

AN ANALYSIS OF DEIXIS IN SPEECHES OF FAMOUS AMERICANS*

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Abstract

The purposes of the study were to analyse the types of deixis, their frequencies, and the context of the deixis in speeches of famous Americans. Deictic and idiomatic expressions in the speeches were also interpreted. In conducting the research, both descriptive qualitative approach as well as quantitative data analysis methods were used to analyse in great detail the different types of deixis namely, person deixis, spatial or place deixis, temporal or time deixis, social deixis and discourse deixis and their usages in contextual situations in the select speeches. The research data included one speech each of six famous Americans: Barack Obama (Speech 1), Michelle Obama (Speech 2), Hillary Clinton (Speech 3), Steve Jobs (Speech 4), Oprah Winfrey (Speech 5) and Dwayne Johnson (Speech 6).

Following the traditional understanding and analysis of deixis in the works of pioneers in the field like Fillmore, Lyons and Levinson, in this research qualitative analysis is done in a very detailed manner so as to provide contextual information of all the five types of deixis in each speech. The qualitative descriptive analysis indicates how each speaker has used deixis in a very professional way to motivate their audience and to draw attention to the ideas that the speaker intended to put across before the addressee-/participant-audience. The analysis clearly shows that the frequency in the use of deixis is actually governed to a great extent by the content of the speeches and the speakers' intention and purpose behind delivering the speeches.

For quantitative data analysis the AntConc 3.5.9 programme was used to identify and classify the deixis used in all the six speeches. The frequency of each deixis was calculated and expressed as a percentage. The quantitative data analysis clearly indicates that in each of the speeches person deixis is used with the highest frequency, followed by other deixis that varied from speech to speech.

From the analysis it is clear that the deixis act like 'sutures' keeping the flow of ideas stitched in the pattern that each speaker intended to weave the content and messages in the speech with, thereby producing the intended effect on the audience.

Keywords: speech; deixis; person deixis; spatial deixis; temporal deixis; social deixis; discourse deixis; famous Americans; interpretation; idiom

Introduction

Speeches delivered by influential and famous personalities are valuable resources of knowledge that can inspire and motivate people. Powerful and motivational speeches help shape positive mind-sets. The language used in the speeches conveys the speakers' influential thoughts, and ideologies to the general population. Great speeches thus reflect the speakers' ability in using language to convey their universal thoughts, critical viewpoints, ideological standpoint, plans, strategies, agenda and in particular their dreams and aspiration.

Readers or listeners of the speeches, however, cannot deny the linguistic side of the speeches if they are to grasp the exact meaning of all embedded denotations and connotations.

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As descriptive approach and context of utterance in speech and non-speech have been important to understand communicative meaning, deixis plays an important role as entry point to pragmatic knowledge in the expression. Deixis is one of the words used in the composing of text and is communicated through specific circumstances. For any communication to take place, the use of deixis is indispensable. In other words, deixis is an inevitable component of discourse. It is the foundational base of all communications, be it at the everyday interactive level, in delivered speeches, or in literary texts. One of the most basic things human beings do with any linguistic form is ‘pointing’. For example, when we notice a stranger and ask, ‘Who’s that?’ or ‘Who’s he/she?’, or seeing a strange object ask, ‘What’s that?’ we are using deictic expressions (‘that’, ‘he’, ‘she’) to indicate or refer to something in the immediate spatio-temporal context. Deictic expressions are sometimes called ‘indexicals’. These fundamental communicative forms for referring, that are essentially present in every language in many different unique forms, are ‘the doors’ and ‘windows’ through which a normal human child takes its preliminary steps into the language room (linguistic system) s/he would grow up in. As noted by a reputed linguist, “They are among the first forms to be spoken by every young children...” (Yule, 1996: 9).

Deixis involves the relationship between the structure of language and the context in which it is used. The well-known linguist, Levinson defines deixis as “an important field studied in pragmatics, semantics and linguistics. Deixis refers to the phenomenon wherein understanding the meaning of certain words and phrases in an utterance requires contextual information. Words or phrases that require contextual information to convey meaning are deictic. (Levinson, 1983:54). Deixis are used to indicate person, time, and space both at the proximal (near speaker) and distal (away from speaker) contexts. As such deixis are categorized into three main types: person deixis (‘me’, ‘you’), spatial deixis (‘here’, ‘there’), and temporal deixis (‘now’, ‘then’). To these three main categories are added two other categories namely, discourse deixis (‘it’ when meant to refer to a preceding statement or ideas contained in it) and social deixis (titles, honorifics, titular positions, etc. that show social standing/status/stature of a person).

