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**RESEARCH ARTICLE**

## **Indexicality in Political Discourse in Ghana: The Case of Former President John Mahama's Speech at the National Memorial Service for Victims of June 03, 2015 Flood and Fire Disaster**

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**ABSTRACT**

This paper examines the indexicals in President John Dramani Mahama's speech, which was given on June 3, 2015, amid the flood and fire incident in Ghana, which resulted in the deaths of over 150 people. The speech's use of various indexicals—including their types, frequency, and effects—is covered. The study makes the case that, by using first-person pronouns like "I" and "my," the speaker successfully achieved self-projection and demonstrated empathy in his speech. The speech also used all indexicals, including person, spatial, temporal, discourse, and social, at different rates. Additionally, Deixis was used to make emotive appeals to the audience's emotions, an elusive emotional scale that compels one to support him. Without considering the value of their discourse, politicians frequently employ this tactic to gain the public's trust.

**KEYWORDS**

Indexicals, political discourse, John Mahama

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### **1. Introduction**

Language is typically used to describe a method of communication that employs illogical signals. Words and grammar alone do not make up a language, though. A communicative approach to language learning has replaced the grammatical approach and places an emphasis on comprehension and effective language use in interpersonal interactions. The speech acts, or practical activities that make up a language are thus. Learners' linguistic choices are influenced by basic context factors such as the relationship, role, place, themes, and assumptions about what speakers already know or don't know, as well as how their language is interpreted by the listener. Sometimes, a hearer or reader of spoken or written language may find it confusing.

While some people use words that can be understood immediately, others may use terms that cannot be comprehended directly to convey their messages. When someone speaks, they may want to convey a certain message, but the other person may read something else entirely. For communication to have significance, it is essential to comprehend the speaker's intentions. Sometimes, words and phrases' meanings can be comprehended immediately, while other times, they cannot and must be properly interpreted in order to be understood. Deixis, as described by Syukur, is a situation in which a narrative's interpretation depends on the context, the speaker, and the listener, and it serves a variety of purposes and is crucial to the study of language [Syukur 2018].

Levinson defines deixis as how languages encode a speech event and concerns ways in which the interpretation of utterances depends on the analysis of the context of utterance [Levinson 1983]. Deixis is a study of language phenomena that discusses words that have a relative meaning [Zulkarnaen 2014]. Suyono argues that a word is said to be deixis if its reference or referral/reference is moving or changing depending on the speaker, and it depends on the time and place of the word spoken [Suyono 1990].

Politicians mostly use this linguistic device. In political discourse, for instance, political leaders resort to soft power to influence their audience and to maintain their position [Hamdaoui, 2015].

The creation of politics is distinctive, just like every other connected field. Politicians meticulously plan their speeches before delivering them to their intended audience in an effort to both win over the audience and persuade them to agree with the speaker's position [Nyako 2013]. The goal is to shape and direct how the audience receives and interprets the message, pushing the discourse's truth value to the margins while focusing instead on forging an all-inclusive oneness with the audience.

Learners may come across as improper or inept if they have poor grammar skills paired with sociolinguistic misunderstanding. When students can only comprehend a term's literal meaning and are unaware of the rules of usage for interpreting that word, it can also lead to misunderstandings or offense [Rintell et al. 1989]. A lack of understanding on the part of the listener might result in misunderstandings and conversational breakdowns [Miller 1974]. However, in politics, this sometimes gives politicians the freedom to distort the facts to fit different circumstances. Politicians heavily rely on their command of speech and their skill with words to forward their objectives [Triki 2010].

In order to aid the reader in understanding the text, deixis highlights the key ideas that the author expresses. It implies that the reader's ability to discern the meaning of a text through deixis will be advantageous. The analysis of deixis in former president Mahama's address on June 5, 2015, in response to the flood in Ghana that claimed more than 150 lives, was driven by this viewpoint. President Mahama used deixis to his political benefit in this address, which is the subject of this study from a deictic standpoint. While numerous studies have been done on deixis in political speech, little has been done on discourse that examines times of national disasters, necessitating the necessity for this study.

## 2. Research Questions

The study was guided by the research questions stated below:

1. What kinds of deixis did former president John Mahama employ in his speech at the national memorial service for those who lost their lives in the flood and fire disaster on June 3, 2015, delivered on June 15, 2015?
2. How frequently are the different types of deixis used?
3. How are deixis employed in the remarks of former president John Mahama at the National Memorial Service for Victims of the June 3, 2015, Flood and Fire Disaster?

## 3. Literature Review

A number of pragmatics and deixis sources were reviewed in order to ensure that the ideas were understood.

### 3.1 Pragmatics

The term pragmatics refers to the study of how individuals interpret and perform a communication act or speech act in a speech situation. It was first used in the philosophy of language [Morris 1938] and then expanded into sociolinguistics and other fields. Pragmatics is the study of meaning in communication as it is conveyed by a speaker or writer and understood by a listener or reader [Yule 1996]. Instead of the exact meanings of the words or phrases people employ in their utterances, the focus is on analyzing what people intend when they speak. According to who they are speaking to, when, where, and under what circumstances, speakers structure what they wish to say according to pragmatic principles. The study of communicative action in its sociocultural setting can thus be characterized as pragmatics [Kasper et al. 2001].

