

A Pragmatic Study of Indexicality in Donald Trump's Farewell Address

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Abstract:

This study is descriptive qualitative study; it aims to illustrate how deictic expressions are used in Donald Trump's farewell address from a pragmatic perspective. To meet this objective, Levinson (1983) and Yule's (1996) five major types of deixis: person, time, place, social, and discourse deixis, will be adopted in data analysis. The analysis has demonstrated that person, time, place, social, and discourse deixis play a role in constructing meaning and in shaping the political ideologies. The textual analysis has further shown that each type of deixis is used by Trump to attain certain purposes. For instance, person deixis was used to get along with his followers and to distinguish his adversaries. Temporal deixis was used to focus on accomplishments and perseverance. For touching national imagery, he used spatial deixis, whereas social deixis was employed to emphasize social relationships. The last type, discourse deixis, was used to build a coherent narrative. This study, by focusing on deictic expressions, has demonstrated their vital contribution in conveying ideological messages and in enhancing the communicative power of political speeches on the audience.

Key words: Deictic expressions; Discourse (textual); Indexicality; Personal; Pragmatics; Spatial; Temporal; Social.

دراسة تداولية للإشارية في خطاب الوداع لدونالد ترامب

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المخلص:

هذه الدراسة هي دراسة وصفية نوعية تهدف الى توضيح كيفية استخدام التعبيرات الإشارية في خطاب وداع دونالد ترامب من منظور تداولي. ولتحقيق هذا الهدف ستبنى الدراسة الأنواع الخمسة الرئيسية من الإشارات التي اقترحها ليفينسون (١٩٨٣) ويول (١٩٩٦): الإشارات الشخصية، والزمانية، والمكانية، والاجتماعية، والخطابية. أظهر التحليل أن هذه الإشارات الشخصية، والزمانية، والمكانية، والاجتماعية، والخطابية تلعب دورا في بناء المعنى وتشكيل الأيديولوجيات السياسية. وأظهر التحليل النصي أن ترامب يستخدم كل نوع من الإشارات لتحقيق أغراض معينة. فعلى سبيل المثال، استخدم الإشارات الشخصية للتواصل مع أتباعه وتمييز خصومه. واستخدمت الإشارات الزمنية، للتركيز على الإنجازات والمثابرة. وللتأثير في الصور الوطنية، استخدم الإشارات المكانية. في حين وُظفت الإشارات الاجتماعية، للتركيز على العلاقات الاجتماعية. أما النوع الأخير، الإشارات الخطابية فقد استخدم لبناء سرد متماسك. ووضحت هذه الدراسة، من خلال التركيز على التعبيرات الإشارية، مساهمتها الحيوية في إيصال الرسائل الأيديولوجية وفي تعزيز القوة التواصلية للخطابات السياسية على الجمهور. **الكلمات المفتاحية:** تعبيرات الإشارة؛ الإشارة الخطابية؛ الإشارية؛ الإشارة الشخصية؛ التداولية؛ الإشارة المكانية؛ الإشارة الزمانية؛ الإشارة الاجتماعية.

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1. Introduction

Political discourse is an important tool used by politicians to influence people, direct their opinions, and shape their perception of reality. This discourse does not rely solely on what is said directly; rather, many meanings are hidden or implicit. When we analyze political discourse using pragmatic tools, we do not simply understand the sentences as they are; rather, we seek to understand what the politician actually means and how he uses language to achieve certain goals. For example, a politician may use certain words to persuade the audience, justify a position, or demonstrate their agreement with them. Thus, the pragmatic analysis helps us understand these hidden dimensions of language and reveals how political messages are constructed to reach the audience in a deliberate manner that achieves specific political or social goals. Thus, the pragmatic analysis examines not only the words themselves, but also the intention, context, and strategy within the political situation in which those words are spoken. (Levinson, 1983; Brown & Yule, 1983; van Dijk, 1997).

According to Levinson (1983) and Yule (1996) indexicality refers to the presence of words whose full meaning assumed through context. The word "I", for instance, refers to a specific speaker, but the question is "who is that specific speaker? We only know this from the context. Similarly, "now" refers to the present moment, but what is this moment specifically? This depends on the time of the speech. This phenomenon is very important in understanding how meaning changes depending on the situation, and it is an essential part of an effective communication.