Lyons (1977) has made detailed study of the traditional deixis of person, space and time in his book titled *Semantics* published in 1977. His definition of deixis is considered to be the most authoritative up to now. He also points out the phenomenon of deictic projection although he makes no elaborate description of derivative use of deixis.

Fillmore (1971, 1975) had developed similar views of deixis to that of Lyons’ and adds that the interpretation of deixis makes reference to a canonical or ego-centric context, i.e., the speaker-centred context. He focuses on the study of space, time, social and discourse deixis and claims that deixis may have both deictic and non-deictic usages.

Levinson (1983) in his book *Pragmatics*, published in 1983 summarizes both philosophical and descriptive approaches to deixis. Referring to analytical philosophers like Bertrand Russell and others, he points out that part of the philosophical interest in deixis arises from the questions of whether 1) all indexical expressions can be reduced to a single primary one, and 2) whether this final pragmatic residue can be translated out into some eternal context-free artificial language.

To Lyons and Fillmore’s list of traditional deixis, Levinson adds two other categories namely, discourse and social deixis. In addition, he also elaborates and generalizes the egocentricity of deixis. Linguists and researchers generally tend to describe deixis according

to the traditional function and contextual parameters the three main linguists have set to define in their work.

There are many different research on analysis of deixis in speeches of prominent leaders such as King Martin Luther Jr., Abraham Lincoln, Barack Obama and others. The focus of deixis analysis of political discourse has been to identify whose actions have effect on the public and in what ways. Most previous studies by Asian scholars and researchers (Reham: 2018); (Dawood: 2019); (Lestari & Rahman: 2016) have mostly focused on analysing person deixis in such speeches. It is obvious from a plethora of research available online and for free-access (Yang: 2011); (Campbell: 2019); (Dawood: 2019); (Wisniewska: 2020) that most of the research focused mainly on identifying the speaker-audience position through analysis of personal relations and their roles. Most of the studies that are reviewed in the research ignored not only discourse deixis but also the role of temporal and spatial references within the discourse. The present research assumes that a broad analysis of personal, temporal, spatial, social, and discourse deixis in politically oriented and motivational speeches would give a comprehensive view of the self-position of the speaker toward the audience.

Objectives of the Study

1. To analyse the types of deixis and their frequencies in speeches of famous Americans
2. To analyse the context of deixis used in the select speeches of famous Americans
3. To interpret deictic and idiomatic expressions in the select speeches of famous Americans

Research Methodology

The present study is primarily a qualitative research. It aims to focus in a qualitative analysis of the different types of deixis used in the select speeches of six famous Americans namely, Barack Obama, Michelle Obama, Hillary Clinton, Steve Jobs, Oprah Winfrey and Dwayne Johnson. The study focuses on an analysis and comparison of the usage of different types of deixis in the six following speeches –

“Yes, We Can” victory speech delivered by Barack Obama, the 44th President of the United States, at Grant Park in the city of Chicago, on November 4, 2008, before an estimated crowd of 240,000.

“A Campaign Event for Democratic Presidential Nominee Hillary Clinton” delivered by the former First Lady Michelle Obama, on October 13, 2016 at New Hampshire.

“Be Resilient” delivered by the former US Secretary of State, Hillary Clinton, at Yale University's 2018 Senior Class Day Ceremony, on October 2, 2018.

“Stay Hungry, Stay Foolish” Stanford Commencement Address delivered by Steve Jobs, the former CEO of Apple, on June 12, 2005.

“Learn from Every Mistake” speech delivered by Oprah Winfrey *as the Commencement Address to the Class of 2013 at Harvard University, on May 30, 2013.*

“Remember the Hard Times” speech delivered by Dwayne Johnson to the Los Angeles Lakers at an event for the basketball team’s “Genius Talks” series on 13 May 2018.

While making a random search for different speeches for the research, the researcher has focused on the above six speeches by famous Americans of global reputation the select speeches of whom, broadly speaking, have five main characteristics: influential, unique, motivational, express strong ideological message, and uphold socio-ethical viewpoint. The selection of the speeches was based not only on the significance of the speakers but also for

the uniqueness in the use of different types of deixis in each speech. As stated above, the research is predominantly qualitative in approach taking into consideration different usages of the five categories of deixis by the speakers, which are contextually analysed against the backdrop of the given framework of each speech. All of the six speeches were carefully read in order to identify all types of deixis, their frequencies, and the contexts in which the deixis are being used. All deixis which are found in each of the select speeches are categorized into the following types: person deixis, time deixis, place deixis, discourse deixis and social deixis.