In other words, pragmatics is the study of how language is used in relation to the environment in which it is used, or more specifically, how aspects of outside, real-world situations are reflected in the language used [Roever, 2011]. Based on the perspective of language sciences like linguistics, Pütz and Neff-Aertselaer contend that the philosophy of language and sociology of language primarily concentrate on the investigation of language use and the users of language in practical contexts and, more generally, on the rules that govern language in the language used in social interactions to realize interactive contexts [Pütz et al. 2008].

### 3.2 The Concepts of Deixis

When a word's reference shifts or transforms depending on the context—that is, the time and place in which it is spoken—it is said to be deixis. Examples include "I," "here," and "now" [Willem et al. 2013]. Deixis is a type of language that includes words that move relative to no fixed reference or benchmark. In addition, Suyono contends that a word is considered to be deixis if its reference, referral, or reference shifts or transforms based on the speaker as well as based on the time and location of the word's spoken. We can infer that the action of a referral deixis depends on the underlying context. Words with a relative meaning are discussed in Deixis, a study on linguistic phenomena [Zulkarnaen 2014]. Every language, according to Kreidler, has deictic words that "point" to "things" in the physical-social context of the speaker and addressee (s) and whose referents can only be ascertained

by knowing the context in which they are used [Kreidler 2002]. Deixis, in accordance with Rankema, is a term for linguistic components that make direct references to a certain circumstance. Deictic words must be explained in order for readers and writers or speakers and listeners to share the same perspective [Rankema 1993]. This means that what speakers or writers seek is not always the same as what readers or listeners perceive. Deixis, in accordance with Levinson, reflects how language and context are related in terms of a language's structure. Depending on the situation, the meaning of the term "deixis" always shifts or modifies. He goes on to say that deixis is a pragmatic concept that has to do with a word or sentence that changes depending on the circumstances. A language lacking deictics, according to Huang, cannot meet the users' communication demands as well as a language that does. One would not be able to determine whom to meet, where to meet, when to meet the message's author, or how long magic intends to last [Huang 2007] without the necessary deictics knowledge.

Deixis, according to Levinson, also refers to the manner in which the interpretation of utterances depends on the study of the context of the utterance, and it is the process by which languages encode or grammaticalize characteristics of the context of an utterance or speech event. "Deixis is the use of an expression whose meaning is contingent on the utterance's (typically) extralinguistic context, such as (1) Who is speaking, (2) The time or place of speaking, (3) The speaker's gestures, or (4) The present position in the conversation. Three referential devices—anaphoric, cataphoric, and exophoric—as well as three categories of reference—personal, demonstrative, and comparative—can produce cohesiveness, according to Halliday and Hasan [Halliday 1976].

Deictic expressions, in Syukur's opinion, have their most fundamental use in face-to-face spoken communication, when utterances are readily understood by those present but may require translation for those who are not there [Syukur 2018]. Their meaning is influenced by the situation, the speaker, and the listener. Person deixis, geographical deixis, temporal deixis, social deixis, and discourse deixis are some of the categories that deixis is generally split into.

Discourse Deixis is the term used to describe certain components of the discourse that have been provided or developed. According to Levinson [Levinson 1983], this kind of deixis refers to the usage of terms inside an utterance to refer to a specific section of the discourse that comprises that utterance, including the speech itself. In deictic terms, discourse deixis refers to linguistic elements of various types found in the co-text of the speech rather than some extralinguistic phenomenon or a linguistic antecedent (as in anaphora). The distinction between this and an anaphora is that a speech deictic refers to a textual element in a meta-textual manner, including allusions to the utterance itself, whereas an anaphora frequently refers to a very obvious antecedent. It can result in self-reflexive paradoxes like "This sentence I am just uttering is false." It is only reasonable to utilize both spatial and temporal deictic expressions and phrases to describe movement within the text itself because discourse takes place in time and, in the case of written texts, on a space plane.

"These "and "that" are the demonstrative terms used in deictic sentences. This can be used to refer to both a future section of the discussion and a forward section.

### **3.3 Types of Deixis**

The present study centres on the five components of deixis, as defined by Stephen C. Levinson's theory, which are person, location, time, discourse, and social [Levinson 1983].

#### **3.4 Personal Deixis**

A person's deixis is typically dependent on how the speaker and hearer relate to one another (a "positional" system). George Yule explains that pronouns for the first, second, and third persons—I, you, and he, she, or it—serve as an example of the main three-part split that underpins person deixis [Yule 1996]. On the other hand, Rankema claims that personal pronouns help to realize person deixis. While speaking in the first person (I), the speaker addresses the listener in the second person (you), and it's possible that they are discussing a third person (he or she) [Rankema 1993].