Crystal (2008) explained that the term "indexicality" or "indexical expressions" (p.241) refers to a specific type of linguistic expressions whose meaning is context-dependent. In other words, certain words or phrases in language do not have a fixed or absolute meaning; rather, their interpretation varies depending on the situation in which they are used. Their meaning is shaped by factors such as the characteristics of interlocutors, place, and time among other contextual elements.

In order to understand the utterances of other people, it is not sufficient to analyze language in terms of its linguistic structure or the meanings of its words alone. Rather, it is necessary to study the interactive relationship between language and the context in which these expressions are spoken. The phenomenon of deixis can be considered as one of the best examples which reveal the relationship between language and context (Putri & Kurniawan, 2015 as cited in Retnowaty, 2019).

The term "deixis" is derived from the Greek word meaning "to point" or "to direct," i.e., to point through language (Hornoiu, 2015). In philosophy, it is equivalent to "indexicality," which is derived from the corresponding Latin word "to point" or "to direct.

Deixis is a prominent pragmatic phenomenon, which consists of linguistic expressions that systematically depend on the surrounding context for their understanding and interpretation. In other words, these expressions can only be interpreted by referring to the external elements surrounding the speech event, which contribute to determining their precise meanings.

For example, consider the following sentence:

1. "Put this pot there".

To understand what is meant by "this" or "there," it is not enough to rely on the words themselves; one must also refer to the actual context of the situation. Knowing the intended container or the location where the container is requested to be placed depends on visual or physical information, such as the speaker pointing with his hand to the container and the specific location, which is known as the referential context (Hornoiu, 2015).

Deixis is a fundamental component of every natural language, present in all languages without exception. This linguistic phenomenon is clearly evident in everyday communication between individuals, whether in spoken conversations or in written texts and extended discourses. It is usually performed by the leaders of countries, communities, institutions, companies or individuals who are able to inspire and motivate their

audience. Donald Trump from United States of America is one of the country leaders who delivered political speeches and widely known as a master of the art of public speaking for his special way of conveying speeches though provoking. Therefore, his farewell speech is of great interest to be discussed considering his standing and political and social standing within the United States (Retnowaty, 2019).

Deixis is a powerful rhetorical tool that can be employed to gain audience support during political or public speeches. It is important, analytically, to ask questions such as: Why did Donald Trump choose certain Deixis expressions? And how did he use them to connect discourse elements such as audience, time, and place? These expressions do not have a clear meaning on their own; rather, their meaning is derived from the context in which they are used. Furthermore, some audience members have difficulty understanding the main idea of a speech when it includes deixis, because they do not always have sufficient background knowledge to understand the precise meaning of these expressions (Retnowaty, 2019: 110).

Donald Trump's farewell speech was chosen as an example for indexicality analysis because it represents a very sensitive moment: the end of his presidency, the beginning of a new political phase, and a message to his supporters. In such a speech, the president uses many indexical expressions to demonstrate his positions, assert his identity, and reshape his political image. Analyzing indexicality in this context shows how a politician uses language to build a relationship with his audience and deliver subtle messages through seemingly simple words, yet loaded with profound political and contextual connotations (van Dijk, 1997).

The problem of the study: Despite the increasing number of studies addressing political discourse, there is a noticeable lack of focus on how indexical expressions function from a pragmatic perspective, especially in the context of farewell or transitional political speeches. This lack indicates a research gap that requires an in-depth study to clarify how these indexical expressions contribute to: the production of meaning, the construction of political identity, and the definition of the rhetorical

positions of the president or politician at the moment of the transfer of power or the end of their term. The studies cited by Brown and Yule (1983) and van Dijk (1997) supported the importance of such a research approach, but they did not sufficiently address this type of discourse, making the topic worthy of further research (Brown & Yule, 1983; van Dijk, 1997).

2. Review of Literature

2.1 The Field of Pragmatics

Pragmatics is defined as the science that studies the relationship between (linguistic) signs and their interpreters—the users who interact with and understand them in a given context (Morris, 1938). When Stalnaker (1972) defined pragmatics, he focused on linguistic acts and the contexts in which they are performed, highlighting the importance of the communicative situation in the production of meaning. Leech (1983) considered pragmatics a fundamental field for understanding the nature of language, as it concerns how language is used in actual communication, not just its abstract meanings. This field of linguistic research was established in the 1930s, thanks to the contributions of Morris, Carnap, and Peirce (Horn & Ward, 2006), who laid the first foundations for understanding the relationship between language, context, and user. The main areas of interest in pragmatics include: implication, meanings that are understood without being explicitly stated; presupposition, information implicitly taken for granted in discourse; speech acts, which show how language is used to perform actions (e.g., promise, command, request); and deixis, which is concerned with the interpretation of words that depend on context to understand their meaning (Haung, 2007).