Although this is a qualitative research, elements of quantitative research are incorporated in the study in the form of statistical occurrence and percentage of personal pronouns and all other deixis used compared to the total words used in the speeches. The goal of the quantitative data is mainly to provide a visual representation in form of descriptive statistics, helpful in a comparative type of research, and to draw certain conclusions. The quantitative analysis of the deixis used in the speeches is conducted using AntConc software version 3.5.9. The software programme AntConc, devised by Laurence Anthony, Director of the Centre for English Language Education at Waseda University (Japan), is a corpus analysis toolkit that helps find out and count the occurrences of deixis in each of the six speeches. The researcher has calculated the amount of deixis in each speech via using Word List function of AntConc 3.5.9 version. Then, the percentage of the number of occurrences of each deixis is calculated. Regarding social deixis, the researcher has not considered its quantitative comparison since the usage of deictic expression in each speech is different.

Qualitative data analysis

The qualitative descriptive analysis indicates how each speaker has used deixis in a very professional way to motivate their audience and to draw their attention to the ideas that the speaker intends to put across before the addressee-/participant-audience, both in the immediate vicinity in which the speech had been delivered as well as to non-present or virtual audience who were watching the speeches live from distant places at the moment of actual delivery of the speech, or who would listen to the speech later, since each speech had been recorded live for future dissemination through various channels and social media. The analysis clearly shows that the frequency in the use of deixis is actually governed to a great extent by the content of the speeches and the speakers' intention and purpose behind delivering the speeches. Metaphorically speaking, the deixis act like 'sutures' that help keep the flow of ideas stitched in the pattern that each speaker intends to weave the content and messages in the speech in order to project the ideas with clarity and have the intended effect on the audience, who are not mere head counts of people present in the speech delivery scenario, but are addressee/listener-participants in the entire interactive speech acts of each speech.

What follows is a sample of detailed analysis of the initial part of Speech 1. The qualitative data in the research is based on a detailed analysis of every statement of the speeches in order to correspond to the detailed quantitative analysis in which every deixis in all the five different categories of deixis are taken into account.

Text	Type of deixis	Referent
1) Hello, <i>Chicago</i>	<i>Chicago</i> is a place name, but in this context, it is used as a social deixis.	The speaker, President-elect Barack Obama is here warmly greeting the people of his home state Chicago.
If there is anyone <i>out there</i> who still doubts that America is a place <i>where</i> all things are possible, <i>who</i> still wonders if the dream of <i>our</i> founders is alive in <i>our</i> time, <i>who</i> still questions the power of <i>our</i> democracy, <i>tonight</i> is <i>your</i> answer.	<i>Out there</i> is a place deixis.	Reference to the location/venue where the speech was delivered as well as outside that immediate context, referring to all other nations; in other words, the entire world at large.
	<i>Who</i> is a person deixis.	Refers to the sceptics who disbelieved in the radical change that could take place in the US, especially the brimming truth that a Black American could be the head of the Nation in the immediate future.
	<i>Where</i> is a place deixis.	Referring to the United States of America with all positive connotations, as a place of fulfilment of humanity's dreams, goals and all aspirations.
	<i>Our</i> founders...our time...our democracy <i>Our</i> is a person deixis.	The first-person plural deixis used with founders, time and democracy denotes unity, power, solidarity, faith and pride in the Nation as well as all the ideals the citizens uphold.
	<i>Tonight</i> is a time deixis.	
	<i>Your</i> is a person deixis.	Referring to both the moment of victory in the presidential election as well as the real-time of delivering the victory speech.
2) <i>It's</i> the answer told by lines that stretched around schools and churches in numbers <i>this_nation</i> has never seen, by <i>people_who</i> waited <i>three hours and</i>	<i>It</i> is a discourse deixis.	Referring to people who doubt about the potentialities for positive

Text	Type of deixis	Referent
<i>four hours, many for the first time in their lives, because they believed that this time must be different, that their voices could be that difference.</i>	<p><i>This nation</i> is a proximal deixis that functions as a discourse deixis.</p> <p><i>People who waited</i> is a person deixis.</p> <p><i>Three hours and four hours, ...for the first time</i> (in their lives) are all time deixis.</p> <p><i>In their lives...they believed</i> are person deixis.</p> <p><i>In their lives...they believed</i> are person deixis.</p> <p><i>This time</i> is a time deixis.</p>	<p>and daring changes in the United States of America.</p> <p>Refers to the word “answer” in the preceding statement.</p> <p>This nation refers to the United States mentioned in the preceding statement as well.</p> <p>The American people who voted for the President-elect.</p> <p>Refer to the time spent in great anticipation by the supporters to listen to the victory speech, and the long wait of the Black population to witness the moment in history when they had begotten their first Black president of the United States.</p> <p>Refer to the section of the population who supported the candidacy of the President-elect and believed in major electoral change in the country by electing the first Black American President.</p>
3) <i>It's</i> the answer spoken by <i>young</i> and <i>old</i> , <i>rich</i> and <i>poor</i> , <i>Democrat</i> and <i>Republican</i> , <i>black</i> , <i>white</i> , <i>Hispanic</i> , <i>Asian</i> , <i>Native American</i> , <i>gay</i> , <i>straight</i> , <i>disabled</i> and <i>not disabled</i> , <i>Americans</i> who sent a	<p><i>Their voices</i> is a person deixis.</p> <p><i>Could be that difference</i> is a discourse deixis.</p>	<p>Refer to the section of the population who supported the candidacy of the President-elect and believed in major electoral change in the country by electing the first Black American President.</p> <p>Refers to the winds of change in round of electoral voting and</p>