The person deixis is concerned with how participants' roles are encoded in speech events [Levinson, 1983]. By this, it is implied that the speaker is referring to a grammatical marker for the speech event's participation role. First-person refers to the speaker's self; second-person relates to the speaker's reference to one or more addressees; third-person refers to people or things that are neither addressees nor speakers [Levinson, 1983]. Person deixis is the encoding of each participant's role in the speech event that contains the given utterance. The grammatical categories of a person are directly related to person deixis. There may be differences between the spokesman's speaker and the source of a statement, as well as between the targets and the recipient and the hearer of bystanders. The first person category represents the speaker's grammaticalization of himself; the second person category encodes the speaker's reference to one or more addressees; and the third person category encodes the speaker's reference to personal and entities that are neither speakers nor addressees of the utterance in question [Levinson, 1983].

Pronouns for the first person (I), second person (you), and third person (he, she, or it) serve as examples of Yule's proposed fundamental three-part division for person deixis.

Table 1 below illustrates several types of person deixis:

**Table 1: Examples of Person Deixis**

Types	Singular	Plural
1 <sup>st</sup> Person	I/me	We/Us
2 <sup>nd</sup> Person	You	You
3 <sup>rd</sup> Person	He/him, she/her, it	They/Them

### 3.5 Place Deixis

Place deixis, also known as spatial deixis, is the specification of locations about anchorage points inside a speech event, according to Levinson. But Yule contends that when thinking about spatial deixis, it's crucial to keep in mind that, from the speaker's perspective, the place can be fixed both physically and cognitively [Levinson, 1983]. Also connected to spatial or space deixis are the adverbs "here" and "there," as well as various prepositional usages like "in" or "on" (e.g. in the room, on the roof). However, some words are strictly place-deictic; examples include the English adverbs "here" and "there," as well as the demonstrative pronouns "this" and "that." Because they appear to be the basic methods of referring to objects, such as: - By identifying or describing them on the one hand - By locating them on the other hand, one can assess the significance of location specification generally. One might provide a location about other objects or fixed reference points, for example, "That school is too near for me but not for her," or "The campus is one hundred meters from the market." As in "Give that here and take this there," the adverbs "here" and "there" are frequently seen as a straightforward proximal-distal comparison that extends away from the speaker's location.

### 3.6 Time Deixis

In the past, time deixis was written in English and other languages. A general tendency for ideas of time is seen in the temporal meanings that spatial prepositions, like "in" and "on" in the previous example, gained over time. To indicate temporal or time, prepositions such as "in," "on," "at," and "by" in the sentences "in the morning," "on time," "at noon," and "by the evening" can now be used [Meyer 2009]. According to Mayer, language markers for temporal deixis include both tense markers (present and past) on verbs and temporal adverbs (yesterday, tomorrow, in the morning). Levinson claims that temporal deixis ultimately refers to the participant role, just like all other facets of deixis. Encoding temporal points and spans in relation to the moment the utterance was delivered or the written message was inscribed is known as time deixis. The most common languages' systems of counting and measuring time appear to be based on the natural and prevalent patterns of day and night, lunar months, seasons, and years. Calendars can be used to pinpoint an event in precise time or, at the very least, to the point in each natural cycle that is designated as the start of that cycle. For instance, "Tomorrow is my birthday." "Right now, I'm rather busy.'

### 3.7 Discourse Deixis

The usage of an expression within an utterance to designate the section of the discourse that comprises the utterance is known as discourse deixis. In this case, the demonstratives "this" and "that" are the deictic words. Both this and a prior section of the discourse can be referred to by the word "this." "This," "that," "these," and "those" are the four categories into which demonstrative articles are classified [Yule 1996]. The usage of terms within an utterance to refer to a piece of the discourse that comprises the utterance (including the utterance itself) is known as discourse or text deixis, according to Levinson. Examples of such expressions include:

This alludes to a later section of the speech. a. This is excellent poetry.

b. It was a fantastic month. That's a reference to earlier in the conversation.

Discourse deixis is the process of encoding references to the specific parts of the discourse that are being discussed at the time the utterance (which contains the text referencing expression) is made. Anaphora and discourse deixis are sometimes drawn parallels. Discourse deixis stands for a verbal expression or a portion of the discourse itself, but anaphora is found in a pronoun that refers to the same thing that a previous linguistic expression refers to. This is how discourse deixis and anaphora vary from one another. As an illustration: That rhinoceros is that, a. X. You spell it for me, Y? I love John so much; he's so thoughtful.

A case of discourse deixis is seen in the preceding example (a). "It's" is used to refer to the rhinoceros itself rather than to refer to or replace the entity (a rhinoceros) in that instance. Here, "he's" is used to refer to the referent "John," which is not the same as the concept of anaphora in (b). A discourse's comprehensible portions are indicated by referencing the location of the present coding or receiving point. Within the definite noun phrase, the demonstrative adjectives this and that are used. The demonstrative

English this and that is known to be deictic. The hearer may be instructed or invited to focus his attention on a specific area of the surroundings in order to identify the person (or group of people) to whom the reference is being made.

### **3.8 Social Deixis**

According to Social Deixis, social information like familiarity and relative social position are encoded into different forms of expression. In particular, elements of the social relationships that are maintained between speakers and addressees or speakers and some referents are the focus of Levinson's theory of social deixis, which is the encoding of social distinctions about participant roles [Fromkin 2007]. Social deixis, in addition, refers to the social attributes of or differences amongst the referents or participants in a speech event. For the purpose of identifying social standing, social deixis is a deictic expression. Two types of social deixis were identified: absolute and relational. Apart from any relative ranking of referents, relational social deixis refers to a social relationship between the speaker and the addressee or some other social attribute of the referent.