Pragmatics is a branch of linguistics that studies the influence of context on the interpretation of meaning during communication. In other words, pragmatics does not just focus on understanding what words literally mean (as semantics does), but rather focuses on what the speaker actually

intends when using language in specific social situations. Pragmatics takes into consideration several elements, like: the speaker's identity, the relationship between the speakers, the social or political context, the shared knowledge between them. All of these factors influence the interpretation of the message and the understanding of its intent (Levinson, 1983,; Yule, 1996).

In discourse analysis, pragmatics has a pivotal role in uncovering the implicit meanings and communicative functions that language performs in extended texts or conversations. Through pragmatics tools, the analyst can understand how the speaker deals with topics such as: politeness, power relations, persuasion, presupposition, and implicature. These elements help explain how language is used to achieve specific goals, such as: shaping social reality, negotiating identity, achieving rhetorical influence on audiences. These mechanisms apply to various types of discourse, such as: political speeches, media discourse, and everyday conversations (Brown & Yule, 1983; Van Dijk, 1997).

Pragmatics highlights the important role of language users by focusing on how they employ and understand language within changing and dynamic communicative contexts. Meaning in pragmatics is derived not only from linguistic structure, but also from the interaction of the speaker and addressee with the situation in which language is used, including its spatial, temporal, and social elements (Chen, 2020).

2.2 Deixis and Pragmatics

Language is a form of communication that society uses to convey messages and thoughts and that lets people communicate with each other. It is used to propose a message about the thoughts or views of the speaker. In that way, there are two types of communication in linguistics, these are oral and written types. Levinson (2004) claimed that the term pragmatics is connected to the analysis of what speakers mean by categorizing words or phrases. In this context, the analysis of pragmatics embraces the term deixis and other terms.

Deixis is one of the subfields of pragmatics; this term is defined as an expression that denotes a certain sentence or an expression that is challenging to understand without extra contextual information (Putri et al., 2023).

The phenomenon of deixis exists in all languages, not just English. This has been confirmed by numerous studies using linguistic corpora (huge databases containing authentic texts of people's speech or writing) (Alkhawaldeh, 2022).

Focusing has also been studied in-depth in various types of texts (such as literature, everyday conversation, academic texts, etc.), in various languages, and from multiple perspectives, demonstrating its importance and versatility in language (Alkhawaldeh, 2022).

Deixis is a linguistic phenomenon present in multiple areas of language, whether in everyday interactions between individuals or in formal texts and speeches. It is used to refer to people, places, or times depending on the context surrounding the speech. This phenomenon is employed in spoken language and has a powerful impact in public discourse. An example of this use is Donald Trump's style in the farewell address; he used expressions containing linguistic signals to attract listeners' attention and direct them toward a message related to cooperation with the new president and working to build a better world. In these types of speeches, especially those delivered on formal occasions, the use of deixis becomes crucial, as it plays a role in constructing meaning, directing attention, and achieving the desired impact (Retnowaty, 2019).

Understanding the meaning associated with contextual cues (deixis) helps avoid misunderstandings or misinterpretations of the message. When both the speaker (such as Trump) and the listeners are aware of the context in which these expressions are used, communication becomes clearer and more effective. Contextual cues (deixis) demonstrate a close relationship between them and the context in which they are said; their meaning cannot be separated from the setting in which they occur. In the case of Trump's speech, understanding these cues depends on knowledge of the circumstances surrounding the speech, such as time, place, and the

identities of the parties involved. In formal speeches, especially political ones, the use of deixis has become more common and more profound, given the linguistic tools it provides for influence and persuasion. However, the language used in political speeches is often complex and can be difficult for many people to understand, especially those who are not native English speakers or come from different cultural backgrounds (Retnowaty, 2019).