Text	Type of deixis	Referent
message to the world that <i>we</i> have never been just a collection of individuals or a collection of <i>red states</i> and <i>blue states</i> .	<i>It</i> is a discourse deixis here.	results of the 44 th Presidential Election as well as the time of victory. Refers to the majority of the American people who voted for the President-elect.
	<i>Young and old</i> are age-specific social deixis.	Refers to the preceding words ‘their voices’.
	<i>Rich and poor</i> are social deixis related to economic status.	It refers to the word ‘answer’ in the second preceding statement as well as the following context of the present statement itself. So although a person deixis, it is functioning as a discourse deixis relating to the idea of ‘attained goal’, ‘mission accomplished’ – ‘the answer’.
	<i>Democrat and Republican</i> are party-related social deixis.	Each of the binary or paired set of social deixis refers to the diversity in the entire population of the US regarding age-groups (in people supporting the president-elect’s nomination), economy, political affiliation, ethnicity, sexual-orientation, health and physique.
	<i>Black, white, Hispanic, Asian, Native American, Americans</i> are social deixis related to racial background or ethnicity.	
	<i>Gay and straight</i> are gender specific social deixis.	
	<i>Disabled and not disabled</i> are health or physicality-specific social deixis.	
	<i>We</i> is a person deixis.	

Text	Type of deixis	Referent
		The first-person plural deixis refers to all Americans irrespective of differences in racial origin, ethnicity, linguistic background, economic status, gender and sexual orientation.

Quantitative data analysis

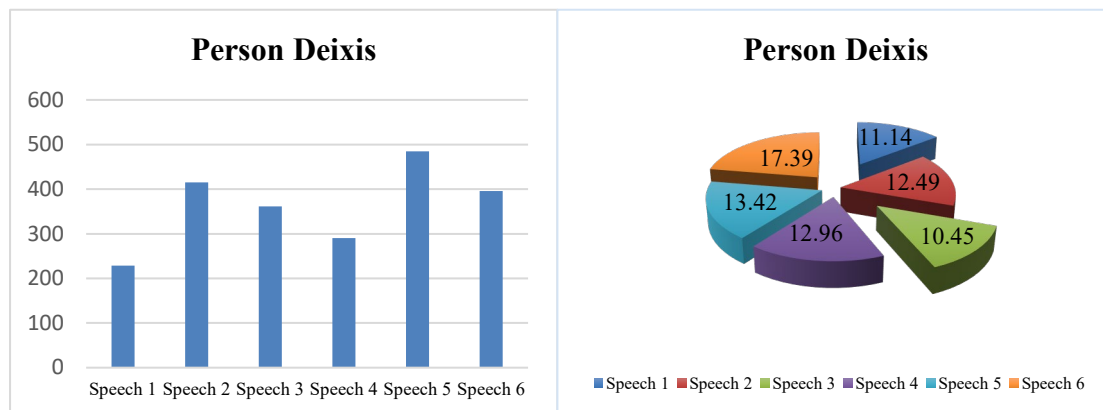
The quantitative data analysis shows the frequency in use of all the different types of deixis in each of the six speeches.

As the table of data analysis below indicates, in speech 3, 4, 5, and 6 the use of the first-person singular deixis “I” is relatively much higher than in speech 1 and 2. This is because in all the four speeches (3, 4, 5, and 6) the speakers are talking about his or her personal life with a focus on narrating the difficulties and challenges in the formative years in their lives. Since the purpose inherent in each of the speeches is to motivate the respective audiences, the personal deixis helps to directly communicate facts and figures from the biographical background of the speakers to the addressees.