My spouse, my mother, my cousin, my instructor, etc. A deictic reference known as absolute social deixis is typically stated in certain address forms without comparing the speaker's and addressee's rankings. Those are a few examples: your Majesty, Mr. President, Your Highness, etc.

### **3.9 Empirical Evidence**

The deixis utilized in the Metro TV website's "Indonesia This Morning" news broadcast was the subject of a discourse analysis by Sholichah. She examined studies that examined the many forms of deixis proposed by Anderson and Keenan theory [Sholichah 2008]. She examined deixis, which falls into three categories: person, spatial, and temporal deixis. Deixis is one component of discourse analysis research. Sentences from the "Indonesia this morning" news program on the Metro TV website are used in the research's descriptive qualitative design in the hot news section. One of the English language programs that focuses on the most important national and worldwide topics of the day is the reason it was chosen. The study's conclusion is that as the writer wishes to convey the exact moment the event happens, the temporal deixis frequently arises. There are three different categories of person deixis: first person, second person, and third person. Nevertheless, she discovered that the first person is most frequently utilized, with the third person coming in second. Despite this, spatial deixis is rarely employed since the writer usually wishes to describe a location in relation to the speaker's location during the speech event.

The deixis utilized in the Jakarta Post's "This Odd World" was discussed by Hamidah. Karl Buhler's theory was applied to analyze the deixis utilized in the Jakarta post. Three categories of deixis—"person, place, and time"—are identified in the Jakarta post "This Odd World" based on the analysis [Hamidah 2008]. The deixis that journalists utilize most frequently are "time deixis" and "person deixis," as the verb tenses that form the deictic expressions of "time deixis" and "person deixis," which become the focal point of the utterance, are what build sentences and utterances. Place deixis is not prominent since the majority of the Jakarta Post's "This Odd World" article takes the form of a report that draws on historical sources. A study on deixis that was used in the Jakarta Post's national section was also covered by Faricha. Her analysis of the national section of the Jakarta Post newspaper was centered around Stephen C. Levinson's deixis theory. She applied the five deixis categories of person, place, time, discourse, and social deixis to the interpretation of the deixis used in the "national section" of the Jakarta Post. The initial person that the journalist uses to reveal the speaker of the "national section" utterance. The position of a speaker during a speech event is described, and the context is displayed using place deixis. A journalist uses time deixis to highlight certain moments in which the speaker's words are displayed. Conversely, discourse deixis designates a section of discourse that includes the utterance as a signal and its relationship to the surrounding text. Furthermore, social deixis is employed to denote the discrete social positions that each person occupies.

A Tale of Two Cities, a novel by Charles Dickens, was examined by Khalili [Khalili, 2017] for its kinds of deixis. This study examines the various forms of deixis that may be discovered in this book, so it employs the descriptive methodology. Record-keeping is the means of data collection. Person, time, location, discourse, and social deixis are the five categories into which Levinson (1983) split deixis research. The information was derived from the Penguin 2003 book "A Tale of Two Cities." Read the novel, identify the deixis, and categorize the many types of deixis in order to analyze the data. Deixis total in this novel are 510, according to the result: 164 social deixis (32%), 125 person deixis (25%), 111 time deixis (22%), 74 place deixis (14%), and 36 discourse deixis (7%). With 164 (32%), the social deixis is the one that the writer uses the most frequently.

Using Stephen C. Levinson's deixis theory, Sholihah concentrated on examining the top advertising on the USA TODAY website. One subfield of discourse analysis research is deixis, which is divided into five categories: person, place, time, discourse, and social deixis. People often interpret information incorrectly when communicating, particularly when it comes to written text advertisements because they are fallible human beings. Since deixis is employed to point things out and clarify what the writer intends, it is the theory of deixis that is selected. By looking at the "advertisement of the headline USA TODAY" website, the researcher discovered that there are four different kinds of deixis: person, place, time, and discourse.

Person deixis is the deixis that deictic phrases most frequently utilize when a journalist wishes to depict the speaker who makes the remark in an advertisement. Discourse, place, and time deixis are not frequently employed since they relate to the use of deixis for the speaker who creates the utterance within the context. Enhancing the reader's understanding of the many deixis employed in advertisements is the researcher's recommendation. We hope it will be helpful to the next researcher who works on improving the effectiveness, interest, and persuasiveness of their advertisement to the reader. According to Syukur's approach, discourse deixis refers to specific developed or given components of the discourse. Relating an utterance to a section of the discourse that contains it, including the utterance itself, is known as discourse deixis. Each type of discourse deixis and its meaning are covered in the study. In April 2017, the Jakarta Post's politics section provided data for the descriptive qualitative technique of study, which the researcher utilized to characterize the different discourse deixis. Following that, the author categorizes and identifies the discourse deixis employed in the April 2017 Jakarta essay. Subsequently, the investigator examines the information. The author discovered certain discourse deixis from all of the data analysis she did using the politics column from the Jakarta Post in April 2017. The researcher discovered that the term that is more commonly used than the word *this*. Word *this* is found in 15.78%, and the word *that* is found on 84.22%. The researcher proposes that aside from *this*, the next researcher should talk more about the many discourse deixis types.