2.3 Indexicality and Deixis

Deixis is a subtype of indexicality and refers to words indicate elements in the immediate context of speech, such as:

- (1) Identity: Who is speaking and who is being addressed ("I", "you")
- (2) Time: When an event occurs ("now", "tomorrow")
- (3) Place: Where it occurs ("here", "there")
- (4) Text: Referring to parts of speech itself ("this", "that")
- (5) Social deictics: refers to social relationships or social identity through language (such as the use of "You" versus "You") (Levinson, 1983; Brown & Yule, 1983).

2.3.1 Indexicality

Language expressions known as indexical have a consistent meaning even though the context in which they are used changes from utterance to utterance. "I," "here," and "now" are the three paradigmatic situations in English (Cappelen & Lepore, 2002).

Generally speaking, to argue that an expression is indexical is to say that its meaning is dependent on context and not being random or only figurative. The contextual aspect of reference is apparent in some situations (Rymes, 2002). For instance, several words are obviously indexical since their referential meaning depends entirely on the context in which they are used (such as the pronouns you and me or the demonstratives this and that). All language is indexical to some extent, although pronouns like you and demonstratives like that are most obviously so as distinct words.

When it comes to indexicality, it is typically connected to language statements that lack the necessary semantic depth to acquire reference without supporting context. The interlocutors' shared attention and capacity to deduce the speaker's referential intentions from environmental cues provide this support (Levinson, 2004).

2.3.2 Deixis

Deixis is the study of deictic or contextual linguistic expressions, such as "you," "now," and "today," whose full meaning is only understood within the context in which they are used. Deixis is a distinctive pattern of grammatical features that appear in well-known linguistic categories such as person, time, and place (Levinson, 2004).

Green (2009) suggests that deixis represents a process of encoding space, time, and the personal experience associated with the speaker at the moment of speaking. That is, when a speaker uses words such as "I," "here," "now," and "this," they include information about their location, time, and personal perspective in their speech. These words are known as "pure deictic utterances"(p.178) because their meaning is entirely contextual. They do not have a fixed meaning outside of context; rather, their significance changes depending on the speaker's location. For example, what is considered "here" by one speaker may be referred to as "there" by another in a different location. This phenomenon reveals that language is built around a "cognitive center" associated with the speaker, from which spatial and temporal directions and relationships in discourse are determined(p.178).

Williams (2019) explains that deixis is a linguistic phenomenon in which certain phrases used to refer to people, places, or times change their meaning depending on the context in which they are said. For example, a phrase like "Meet me here in a week" cannot be accurately understood without knowing who the speaker is, where it was said, and the current tense. While all forms of speech and social behavior are linked to and dependent on context—known as indexicality—what distinguishes deixis is that it incorporates this dependency within the linguistic structure

itself. Words like "I," "here," and "now" are called deictics, indexicals, or shifters because they change semantically depending on the context in which they are used. Accordingly, reference is divided into three main types, as Yule (2020) pointed out: reference to people (person deixis), spatial deixis, and temporal deixis.

In political discourse, deictics perform extremely important pragmatic functions. They are intelligently used to build relationships with the audience, project authority, and formulate a collective identity. Examples include: Personal deictics ("we," "you") which are used to create a sense of belonging or to distinguish "with us" from "against us" (in-group/out-group) (Fairclough, 2001; Chilton, 2004).

Temporal deictics ("today," "now") are used to emphasize the importance of time or urgency of a decision, for example, "Now is the time for change". Spatial deictics ("here," "there"): used to connect a message to a specific place, either to create proximity and intimacy or to create critical distance (Fairclough, 2001).

Textual or rhetorical reference ("as I said," "in this speech"): organizes content and directs audience attention within the text itself (Chilton, 2004).

Generally speaking, the intelligent use of deixis in political speeches is not merely a reference, but a strategic tool that contributes to: Identity construction, ideological influence, manipulation of social and contextual relations, and the achievement of rhetorical goals (van Dijk, 1997; Fairclough, 2001).

Types of Deixis

For Yule (2006) Deixis is divided into three types, they are personal, spatial, and temporal. Additionally, discourse deixis and social deixis are added by Levinson, making a total of five different types of deixis.

In this context, the types of person deictic, place deictic, and time deictic are typically mentioned within the European linguistic and philosophical traditions (Hornoiu, 2015). The reason for this tri-partition is that all

indexing and pointing are performed by live individuals, therefore all indexical phrases must be tied to:

- 1) The individual who said them;
- 2) the location and timing of the pointing (Hornoiu, 2015).