This is in direct contrast to Speech 1 and 2 where the frequency of the first-person plural deixis ‘we’ is much higher than the other person deixis. In Speech 1, the speaker, former US President Barack Obama tries to draw attention to the historicity and ideological background (in both diachronic and synchronic levels) to his victory in the US Presidential Election of 2008, which he considers as a result of collective effort more than his own personal accomplishment. Likewise, in Speech 2 the speaker, the former US First Lady Michelle Obama, is drawing the attention of the listeners to a socio-cultural issue i.e., male biases towards women which is crudely manifested in the words and actions of the Republican Presidential candidate; whom she reprimands directly in the public platform, without however uttering his name even once in the course of her speech. As is clear from the data analysis, the first-person singular deixis takes the form of “we” in these two speeches and the use of the deixis is relatively much higher than in the other four speeches where the singular deixis “I” is predominantly used.

Table 1 Comparative data of person deixis

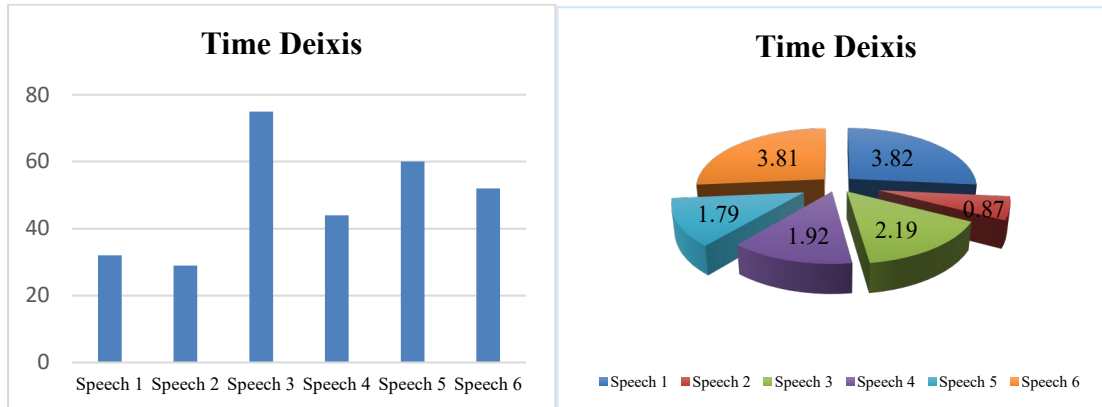
Deixis	Speech 1 by Barack Obama	Speech 2 by Michelle Obama	Speech 3 by Hillary Clinton	Speech 4 by Steve Jobs	Speech 5 by Oprah Winfrey	Speech 6 by Dwayne Johnson
I, Me, My, Mine, Myself	2.29	1.63	3.36	6.39	4.9	9.86
You, Your, Yours, Yourself	1.36	2.14	1.74	2.32	4.18	3.65
We, Our, Us, Ourselves	4.33	5.00	2.81	0.63	1.38	0.84
They, Their, Theirs, Them, Themselves	1.02	1.38	0.35	0.67	0.91	0.18
He, His, Him, Himself	0.29	0.27	0.43	0.27	0.47	0.75
She, Her, Hers, Herself	0.83	0.90	0.26	0.18	0.33	0
It, Its, Itself	1.02	1.17	1.5	2.5	1.25	2.11
Total	11.14	12.49	10.45	12.96	13.42	17.39

Figure 1 Bar and pie charts of person deixis

Regarding temporal deixis, Speech 1 has the highest frequency of 3.82%, followed closely by Speech 6 at 3.81%, then Speech 3 with 2.19%, Speech 4 with 1.92%, closely followed by Speech 5 at 1.79 %, and finally, Speech 2 with the lowest frequency of 0.87%.

Table 2 Comparative data of time deixis

Deixis	Speech 1 by Barack Obama	Speech 2 by Michelle Obama	Speech 3 by Hillary Clinton	Speech 4 by Steve Jobs	Speech 5 by Oprah Winfrey	Speech 6 by Dwayne Johnson
After	0.15	0.7	0.2	0.09	0.06	0.09
Again			0.06	0.09	0.03	0.26
Before			0.12	0.18	0.03	0.13
Day	0.5	0.34	0.23	0.08	0.15	0.13
Forward	0.5	0.7	0.03			
Last		0.7	0.09	0.13	0.09	0.9
Last 16 years	0.5					
Next	0.5	0.14	0.09		0.06	
Night	0.5		0.06	0.09	0.06	0.18
Now		0.21	0.58	0.27	0.18	0.48
Once	0.1	0.07			0.06	
Once			0.03			
Recently		0.07	0.09		0.03	
Since			0.12		0.03	
Soon			0.06		0.03	
Then				0.27	0.24	0.18
Today		0.14	0.14	0.18	0.12	0.4
Tomorrow	0.1					0.4
Tonight	0.68					
When	0.29	0.34	0.29	0.54	0.62	0.66
Total	3.82	0.87	2.19	1.92	1.79	3.81

