the moment



time, speaker, addressee, and place.

Deixis is a Greek term, it is a linguistic form used to accomplish pointing. If a strange thing is noticed and someone asks (What is that) he is using a deictic expression (that) to indicate to something in the immediate context. Deixis is regarded as one of the most crucial linguistic subjects and it demonstrates a critical link between the real-life environment (place, time, and participants) and the linguistic phrases that we develop. Deixis is the best tool for demonstrating the relationship between language structure and context. They are qualities that link language to context. (Yule, 1996: 6) and (Yule, 2017:9).

While, Mahmood (2011: 334) states that deixis entomologically is a technical term from Greek “ day-icksis “ which means pointing via language. It was introduced into language to serve face to face interaction, also deixis identifies persons, objects, and events in terms of their relations to the speaker in space and time, then deictic expressions cannot be understood without the physical

context.

Hadi (2014: 526) denotes that deixis is one feature of English and natural language, and its origin is Ancient Greek which means demonstration, display or reference. It is one of the language phenomenon that could not be ignored, it is the phenomenon wherein understanding meaning of certain expressions in an utterance require contextual information. It can be said that deictic is a word which its denotational meaning of which varies depending on place and/or time, but its semantic meaning is fixed.

In general, deixis indicates a phenomena in which the meanings of some words and phrases in a sentence are derived from contextual information. Certain deictic statements have a constant semantic meaning, but their denotational meanings vary depending on who is speaking, when they are speaking, and where they are speaking. The important thing is that one should be aware of the context of the statement (speaker(s), addressee(s), time, and place), to enable him to analyze the utterance





Related Studies

Several studies on pragmatics are intended to make a generalization upon one area like deixis. However the current study is concerned with the investigation of the personal deixis . Three related studies are presented just to shed light upon their objectives and methods of analysis which are different from this study in most aspects, and similar in some aspects.

The first study is entitled “Discourse Deixis in the American Political Speeches” by Hadi (2014). It studies the discourse deixis in the American political speeches, as a type of institutional talk, to find out this linguistic phenomenon used in the American political speeches and if there is a special strategy for the use of discourse deixis.

The second study is entitled “A Discourse Analysis Personal Pronouns in Donald Trump’s Inauguration Speech” by Wahyuningsih (2018). It studies the use of subject in Trump’s speech. The transcript of speech is analyzed to describe personal pro-

nouns used by Trump in his speech.

1. The concept of Deixis

The pragmatic side of communication cannot be isolated from the presence of a language. Yule (1996: 3) defines pragmatics as the study of what the speaker means. When attempting to communicate in this situation, the speaker must be able to transmit his/her message, which is dependent on a large number of assumptions and expectations. In this context, because meaning is dependent on the manner, place, time, and person of an utterance, pragmatics places the contributions in the language used by the speaker to explain how language users are able to overcome the apparent ambiguity. Pragmatics, on the other hand, provide some terminology that assist the speaker in avoiding ambiguity. Deixis is one of the terms.

Harford and Heasley (1984, 63) and Richards et.al (1985, 75) analyze deixis as being a word or phrase that refers to an utterance and derives some of its meaning from the context in which it is employed, such as the



الملخص

الموضوع السائد في البحث في علم التداولية والذي يستخدم لفهم معنى كلمات وعبارات معينة يتطلب معلومات سياقية وهي ظاهرة الإشارة. فمثلاً تعابير الإشارة الموجودة في اللغة الإنجليزية «هذا، هذه، هنا، وهناك» هي تعابير معروفة في كل اللغات البشرية. وتُستخدم عادةً لتحديد الأشياء في السياق المباشر الذي نتحدث فيه، من خلال الإشارة إليها ولفت الانتباه لها. الدرجة العالية من الرسمية هي إحدى السمات التي تميز الخطابات الرسمية عن غيرها من الخطابات. غير إنه في الوقت الحاضر هناك ميل لجعل الخطابات السياسية أقرب إلى النصوص المستعملة في الحياة اليومية. اقتصر الباحث في هذه الدراسة على الإشارة الشخصية التي تهدف إلى تحديد وتصنيف نوع الإشارة الشخصية في خطابات أوباما وترامب. واعتمد الباحث تصميم البحث الكمي كأسلوب لهذا التحليل.

تهدف هذه الورقة إلى التحقيق في أسماء الإشارة في الخطابات السياسية الأمريكية، والطريقة التي يتم بها التعبير عن التأكيدات الشخصية في خطابات أوباما وترامب، وكذلك اكتشاف الاختلافات بينها. وأستنتج الباحث بأن الاستخدام المتكرر لأسماء الإشارة (أنا) و (نحن) لكل من أوباما وترامب لا يعني ضمناً نهجاً سياسياً سلطوياً، بينما اسم الإشارة (أنت) له دور كبير في خطاب كل منهما.