The types of deixis as mentioned by Yule (1996) and Levinson (1983) are as follows:

1. Person Deixis

Individuals participating in a speech event play different roles. These roles are expressed through the grammatical category known as "person," which includes the speaker, the addressee, and the other (i.e., the third person). These roles are clearly reflected in the pronouns and the communicative context. When roles change during a conversation, so does the deictic origo, the point from which contextual meaning is constructed. For example, if speaker A says "I," this reference becomes "you" when addressee B speaks. Similarly, what is "here" for one speaker may become "there" for the other (Levinson, 2004).

According to Levinson (2004), first-, second-, and third-person pronouns can be classified according to two semantic structures: the speaker inclusion (S) and the addressee inclusion (A). The first-person pronoun (first person) is represented by (+S), which includes the speaker. The second-person pronoun (second person) is represented by (+A, -S), which includes the addressee but not the speaker. The third-person pronoun (third person) is represented by (-S, -A), which includes neither the speaker nor the addressee, making it less closely related to direct reference and closer to the non-deictic domain. Most natural languages encode these two roles (+S and +A) explicitly in pronouns or via verb forms, and the third-person pronoun is also distinguished through apparent grammatical structure (Levinson, 2004: 12).

2. Temporal Deixis



These deictics indicate the speaker's position in respect to referents across the course of time. In addition to adverbs like *yesterday*, *today*, and *tomorrow*, the inventory of time deictics also contains time adverbials like *last Tuesday*, *this afternoon*, and *next year*. The most crucial aspect of temporal deixis, however, is that it also takes into account the tense of the utterance: "tense is one of the main factors ensuring that nearly all sentences when uttered are deictically anchored to a context of utterance" (Levinson, 1983, as cited in Rühlemann & O'Donnell, 2012). Time deixis in contextual reference exhibit a striking feature: they are often shared by all participants in the same speech situation, unlike reference to a person or place, which may not always be shared (Rühlemann, 2007). That is, expressions such as *now*, *last month*, or *tomorrow* are usually understood in the same way by both speaker and listener, because they share the same time frame within the situation, unlike what might happen with reference to people or places, where the two parties' perspectives or actual locations differ (Rühlemann & O'Donnell, 2012).

3. Spatial Deixis

This type of contextual reference, also known as "spatial" or "positional" focus, concerns the identification of locations based on reference points within a speech situation (Levinson, 1983; Rühlemann & O'Donnell, 2012). These references reflect the speaker's relationship to objects or people in space. In English, adverbs such as *here* and *there* and demonstratives such as *this* and *that* are clear examples of this type of reference. These expressions carry connotations related to the distance between the speaker and the object referred to; *here* and *this* are typically used to indicate what is near, while *there* and *that* are used to indicate what is far away (Rühlemann & O'Donnell, 2012).

4. Discourse Deixis

For Levinson (2004) In oral or written discourse, it is common to use expressions that refer to other parts of the text, whether they have already been mentioned or will come later. Phrases such as "as mentioned

before," "in the next chapter," or "two paragraphs later" depend on the reader's or listener's knowledge of their current position within the text. Voices that relate to time, such as "before" and "after," or to location within the text, such as "in this article" or "above," are used. These references are only understood if the context is clear, making them contextual. Referential expressions, whether referring to something mentioned previously (anaphora) or to something coming later (cataphora), differ in their reference. While referential expressions refer to entities outside the text itself, textual deixis refers to locations within the text, giving it a referential character that is linked to the reader's or listener's position in the discourse (Levinson, 2004).

5. Social Deixis

Social deictics refer to the use of language to refer to social relationships between participants in a speech situation, whether directly or indirectly. This type of deixis is demonstrated through expressions that reveal the speaker's or listener's status or social function within society. Many languages have linguistic forms specifically designed for this purpose, such as titles or styles of respect and appreciation. Southeast Asian languages, such as Thai, Japanese, Korean, and Javanese, are prominent examples of languages that use these expressions explicitly and systematically in everyday communication (Levinson, 2004).