Figure 2 Bar and pie charts of time deixis

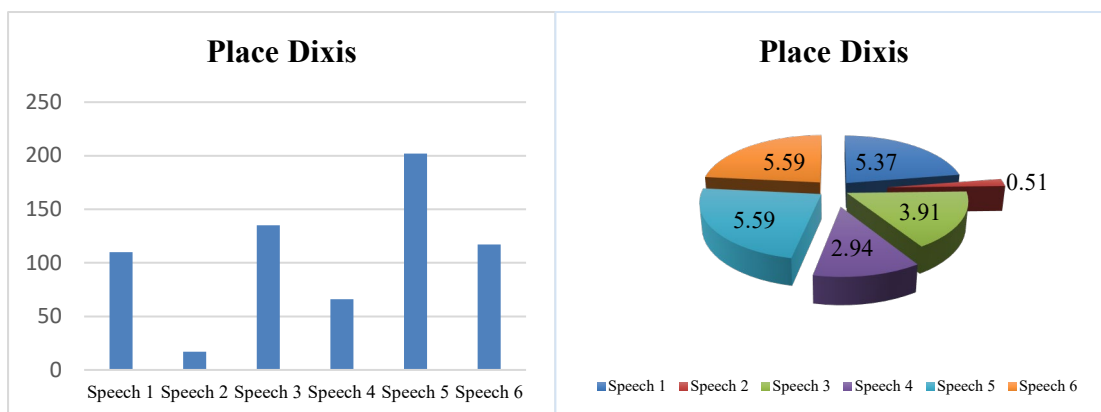
Regarding spatial or place deixis, Speech 5 and 6 have the highest frequency in the same level of occurrences of 5.59%, followed by Speech 1 with 5.37%, Speech 3 with 3.91 %, then Speech 4 with 2.94% and Speech 2 with the lowest frequency of 0.51%.

Table 3 Comparative data of place deixis

Deixis	Speech 1 by Barack Obama	Speech 2 by Michelle Obama	Speech 3 by Hillary Clinton	Speech 4 by Steve Jobs	Speech 5 by Oprah Winfrey	Speech 6 by Dwayne Johnson
Came	0.05	0.07	0.03	0.09	0.19	0.19
Come	0.1		0.17		0.22	0.22
Comes	0.05		0.03		0.06	0.06
Coming	0.1		0.03		0.03	0.03
Go	0.05		0.06	0.18	0.14	0.14
Here	0.1	0.07	0.32	0.09	0.3	0.3
Sent	0.05					
That	2.09	2.54	1.97	1.74	2.88	2.88
Then					0.22	0.22
There	0.78	0.14	0.23	0.18	0.3	0.3
These			0.03	0.04	0.08	0.08
This	1.41	2.89	0.75	0.45	0.89	0.89
Those	0.49		0.12		0.11	0.11

Deixis	Speech 1 by Barack Obama	Speech 2 by Michelle Obama	Speech 3 by Hillary Clinton	Speech 4 by Steve Jobs	Speech 5 by Oprah Winfrey	Speech 6 by Dwayne Johnson
Walk				0.04	0.03	0.03
Went			0.17	0.13	0.14	0.14
Where	0.05					
White House	0.05					
Total	5.37	0.51	3.91	2.94	5.59	5.59

Figure 3 Bar and pie charts of place deixis



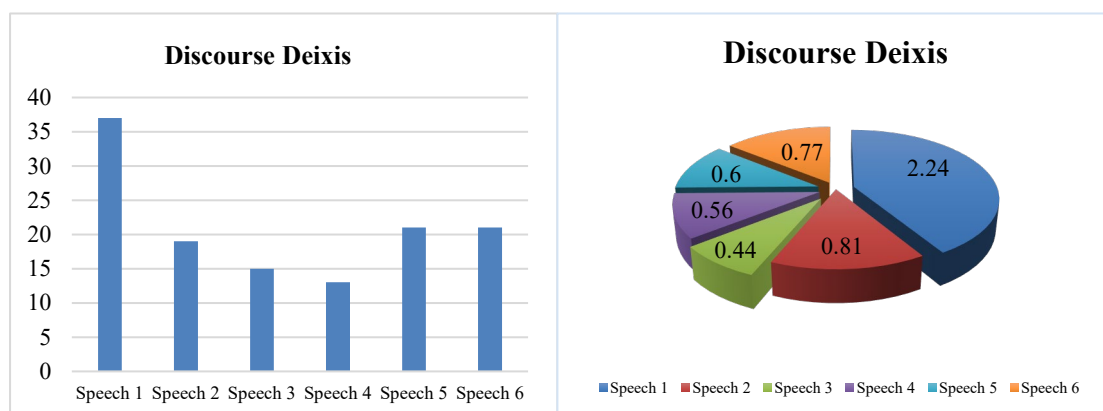
Regarding discourse deixis, Speech 1 has the highest frequency of 2.24%, followed by Speech 2 with 0.81%, Speech 6 with 0.77%, then Speech 5 with 0.6%, Speech 4 with 0.56 %, and Speech 3 with the lowest frequency of 0.44%.