The kinds of deictic terms used in the Jakarta Post editorial are described by Wahyudi along with their references. The primary focus of this work is pragmatics, with a specific application to the July 2012 editorial of the Jakarta Post using deixis. The researcher uses the documentation approach as a means of data collection. Deictic words fall into five categories. First, there is personal deixis, which consists of the following: (1) Speaker exclusion (-S) and inclusion (+S) are denoted by the first-person pronoun "I." The utilization of "we" encompasses the speaker but leaves out the hearer (s) (+S,-A) (Expressive use); it also includes the speaker, listeners, and some assuming hearer (s) or reader(s) (+S,(assuming) + A) (assuming use); (2) You, the second person, refers to addressee inclusion (+A) and exclusion (-A); (3) You, the third person, refers to speaker and addressee exclusion (-S,-A). A male or female individual, regardless of gender, and their occupation are referred to as "he" or "she." Indefinite (singular) humans, groups of people or things, and non-persons are all referred to as "they." The second kind of deixis is temporal, and it can be divided into three categories: (1) time relation (pre, present, and post events); (2) period (calendrical and non-calendrical); and (3) the moment of utterance (speaking time and listening time). Proximal expressions "here" and distal expressions "there" are part of the third form of Deixis, known as spatial Deixis. Talk deixis, which refers to a significant portion of the discourse that is contained within the discourse itself, is the fourth category. It contains the terms "this" and "that." Social Deixis is the fifth type. Referent honorifics, speaker and addressee, addressee honorifics, speaker and bystander, are four of the axes that make up the relational variety, which is the most important deixis. Social Deixis is the fifth type. Referent honorifics, speaker and addressee, addressee honorifics, speaker and bystander, are four of the axes that make up the relational variety, which is the most important deixis. Two deictic terms are used as references. Anaphoric, cataphoric, and exophoric referential devices are those that can provide coherence and are capable of producing three different types of references: personal, demonstrative, and comparative.

Zulkarnaen examines three pieces from the Jakarta Post online edition's Editor's Choice. From January 17 through January 26, 2013, the Editor's Choice section's sentences containing deictic expressions served as the study's source of data. The author of this study discovered 87 deictic phrases in the 67 sentences. Person, place, time, discourse, and social deixis are the deictic expressions, according to Stephen C. Levinson. The writer discovers six discourse deixis, 27 place deixis, 40-time deixis, and 14-person deixis, per the study. The most prevalent sort of deixis seen in these articles is temporal deixis, as they typically include reports that detail the event's timing. The second most popular choice is the person deixis, particularly the third person deixis. It alludes to the referent who isn't explicitly stated in the context as the speaker or addressee. Since first- and second-person deixis relates to the speaker who generates the utterance and publications rarely feature opinions reports of the interview, they are not commonly employed. The third inclination is toward deixis placement. The place of the incident that the journalist reports on and has been shown in context is referred to. The preceding discourse and the surrounding text are linked through the use of discourse deixis. Due to the lack of words illustrating the social distinctions across participant roles, there is no social deixis in the articles. The purpose of Willem and Psr's subsequent investigation was to characterize the type of deixis in the novel "Ayat-Ayat Cinta." Because the novel has its quirks, it is theoretically anticipated that this study will be helpful for language and literary scholars. This research can be utilized as reference material by the teacher to study literary materials. Practically speaking, this research can support the need to maintain and comprehending literature through language, particularly for the future generation, in order to resolve the value of emotions that are encoded in language. In this study, content analysis was employed as a qualitative descriptive method. The novel "Ayat-Ayat Cinta" provided the data used in this investigation. Additionally, the transcribed data are organized based on trait, structure, and purpose that are connected to the formulation of the study problem. Spell deixis is the most common deixis, according to the data study. Moreover, the work had deixis related to time, place, discourse, and society.

## **4. Methodology**

### **4.1 Data Collection**

#### **4.1.1 Type of Data**

Qualitative analysis was used in the investigation. This is so that the study can obtain insight into the relevant issues by compiling historical data on variables over a period of time.

#### **4.1.2 Source of Data**

The script speech delivered by former president John Mahama in 2015 during Ghana's National Memorial Service for victims of floods and fires served as the source of data for this study. The address was given on June 15, 2015, even though the accident occurred on June 3, 2015. The study's data was obtained from <https://reliefweb.int/report/ghana/president-john-hama-speech-national-memorial-service-victims-june-03-flood-fire>. The report is mentioned in the study's Appendix A.

#### **4.1.3 Instrument for Data Collection**

Text analysis and the human instrument were used by the researchers in this investigation. This indicates that the researchers are the primary tool used in this study because their interpretation is necessary for analysis. For this reason, document analysis was employed in the research. An account of former President John Mahama's speech at the 2015 National Memorial Service for victims of floods and fires serves as the instrument.