3. Methodology of the Study

This study relies primarily on a qualitative approach, as the data being analyzed is presented in a linguistic or descriptive form rather than as numerical or statistical data. In other words, the study focuses on analyzing words, meanings, and contexts rather than numbers or quantitative measurements (Aditya, 2014). According to Bogdan and Biklen (2007), there are five characteristics of qualitative research. However, these traits would not exhibit to an equal level in all the qualitative studies (Bogdan & Biklen, 2007). The characteristics are as follow: naturalistic, descriptive, concern with process, inductive, and

meaning. Using such method in this research allows for a deep examination of deictics within such a political speech and helps to convey meaning and to construct a political identity.

The data of this study is the Farewell Address by former U.S. President Donald J. Trump on January 19, 2021. The transcript of the farewell address speech was obtained from verified website to make sure of accuracy and reliability.

The researcher followed a descriptive and analytical approach in collecting and processing data. In the first step, the text of the speech was carefully read after obtaining it from a website, with the aim of accurately understanding its content and context. Next, sentences containing various types of deixis were selected for linguistic analysis. The researcher then classified these sentences into five types of deixis: Personal deixis: such as pronouns that refer to the speaker, the addressee, or the third person (I, you, he, etc.). Spatial deixis: which refer to place (here, there, etc.). Temporal deixis: which specify time (now, tomorrow, years ago, etc.). Discourse deixis: which refer to parts of the text itself (as mentioned previously, in the next paragraph). Social deixis: These reflect the social relationships between the speaker and the addressee (such as formal titles: Your Excellency, Sir, Your Honor, etc.). After categorization, the data was analyzed within each of these five types, in terms of form, usage, and meaning within the discourse context. Finally, the researcher summarized the results to arrive at clear conclusions about the nature of the use of deixis in Trump's farewell speech.

This study accouts on Levinson (1983) and Yule (1996) model in their classification of deixis.

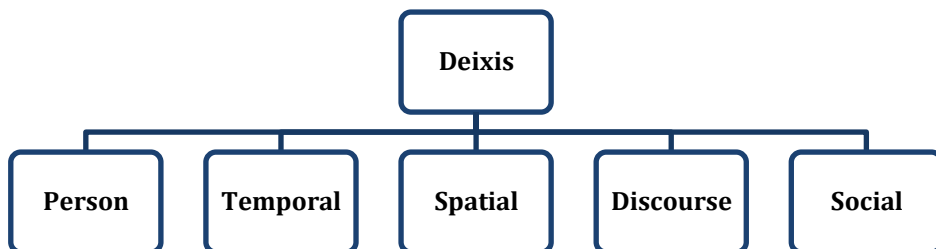


Figure (1) Model of the Study

4. Data Analysis and Discussion

4.2 Applied Analysis

Political speeches, including Donald Trump's farewell speech, demonstrate the deliberate use of various types of deictics, serving specific rhetorical and ideological goals. The following is an explanation of the most prominent of these types and their role in constructing meaning and persuading the audience in Donald Trump's farewell speech:

1. Personal Deixis

This type of deictics is used to highlight identity and closeness between the speaker and the audience. Total number of person deictics found in the speech are 219. The dominant person deixis type that is used is "we" (86). The other types of person deictics are *I* (32), *you* (9), *they* (10), *my* (13), *our* (46), and *its* (23). In Trump's speech, the pronoun "we" is frequently used to present the achievements of his presidency as collective, creating a sense of unity between him and the American people.

This technique reduces the distance between the leader and the audience and reinforces shared values (Fairclough, 2001).

Extract (1):

"My fellow Americans: Four years ago, we launched a great national effort to rebuild our country, to renew its spirit, and to restore the allegiance of this government to its citizens. In short, we embarked on a mission to make America great again — for all Americans".

The pronoun "we" in this context is an example of a personal reference (person deixis) of the first-person collective pronoun type. Here, it refers to both Donald Trump as the speaker and the US government as the entity he represents.

Pragmatically, using "we" instead of "I" serves an important communicative function: it expands the scope of the subject to include

the group, which enhances the power of the message and lends it legitimacy.

Extract (2):

"Together with millions of hardworking patriots across this land, we built the greatest political movement in the history of **our** country. We also built the greatest economy in the history of the world. It was about "America First" because we all wanted to make America great again".

