

## ANALYSIS OF DEIXIS IN BARACK OBAMA'S SPEECH ON IRAQ WAR

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### Abstrak

Deixis sebagai rujukan pada kata yang memiliki arti berubah tergantung pada konteks dan situasi di mana percakapan berlangsung, oleh karena itu pemahaman tentang deixis diperlukan agar tidak terjadi kesalahpahaman tentang makna komunikasi. Tujuan dari penelitian ini adalah untuk mendeskripsikan jenis-jenis deixis dalam pidato Barack Obama tentang perang Irak. Jenis penelitian ini adalah deskriptif kualitatif, peneliti menjelaskan dan memaparkan sedikit tentang deixis dan temuan deixis apa yang paling dominan dalam pidato Barack Obama tentang perang Irak. Data yang dikumpulkan peneliti merupakan transkrip pidato Barack Obama tentang perang Irak. Hasil penelitian ini menemukan bahwa ada 5 jenis deixis yang meliputi deixis pribadi, deixis spasial, deixis sosial, deixis temporal dan deixis wacana. Dalam beberapa kutipan paragraf, seperti contoh deixis personal yang merujuk pada orang atau menggantikan seseorang (dia, dia, kami, mereka dan kamu), kemudian penggunaan deixis tempat (di sini, di sana dan di sini), penggunaan deixis temporal (hari ini, kemarin dan sekarang). Berdasarkan hasil penelitian di atas, dapat disimpulkan bahwa ada 5 jenis deixis yang ditemukan dalam pidato Barack Obama tentang perang Irak dan deixis pribadi adalah deixis yang paling dominan digunakan dalam pidato Barack Obama.

**Kata Kunci :** *Deixis, Jenis deixis, Barack Obama*

## ABSTRACT

Deixis as a reference to a word which has a changing meaning depending on the context and situation in which a conversation takes place, therefore an understanding of deixis is needed so that there are no misunderstandings about the meaning of a communication. The purpose of this study is to describe the types of deixis in Barack Obama's speech on Iraq war. This type of research is descriptive qualitative, the researcher explains and describes a little about what deixis and deixis findings were most dominant in Barack Obama's speech on Iraq war. The data collected by researchers is a transcript of Barack Obama's speech on Iraq war. The results of this study found that there are 5 types of deixis which include personal deixis, spatial deixis, social deixis, temporal deixis and discourse deixis. In some paragraph quotations, such as examples of personal deixis that refer to people or replace someone (he, she, we, they and you), then the use of place deixis (this, there and here), the use of temporal deixis (today, yesterday and now ). Based on the results of the research above, it can be concluded that there are 5 types of deixis found in Barack Obama's speech on Iraq war and personal deixis is the most dominant deixis used in Barack Obama's speech.

**Keywords :** *Deixis, Type of deixis, Barack Obama*

### Introduction

Deixis is important in language because deixis identifies the meaning contained in language and is only known when it is in the context of events or language situations. Deixis is a pragmatic study. Deixis has a moving meaning depending on the context. Deixis makes language meanings easier to interact and communicate orally or in writing. Deixis also concerns the ways in which language expresses the characteristics of speech contexts in language use (Dylgeri and Ledia, 2013:88).

According to Stubbs (1996), deixis is not exclusively a linguistic phenomenon but also a means of expressing cultural and social values, which can provide insight into the context of political discourse. Analysis of deixis in Barack Obama's speech to the Iraq War, therefore, can provide valuable insight into how language is used to perpetuate power relations and reinforce social and cultural norms.

In addition, AlZahrani's research (2021) found that deixis can also create a sense of

cohesion and community among audiences, build speaker credibility, and create a sense of urgency around an issue. Therefore, an analysis of deixis in political discourse, particularly in Barack Obama's speech on the Iraq War, can contribute to a better understanding of how language is used to construct and amplify power dynamics and influence public perceptions.