#### **4.1.4 Instrument Validity**

Data utilized in this study was verified by the researchers. This was done to make sure that the study-related paper was the same as the one that the former president had submitted. Cross-checking the data with multiple news and public websites allowed the researchers to be sure of this. Ghanaweb, PeaceFMonline, Modernghana, and MyJoyonline all verified the authenticity of the document.

### **4.2 Procedure for Data Collection**

The discourse deixis analysis of former president John Mahama's 2015 presidential speech at the National Memorial Service for flood and fire victims and the researchers' interpretation of the remarks provided the data for this study. The researchers divided the data into statements or utterances that contain discourse deixis despite the fact that the data collection techniques entail multiple steps. Consequently, a thorough reading of the speech was done to gather data.

### **4.3 Method of Data Analysis**

By looking at qualitative data to find an explanation for a certain phenomenon, one can simply conduct qualitative data analysis. Deductive and inductive approaches are the two forms of qualitative analysis that are available. Data is analyzed using a predetermined structure by the researcher while using the deductive approach to qualitative data analysis. To help you organize and analyze your data in this situation, you might refer to your research questions. A predefined or structured framework is not the foundation of the inductive approach, on the other hand. But, because the study's objectives are research-related, this one takes a logical method. The process of examining the data consists of the following steps:

- a. The researchers went over the document multiple times.
- b. Data containing deixis were found throughout each reading procedure.
- c. After being recognized, the data were divided into different categories (person, time, place, discourse, and social deixis).
- d. After examining each deitic expression used in the speech, the researchers determined which deixis are most commonly employed.

## **5. Results and Discussion**

This section focuses on the sample's quantitative description and its relationship to the population being studied. It consists of two parts. Presentation of the Data is done in the first portion, Analysis is done in the second, and a discussion of the study findings is done in the third section. This study centers on a deixical analysis of a presidential speech delivered in 2015 during the National Memorial Service for victims of floods and fires by former President John Mahama.

### **5.1 Data Analysis and Presentation**

#### **5.1.1 Types of Deixis Used**

Person, location, time, discourse, and social deixis were some of the deixis kinds that were covered in the speech. Below is a list and discussion of each of them. The kinds and types of deixis employed in the speech are listed in Table 1.

**Table 2: Type and Categories of Deixis used**

Type of Deixis	Categories
Personal	1st Person: I, Me, My, Us, Our, We 2 <sup>nd</sup> Person: You 3rd Person: It, They, Them, Their, Themselves
Place	here, there, In, on, that
Time	today, In, this, that, January, months, weeks, days, ago
Discourse	that, they, we
Social	Relational: My fellow Ghanaians, My brothers and sisters

Each and every kind of deixis was used in the speech. There was a personal deixis, which was the first one. The study considered first-, second-, and third-person deixis among personal deixis. The following are instances of first- and second-person deixis in use:

*But that is precisely what **I** am doing because it is the truth*

***My** Brothers and Sisters*

*for me to stand before **you** this morning*

*yet are willing to sacrifice what little **they** do have to stand*

***It** erases the ordinarily wide gray area that provides a safe distance*

***we** find ourselves with nothing but a thin line separating certainty from doubt*

As seen by the aforementioned examples, the speaker uses the first-person personal deixis to refer to himself. Next, the speaker's references to one or more addressees were addressed using the second person personal deixis, and references to people and entities that are neither speakers nor addressees of the utterance in issue were encoded using the third person.

The speech also covered a lot of ground with the place deixis. The location specification was emphasized by the use of words like here, there, in, on, this, and that. Here are a few examples:

*We have gathered today, those of us **here** in body*

*Yet, as I stood **there**, the words that came to heart*

*Let us keep them **in** our thoughts and prayers over the coming days*

*certain that something of this nature never again happens in **this** country*

The speech also incorporated the time deixis to encode temporal points and span relative to the given time. These are a few situations where this kind of deixis was applied:

*We have gathered **today***

*We are still **in** the process of identifying the dead.*

*rather, on what **this** government must and will do.*

*The **months, weeks** and **days** that preceded the disasters were difficult times*



As I explained several **days ago**

In a similar vein, the study also used the term "expression within the speech" to refer to a speaking segment that included the utterance. The experience was used in this instance to embody discourse deixis. Below is a list of selected examples from the speech:

**Table 3: Examples of Discourse Deixis in the Speech**

Example	Meaning
<i>This is especially heartening.</i>	In this case, <i>this</i> referred to the occurrence of flood and fire.
<i>Together, we visited those on admission at the Korle Bu Teaching Hospital, the 37 Military Hospital and the Police Hospital.</i>	<i>We</i> used here referred to President Faure Gnassingbe, the joint Togo-Cote d'Ivoire delegation and the presidency.
<i>we should, rather, invest that time in taking the appropriate measures</i>	The use of the adverb <i>that</i> was used as a discourse to refer to the time invested by the Ghana Meteorological Agency in predicting the occurrence of flood or disasters. This aspect of the speech was captured earlier in the speech.

As seen in Table 3 above, the personal pronoun (we) and the prepositions (this and there) were used to refer to different sections of the discourse. Here, the only way to interpret the assertions is to ascertain the location of the current coding or receiving point. In the definite noun phrase, the demonstrative adjectives this and that are used. Thus, the demonstrative terms this and that were employed as deictic.