The word "our" in this context is an example of a personal deictic expression in the first-person plural possessive form. This pronoun refers to Donald Trump as the speaker and to the American government he represents. It refers to "we," but in a form that demonstrates ownership and belonging, such as "our possessions" or "our situations." Therefore, this pronoun is not only used to indicate the subject, but also to signify unity, shared responsibility, and collective identity. It is one of the most prominent pragmatic devices in formal speeches, especially when the goal is to persuade an audience or affirm the speaker's political and economic legitimacy.

2. Temporal Deixis

This type locates the discourse on a timeline and is often used to highlight progress or urgency. A total of 24 time deictics were detected in Trump's speech. Analyzing these expressions revealed that the most frequently used expression was "now," (3) indicating the speech's focus on the present tense or the events taking place at the time of the speech. Other types of time deictics are, *this week* (1), *four years ago* (2), *now more than ever* (1), *few short years* (1), *this short period of time* (1), *tomorrow* (1), *by far* (1), *now for nearly 250 years* (1), *back on the past four years* (1), *for years* (1), *on Wednesday* (1), *by the day* (1), *for the past four years* (1), *before* (1), *after* (1), *10 years* (1), *nine months* (1), *last spring* (1), *for the first time* (1), *many years* (1).

Extract (1):

"**Four years ago**, I came to Washington as the only true outsider ever to win the presidency. I had not spent my career as a politician, but as a builder looking at open skylines and imagining infinite possibilities".

When Trump referred to "four years ago," he framed his presidential narrative within a timeline reflecting change and achievement. However, the deixis "today" is used to emphasize a moment of political transition (Levinson, 1983). He talked about himself as a builder not as a politician.

Extract (2):

"**Now more than ever**, we must unify around our shared values and rise above the partisan rancor, and forge our common destiny".

The phrase "**Now more than ever**" is temporal deictic expression indicates present-day. This is raised by Donald Trump to state that from this moment they have all, the government and the American people, to be unified around their value and forge their destiny.

3. Spatial Deixis

Spatial deictics evoke geographic and symbolic locations and contribute to the spatial dimension of the message. For example, when Trump says "here in Washington," he was not only identifying the location of the event, but also he implicitly referred to the center of political power in the country

In Donald Trump's speech, only two examples of spatial deixis were observed, they are *came here* and *here*.

Extract (1)

"We did what we **came here** to do — and so much more."

The phrase "Come here" is a typical example of this type of reference. In this context, "here" does not refer to a literal geographic location. Rather, the expression "come here" is used to indicate entering into a government institution or assuming responsibility. That is, "here" refers to a symbolic location representing the government or the presidency. Trump used this expression to suggest that he assumed full responsibility and did his best to serve his country.



4. Discourse Deixis

Such as: "As I said before," or "This moment". This use is an important tool in organizing the structure of a discourse, maintaining its coherence, and ensuring that the listener or reader engages with the logical sequence of ideas (Yule, 1996). This organization enhances the clarity of the political message and facilitates the audience's follow-through of the main ideas.

The results of the discourse analysis revealed that the total number of discourse deictics detected in Donald Trump's speech amounted to sixteen (16) expressions. Among these expressions, the word "that" was found to be the most frequently used, appearing in ten (10) instances, making it the dominant type within this context.

The analysis has showed that the two deictic expressions "this" and "that" play an important role in achieving textual coherence and facilitating smooth transitions between parts of the speech, contributing to enhanced thematic coherence and ease of understanding for the audience. It is worth noting that the other expression detected alongside "that" was "this," which occurred six (6) times.

Extract (1):

" They said it couldn't be done but we did it. They call it a "medical miracle," and **that's** what they're calling it right now: a "medical miracle".

The word "that" in the aforementioned phrase is used as an example of discourse deixis, referring to an event mentioned earlier in the speech, which Donald Trump described as a "medical miracle," referring to the achievement, in his view, of the United States' ability to overcome a serious pandemic (referring to the COVID-19 pandemic).

This expression was used in a context in which Trump was attempting to express his pride in what had been accomplished during that period, highlighting the ability of the American medical or political system to effectively respond to and overcome a major health crisis.

Extract (2):

"We are, and must always be, a land of hope, of light, and of glory to all the world. **This** is the precious inheritance that we must safeguard at every single turn".

In this context, the word "this" refers to what Trump described as the "precious heritage" of the United States, a heritage that, in his view, represents the values and principles upon which the American nation and its people are founded. In other words, "this" does not refer to a tangible material thing, but rather to an abstract meaning that embodies national identity and American values.