Table 4 Comparative data of discourse deixis

Deixis	Speech 1 by Barack Obama	Speech 2 by Michelle Obama	Speech 3 by Hillary Clinton	Speech 4 by Steve Jobs	Speech 5 by Oprah Winfrey	Speech 6 by Dwayne Johnson
A six-year-old		0.07				
All of that		0.07				
Fellow amputees					0.03	
It	0.73	0.21	0.12	0.27		0.22

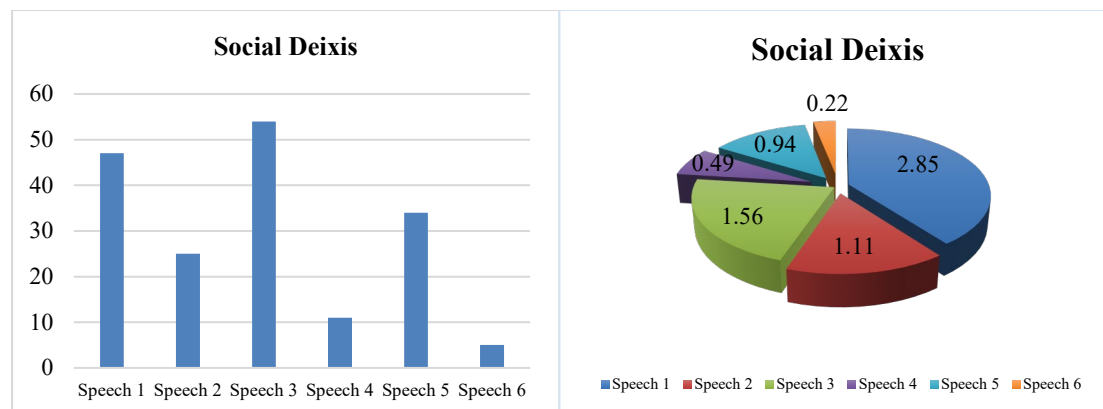
Deixis	Speech 1 by Barack Obama	Speech 2 by Michelle Obama	Speech 3 by Hillary Clinton	Speech 4 by Steve Jobs	Speech 5 by Oprah Winfrey	Speech 6 by Dwayne Johnson
Later that evening				0.04		
That	0.18		0.14	0.04	0.14	0.11
Their					0.03	
Them					0.03	
These		0.14		0.04	0.06	0.07
They				0.04	0.03	
This	1.15	0.82	0.12	0.13	0.22	0.33
Those			0.06		0.03	
Those	0.12					
Unsung hero	0.06					
What					0.03	
You						0.04
Total	2.24	0.81	0.44	0.56	0.60	0.77

Figure 4 Bar and pie charts of discourse deixis



Regarding social deixis, Speech 3 has the highest frequency of use of 54 (1.56%), followed closely by Speech 1 with the frequency of 47 (2.85%), Speech 2 with 37 (1.11%), Speech 5 with 34 (0.94%) and Speech 6 with the lowest frequency of just 5 (0.22%).

Figure 5 Bar and pie charts of social deixis



Discussion

While the quantitative analysis illustrates the first objective of the study (types and frequencies of deixis), the descriptive qualitative analysis explores the second objective (the context of used deixis). The analysis shows that the type of content and the addressee has a strong bearing on the type of first-person deixis and its frequencies used in each speech. This is also true when it comes to discourse deixis like “this” which is used with the greatest frequency in Speech 1 compared to all other speeches.

Although this research is focused mainly on the qualitative and quantitative analysis of deixis and the contexts of deixis in the six select speeches, a close reading of all the deictic expressions as mentioned aforesaid has also led to the benefit of identifying idiomatic expressions in the speeches. This represents the 3rd objective of the study (to interpret deictic and idiomatic expressions).