Social information, such as familiarity and relative social rank, was also stored within different phrases because the speech was national in nature and intended to be addressed to a variety of audiences. To represent this situation, social deixis was used. A few examples are:

*My Fellow Ghanaians*

*My Brothers and Sisters*

*On behalf of all Ghanaians*

The former president's social relationships with the victims, their relatives, and Ghanaians as a whole were conveyed through these expressions.

**Table 4: Frequency of Usage of the Deixis**

Type	Frequency	Percentage
First-person deixis through the use of <i>I, Me, My, Us, We, Our</i>	98	50.8
Second person deixis through the use of <i>You</i>	2	1.0
Third person deixis through the use of <i>it, they, them, their, themselves</i>	31	16.1
Place deixis through the use of <i>here, there, in, on, that</i>	28	14.5
Time deixis through the use of <i>today, in, this, that, January, months, weeks, days, ago, June 3<sup>rd</sup></i>	23	11.9
Discourse through the use of <i>that, they, we</i>	4	2.1
Social deixis	7	3.6
Total	193	100

It is clear from Table 4 that the speaker made use of 193 deixical terms in total. Of them, 98 (or 50.8%) were first-person deixis. This made up the bulk of the speech's deixical expressions. An in-depth analysis of this deixis' usage revealed that the pronoun "we" predominated throughout the speech.

Just two instances of the second person were noted in the discourse, making up 1% of all deixical utterances. Furthermore, the speech contained 31 third-person deixical statements, or 16.1% of the total. Furthermore, there are a total of 28 (14.5%) place deixical expressions, 23 (11.9%) time deixical expressions, 4 (2.1%) discourse deixical expressions, and 7 (3.6%) social deixical phrases.

The use of "the inclusiveness" (we) to suggest that the entire country had suffered a loss is not accidental, according to the researchers, who note that the speech was intended to address the nation as a whole over the deaths and injuries of people. This clarified why the speech's usage of the second and third personal deixis was restricted as well. Removing the majority of uncertainties and giving everything said unambiguous meanings could be one way to minimize discourse deixis. Speaking clearly and in a way that would be easy for all to understand, the speech needed to address the depressing state of the country.

## **5.2 Usage of the types of Deixis**

The speech's usage was categorized as follows after more examination.

### **5.2.1 Association and Generalization**

The speech makes extensive use of deixis to convey the idea of inclusivity. Because of the way he delivered the speech, the president will be seen as having also lost some family members. In order for his message to be fully comprehended, given the atmosphere of the individuals gathering, this was crucial. To gain everyone's compassion and give the impression that the president and his administration were equally affected by the catastrophe were additional goals. Using this show as an example,

*My Fellow Ghanaians*

*My Brothers and Sisters*

Throughout the address, the president frequently referred to the victims, their families, the entire country, and international organizations as "My Brothers and Sisters" to show them how much they mean to him. The families' grief will be mitigated in this way, and they will be more inclined to cooperate with the president and his administration. It also said something about unity, I think. Elections are scheduled for the next year; thus, it's crucial to remember that this calamity occurred in 2015. Thus, the president must exercise caution while deciding what to say to avoid angering the majority of people. Because there are so many people with many backgrounds, it was vital to speak the symbol of unification.

### **5.3 Self-Projection**

A self-projection was evident in the discourse despite the fact that it was not heightened.

*I went, as President, to visit the site of the disaster  
On behalf of all Ghanaians and on my own behalf*

Projecting himself as the nation's president was the first expression, and it shows how concerned the president is about the situation when he travels to the disaster site. People in Ghana have a culture where people expect the president to visit important locations; therefore, it is considered humble behavior for the president to assist those in need as well. As a result, he wanted to project this idea and allow everyone to accept his lowly status and the fact that he cares so deeply about the events that have occurred. "I" and "my" are first-person deixis that were employed in each of these statements.

The second phrase prioritizes and projects the message that will come next. It is important to take note of the fact that he has already presented himself as the president, making it appropriate for him to communicate as such. Its purpose was to inform the public that the "Father of the country" supports any message that is received.

#### **5.4 Euphemism**

This precisely captures the traditional Ghanaian context. We have compassion for those in need as Ghanaians. Given his intricate customs, particularly with regard to respecting the deceased, the president has to exercise caution while disseminating information about death in order to be taken seriously. For this reason, he uses the language listed below.

*I am at a loss for words  
I found myself utterly speechless  
we find ourselves with nothing but a thin line separating certainty from doubt*

The use of euphemism as a strategy is a tactic to avoid discussing topics that could offend the audience. Using terms to the speaker's advantage, euphemisms have the ability to lessen the true "venom" of a situation.

#### **5.5 Analogy**

The president seized the chance to give the idea that the problem is a global one and then immediately instill hope. The words "this time" and "in this place" were used in this situation.