Trump used this expression in his speech to enhance the audience's sense of nationalism and emphasize the importance of preserving this shared "heritage," reflecting a denotative function aimed at connecting listeners to the content of the speech and fostering a shared sense of belonging.

5. Social Deixis

Social deictics demonstrate respect and social hierarchy, and reinforce political and institutional roles. They are not merely honorific phrases; they serve a function in enhancing the legitimacy and official prestige of the speech. It was found that social deictic expressions in the speech was 25. They were *Mr. Vice President, our brave men and women in uniform, Madam President, World leaders, Qasem Soleimani, Crown Prince, First Lady, Melani, Pence (Vice President) and his wife , Pence family, Chief of Staff, Mark Meadows, White House Staff,* and so on.

Extract:

"First, let me express my overwhelming gratitude for the love and support of our spectacular **First Lady, Melania**".

In this context, the phrase "first lady" is a deictic expression with a referential dimension, whose full meaning can only be understood through our knowledge of the person in question and the context of the conversation. It is not used here as a mere protocol title, but rather as a means of affirming the personal and political relationship between Trump and his wife, thereby bolstering his public image.

From a pragmatic perspective, this usage can be viewed as a rhetorical strategy aimed at expanding the network of political influence to include

family figures, enhancing the speaker's public image and infusing his speech with a human and personal dimension.

4.1. Pragmatic Discussion

The use of deictics in political discourse is not random; rather, it is a strategic pragmatic tool used to manage the relationship between the politician and his audience and achieve clear ideological goals.

The use of deictic expressions in the speech of the farewell from a pragmatic perspective means that the speaker establishes his position and that of his audience within time, space, and identity. This establishment enables him to control how the audience understands the context of the discourse and his role within it (Levinson, 1983).

Deictic expressions reshape the interactive rapport concerning the speaker and the audience; through personal deixis such as "we" and "you," a sense of belonging or distinction is created. They may be used to bring people together and build unity, or to separate and differentiate, depending on the rhetorical need, enhancing persuasive power and serving to build collective identity (Fairclough, 2001).

Deictic expressions serve ideological and rhetorical goals as they are used to establish values such as patriotism, loyalty, and legitimacy. For example: A temporal deixis highlights the progress achieved during his presidency; A spatial deixis reinforces national pride or the importance of the political center. Thus, deixis becomes a multi-level rhetorical tool: linguistic, social, and ideological (Chilton, 2004).

5. Conclusions

The analysis has clearly answered the research questions: Why did Donald Trump choose certain Deixis expressions? Trump in his farewell address used deictics strategically to construct a coherent and persuasive political narrative. The analysis revealed that all five types of deixis appeared, with a clear dominance of the personal and temporal deictic expressions, reflecting a focus on: collective identity, political

chronology, and national belonging. The second question: How did he use them to connect discourse elements such as audience, time, and place? The intelligent use of deictics by Trump in his political speeches is not merely a reference, but a strategic tool that contributes to: Identity construction, ideological influence, manipulation of social and contextual relations, and the achievement of rhetorical goals. To sum up, the use of deictics in political discourse is not random; rather, it is a strategic pragmatic tool used to manage the relationship between the politician and his audience and achieve clear ideological goals.

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Appendix

My fellow Americans: Four years ago, we launched a great national effort to rebuild our country, to renew its spirit, and to restore the allegiance of this government to its citizens. In short, we embarked on a mission to make America great again—for all Americans.

We did what we came here to do—and so much more.

First, let me express my overwhelming gratitude for the love and support of our spectacular First Lady, Melania.

Now more than ever, we must unify around our shared values and rise above the partisan rancor, and forge our common destiny.

Four years ago, I came to Washington as the only true outsider ever to win the presidency. I had not spent my career as a politician, but as a builder looking at open skylines and imagining infinite possibilities.

Together with millions of hardworking patriots across this land, we built the greatest political movement in the history of our country. We also

built the greatest economy in the history of the world. It was about “America First” because we all wanted to make America great again.

They said it couldn’t be done but we did it. They call it a “medical miracle,” and that’s what they’re calling it right now: a “medical miracle.”

We are, and must always be, a land of hope, of light, and of glory to all the world. This is the precious inheritance that we must safeguard at every single turn.

<https://trumpwhitehouse.archives.gov/farewell-address/>