The fact is that sometimes listeners still have difficulty determining the exact meaning of the deixis used in English speech. Lack of understanding of the deixis in an utterance can lead to misunderstanding of the meaning or message of the utterance conveyed and can even cause emotions, happiness and disappointment for the listeners.

In general, deixis serves to assist readers in understanding the contents of a text or discourse. Deixis is one of the most basic terms in communication. The word 'deixis' comes from a word which means to point or point. Deixis is directly related to reference and context which is reflected in the structure of language.

The researcher chooses a pragmatic deixis analysis in Barack Obama's speech in 2002 against the Iraq War, besides having the word deixis, many people are also interested in hearing the speech of the president of the United States. Barack Hussein Obama's speech which was released in October 2002 was chosen as the research. In this study, researchers want to analyze deixis in Barack Obama's speech in 2002 against the Iraq War.

Deixis is a linguistic term that refers to the use of words or phrases to refer to a particular person, place, or thing in speech. As revealed by Yule (1996), "Deixis is a way to provide identification or specific reference to something in a social event". Researchers are interested in examining deixis because it can provide a deeper explanation and understanding of how language is used in social interactions. In Barack Obama's speech about the Iraq War, the use of deixis shows a strong leadership character and reinforces the message of the speech itself. As stated by Clarke and McCulloch (2012), "The wise use of deixis reflects a speaker's ability to gain support and direct appropriate emotions to the audience". In addition, the use of deixis in Obama's speech plays an important role in shaping his image and identity as a leader who can be trusted and respected. As stated by Carbonell (2017), "In a political speech, the use of the right deixis can show the character of courage and credibility, helping the speaker to win the support and trust of the audience". Therefore, research on the use of deixis in Barack Obama's speech on the Iraq War has important implications for a broader understanding of language and rhetoric in politics and leadership.



## Research Method

This type of research method is descriptive research using a qualitative approach. Descriptive research has been carried out in many previous studies, some of which are Hindmarsh (2000), Saussure (2008), Lipińska (2009), and Pavesi (2013). This method is able to describe as ideally as possible the objects that are the focus of research on individuals, language situations, and social conditions contained in the deixis in the media of Barack Obama's speech in 2002 against the Iraq war. This research will be conducted by analysing phrases and sentences from Obama's speech that contain deixis.

This research is focusing on identifying the type of deixis found in Obama's speech and elaborating the meaning of deixis being used on the Obama's speech. In order to identify the type of deixis, this research will adapt the theory from Yule and Levinson (1996 and 1983) on type of deixis. Yule and Levinson (1996 and 1983) elaborated the type of deixis into five types, personal deixis, spatial deixis, social deixis, time deixis and discourse deixis.

In this study, the subjects to be examined are all of Barack Obama's utterances contained in his speech in 2002 against the Iraq war. The objects of this study are all the deixis contained in Barack Obama's 2002 speech about the Iraq war. The speech, which was officially released in Chicago in 2002, is an adaptation of the tragedy of war in Iraq which hopes to stop and make peace. This speech uses English as the language of instruction. During the process of his speech, Barack Obama wanted the tragedy of this war to stop and end peacefully so as not to add to the loss of life.

Data can be defined as the quantitative and qualitative values of a variable variable. Data is the plural form of datum which literally means to give or something to give. Data is considered as the lowest unit of information from which measurements and other analyzes can be performed. Data can be in the form of numbers, pictures, words, figures, facts or ideas. Data itself cannot be understood and to get information from the data one has to interpret it into meaningful information. There are various methods of data interpretation. Data sources are broadly classified into primary and secondary data.

The data source in this study is a transcript of Barack Obama's speech in 2002 against the Iraq war. And in this study the researcher also uses the theory according to Yule (1996) and Levinson (1983), which according to Levinson's theory (1983: 68) divides deixis into 5 categories, namely: personal deixis, spatial deixis, temporal deixis, discourse deixis and social deixis. Deixis can be found in interactions with one another, and can also be found in

literature, drama and film. Meanwhile, according to Yule (1996: 13), deixis is a technical term (from Greek), one of the fundamental things we do with utterances. Deixis means 'designation' through language. The linguistic form used to complete 'designation' is called a deictic expression. The data in this study are words, phrases that express deixis types.