*So far this year alone, the world has seen a fairly unprecedented number of floods.*

*Accra lies in the flood plain of several rivers and streams.*

The speech aims to distract listeners from the crisis and the lack of government response to the calamity. The word "currently" is emphasized because it is "this year" and because it is unprecedented for such calamities to have occurred in so many different countries. The inhabitant purposely uses the time and place deixis to transfer the blame to nature because he is aware that his government's inactions contributed to the disaster. However, he does this to distract attention and get people to believe otherwise.

#### **5.6 Accusations and Representations**

It was not surprising that allegations and representations were made in the speech by using deixical language in Ghana, where politics is the focus of everything.

*The conversation should not be centred on what past governments did not do*

Indirectly adopting the "blame game attitude" of the politicians, time deixis (past to qualify government) was used. Very shrewdly, he saw that he wasn't speaking from a political platform, so he swiftly adopted an approach that may appear to be warning people not to place the responsibility on the previous administration. In a roundabout way, he suggests that the issue occurred because the previous administration did little to address it. Another problem was the use of the first-person singular pronoun deixis (I) to criticize any potential government critics.

*I hope it is not for the purpose of pointing fingers but rather of making certain.*

This expression was also used to blame anyone who might be hostile toward his regime. He makes the situation more personal by using the deixis "I" to indicate how much he cares about the victims.

#### **5.7 Hope Rhetoric and Allusion**

Usually, the speaker perpetuates his or her rhetoric of hope with fewer specific and real-world suggestions for solving problems. He has discussed the comparable calamities that other nations are going through, blamed the previous administration for not doing enough, and attacked anyone who might be critical of his administration. Afterward, he said the following to give Ghanaians renewed optimism about a potential solution:

*"I have received numerous calls and messages of condolence and pledges of assistance from nations."*

*"We have commenced an urgent clearance of filth and waste."*

*"We have also commenced the design and implementation of a more adequate and efficient drainage system for Accra."*

On the point of addressing the issue, the president makes expressive appeals to the audience's emotions, an elusive emotional scale that leads one to support him without analyzing the speech's value. The terms employed above contain rhetorical and allusive statements of hope. Getting money from other countries to compensate the victims' families does not fix the issue. He indicates that the government has started the design and implementation of a more suitable and effective drainage system for Accra when, in fact, nothing of the sort has been done. He also claims that the government has started urgent cleanup of trash when nothing of the sort has actually been done. But he purposefully uses the pronoun "we" to include everyone in order to make it seem as though we are all to blame. By doing this, he persuades people to believe that the government is doing a lot to improve the issue.

### 5.8 Summary of Findings

Examining various deixis in speech was the goal of the study. The findings showed that person, place, time, discourse, and social deixis were among the deixis categories that were detected in the speech. The first person, second person, and third person personal deixis are all included in the speech as personal deixis. The speech also covered a lot of ground with the place deixis. The location was emphasized by the use of words like here, there, in, on, this, and that. Words like "today," "today," "in," "this," "that," "January," "months, weeks," and "June 3rd" were used to describe the passage of time. In addition to social deixis, discourse deixis in the form of that, they, and we was also used.

The study also looked at how frequently the various kinds of deixis were used. 193 different deixical expressions were found to have been employed in the speech, according to the findings. Out of this total, 98 or 50.8% were in the first person, and 2 (15) were in the second. 16.1% of the deixical phrases were in the third person, followed by 28 (14.5%) deixical expressions of place, 23 (11.9%) deixical expressions of time, 4 (2.1%) deixical statements of discourse, and 7 (3.6%) deixical expressions of social interaction.

Examining the deixis' application was the third goal. The findings showed that the majority of the deixis used in the speech speaks to the idea of inclusivity. The president was depicted in the speech as though he had also lost some family members. Although it wasn't overt, the speech contained an expression of self-projection. Ghanaian custom dictates that the people go to the president when they need something; hence, the president visiting those in need testifies to his humility. By using the first-person personal deixis (I and my), he thereby projected this idea and allowed everyone to affirm his sense of meekness.

One of the ways the deixis was used was to imply that the situation is global before rapidly introducing hope through his leadership. In this instance, the verbs deixis (this) and in (in) were used. It was also demonstrated how politicians inadvertently embrace the "blame game attitude" by using the time deixis (past to qualify government). Additionally, Deixis were used to make emotive appeals to the audience's emotions, a nebulous emotional scale that compels one to support the speaker without considering the speech's value.

## 6. Conclusion

In conclusion, political leaders use soft power, for instance, in public discourse, to sway opinion and uphold their positions. To accomplish their objectives, they make extensive use of the manipulation of linguistic systems. One such tool is called Deixis. The president's use of deixis in this address, which was utilized for the research, was crucial to achieving his objectives.

## 7. Recommendation

Deixis is a tool that most politicians employ; hence, the problem is a national one. Deixis should, therefore, be introduced to all student groups so that they are familiar with its contents. Speeches could be more fully understood, and their message easily conveyed in this fashion.

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## **Appendix A**

President John Dramani Mahama's speech at the National Memorial Service for Victims of the June 03, 2015 Flood & Fire Disaster delivered on June 15, 2015

Retrieved from <https://reliefweb.int/report/ghana/president-john-mahama-s-speech-national-memorial-service-victims-june-03-flood-fire>