Out of all the six speeches Speech 6 entitled “Remember the Hard Times” delivered by Dwayne Johnson has the highest frequency of the first-person singular deixis ‘I’ of 9.86%, followed by Speech 4 “Stay Hungry, Stay Foolish” by Steve Jobs with the second highest frequency of 6.39% and Speech 5 entitled “Learn from Every Mistake” by Oprah Winfrey with the third highest frequency of 4.9%. On the other hand, Speech 2 entitled “A Campaign Event for Democratic Presidential Nominee Hillary Clinton” by Michelle Obama has the lowest frequency in the use of the ‘I’ deixis, just 1.63%. While Speech 1 entitled “Yes, We Can” by Barack Obama too displays a relatively low frequency of 2.29% in the use of the deixis, Speech 3 entitled “Be Resilient” by Hillary Clinton has a medium level of frequency of 3.36% in the use of the deixis.

In Speech 1 “Yes, We Can” delivered by Barack Obama, deixis with the highest frequency is person deixis with a total use of 229 (11.15%) followed by spatial deixis 110 (5.36%), social deixis 47 (2.85%), discourse deixis 37 (2.24%) and temporal deixis with the lowest frequency of 32 (1.56%). Out of all the seven types of person deixis, the first-person plural deixis ‘we’ and all its different forms that include our, us and ourselves has the highest

frequency of 89 (4.33%), followed by ‘I’ 47 (2.29), ‘you’ 28 (1.36%), ‘they’ and ‘it’ with the same number of frequency of 21 (1.02%), ‘she’ 17 (0.83%), and ‘he’ with the lowest frequency of 6 (0.29%). It is obvious as to why the frequency of ‘we’ is extremely higher than the other person deixis. Since the speech is about the election victory, the speaker, the former US President Barack Obama highlights the victory as a collective victory rather than a saga of his personal success.

Likewise In Speech 2 “A Campaign Event for Democratic Presidential Nominee Hillary Clinton” delivered by the former First Lady Michelle Obama, the deixis used with the highest frequency is person deixis with a total use of 415 (12.49%), followed by social deixis 37 (1.11%), temporal deixis 29 (0.87%), discourse deixis 27 (0.81%) and special deixis with the lowest frequency of 17 (0.51%) respectively. Out of all the seven types of person deixis the highest frequency is the first person plural deixis ‘we’ with all its different forms – our, us and ourselves – with a total use of 60 (4.12%) followed by I and all other forms of I – me, my, mine and myself – with a total use of 28 (1.92%), it, its, itself stood at 24 (1.65%), you and all other forms of – your, yours, yourself stood at 23 (1.58%), they with all other forms of their, theirs, them, themselves used 18 times total i.e., (1.24%), he along with his, him, himself used total 9 times i.e., (0.62%) and she with her, hers, herself used 8 times (0.55%). Regarding temporal deixis Speech 1 has the highest frequency of 3.82%, followed by Speech 6 (3.81%), Speech 3 (2.19 %), Speech 4 (1.92%), Speech 5 1.79% and Speech 2 with the lowest frequency of (0.87%).

Regarding the first-person plural deixis ‘we’ Speech 2 has the highest frequency of 5.00 % followed by Speech 1 of 4.33% whereas Speech 4 has the lowest frequency of 0.63%, followed closely by Speech 6 at 0.84%.

The second person deixis ‘you’ has the highest frequency of use in Speech 5 of 4.18%, followed closely by Speech 6 showing 3.65%, Speech 4 with 2.32%. and Speech 2 at 2.14%. Speech 1 has the lowest frequency in the use of the deixis 1.36 %, followed by Speech 3 at 1.74 % respectively.

Regarding all other person deixis, the frequencies in use in all the speeches are relatively on the same level.

Conclusion

It can be concluded that the type of content and the addressee has a strong bearing on the type of deixis, especially the first-person deixis and its frequencies used in each speech. This is also true when it comes to discourse deixis like “this” which is used with the greatest frequency in Speech 1 compared to all other speeches. Moreover, the frequency in the use of deixis is also governed to a great extent by the speakers’ intention and purpose behind delivering the speeches. From the detailed qualitative analysis as well as the quantitative data analysis, it is obvious that each of the six speakers are highly aware of the different types of person deixis they are using in the context of their speeches, since the deixis have an ideological as well as psychological function to make their speeches touch the hearts of the listeners/audience-participants. It is the awareness in using person deixis as well as social and other deixis in the public that renders each speech highly motivational and inspiring.

Recommendation for further research

A further study can be conducted of a comparative study of specific types of deixis, especially person deixis in speeches of native and non-native groups of speakers in order to

investigate if the use of deixis reflects epistemic differences and cultural underpinnings in the speakers' expressions while speaking and delivering public speeches in the international *lingua franca* i.e., English.

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