Abstract

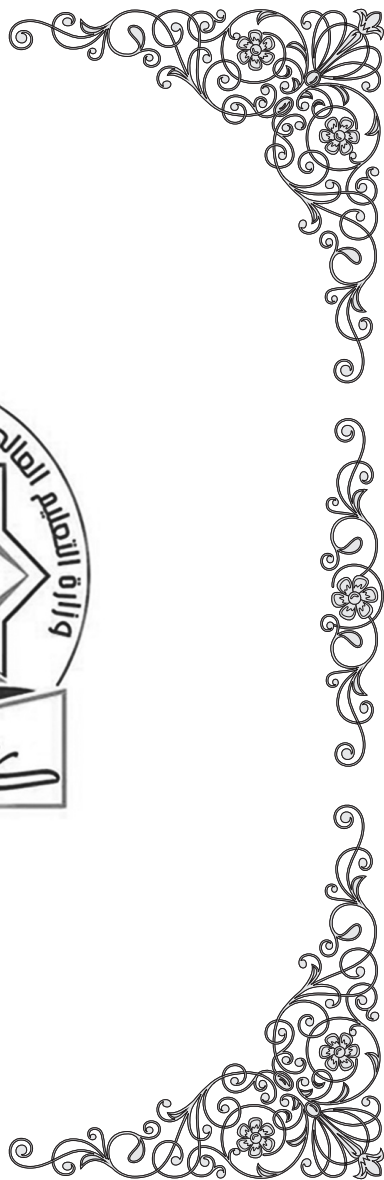
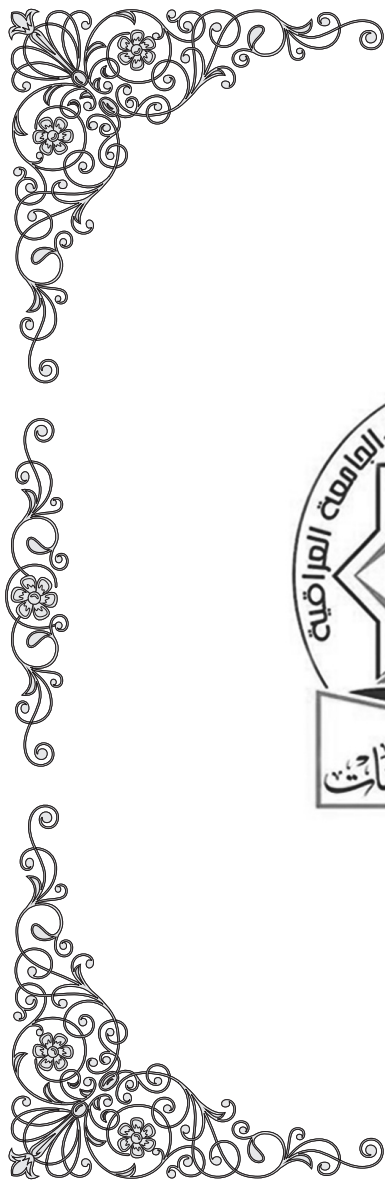
Deictic expressions are among the most popular studies in pragmatics. It is utilized to interpret the meaning of particular words and phrases that require contextual information. Deictic expressions, such as the English 'this, that, here, and there,' can be found in every known human language. They are usually used to identify objects in the immediate context in which they are used, by pointing at them and drawing attention to them (in spoken form).

Formality is one of the most significant features that distinguish the political discourse from other types of discourse. Nowadays even these discourses tend to be close to everyday discourses.

The researcher focuses this study on person deixis, with the goal of identifying and classifying different types of person deixis in Obama and Trump's speeches. For fulfilling the requirements of analysis, the researcher used a quantitative research approach. The present paper aims to investigate deixis in American political speeches, and the way personal deixis are used in Obama and Trump's speeches, also find out the differences between Obama and Trump's speeches using those deixis.

For both Obama and Trump, the frequent usage of (I) and (we) does not imply authoritarian political approach, but (You) has generic role in the speeches of both of them.

Keywords: (Deixis , Personal deixis, Speech of Obama and Trump)



The Use of Personal Deictic
Expressions in the Speech
of Obama and Trump: A
Contrastive Analysis

استخدام التعابير الإشارية الشخصية في خطاب

اوباما وترامب

دراسة مقارنة

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