This research is qualitative in nature. In this research also requires several instruments in its implementation. Suryana (2010) emphasized that: In qualitative research, the instrument is people, namely the researchers themselves. Researchers as key instruments, in order to become instruments, researchers must have broad theoretical insights and provisions so that all are able to ask questions, analyze, photograph, and construct the social situation being studied to be clearer and more meaningful. So in this study, the researcher has the main role as a learning instrument. Researchers in this study have the ability in the field of linguistics, especially in the field of pragmatic studies, namely deixis, and mastery of basic English competence, research findings and discussion of research results, namely the researcher analyzed all data to demonstrate the findings as follows :

### Findings

Table 4.1. Identification of deixis.

No	Barrack obama's speech	Type of deixis				
		Personal	Spatial	Social	Temporal	Discourse
1	I stand before <b><u>you</u></b>	I, You				
2	The civil <b><u>war</u></b> was one of the bloodiest in <b><u>history</u></b>			War	History	

3	<u>My</u> <u>grandfather</u> signed up for a war the <u>day</u> after <u>pearl</u> <u>harbor</u> was bombed	My	pearl harbor	Grandfather	day	
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In the table above, it presents that there are various types of deixis found in Barack Obama's speech which are used by researchers as data and the researcher aims to make it easier to understand the deixis used.

Table 4.2. Table of frequency on deixis used in barrack obama's speech

No	Type Of Deixis	Frequency
1	Personal	16
2	Spatial	9
3	Social	8
4	Temporal	6
5	Discouse	4
Total		43

Table 4.2 shows that personal deixis is still a high percentage in comparison other types of deixis. The most dominant personal deixis found and used by Barack Obama's in his speech in the table above shows that 16 times use of personal deixis, 9 times use of spatial deixis, 8 times use of social deixis, 6 times use of temporal deixis and 4 times of use of discourse deixis.

## Discussion

This discussion section elaborates on the research findings based on table 4.1.2 which describes the most dominant type of deixis found in Barak Obama's speech. Based on the findings in table 4.1.2, the dominant deixis used in Barack Obama's speech is personal deixis. This is evidenced in sentences that reads "I stand before you ". which is the word " I " referring to himself used by Barack Obama to show that he is against the war against Iraq. In previous research, Barack Obama also used the word "I" which stated that "I suffer no illusions about Saddam Hussein" this stated that Obama's barracks did not want us to be provoked by things which referred to the war getting worse.

Table 4.1.2 shows the frequency of using deixis in Barack Obama's speech. The data provided reveals that personal deixis is used 16 times in the speech. Personal deixis is the use of words or phrases that refer directly to a particular person or group in communication. In the context of Barack Obama's speech, the use of high personal deixis shows that he actively engages and interacts with his audience. The use of personal deixis in speech can include the use of first person pronouns such as "I" or "we", as well as the use of second person pronouns such as "you" or "your". Through the use of personal deixis, Obama tries to build a personal connection with listeners and appeal to them directly. By using personal deixis 16 times, Obama may want to strengthen the sense of community and trust between himself and his audience.

Based on the data listed in Table 4.2, it can be seen that personal deixis is the most dominant type of deixis used in Barack Obama's speech with a frequency of up to 16 times. This shows that the use of personal deixis in the speech is very significant and dominates the use of other types of deixis.

Obama's use of personal deixis indicates a deliberate attempt to create a personal and direct connection with his audience. This can be interpreted that Obama is trying to convey his message personally and present himself directly in the speech, by using personal deixis 16 times, Obama allegedly wants to connect himself with listeners emotionally and create a stronger personal bond. This increases trust and audience involvement in the speech, because they feel personally considered by Obama. In addition, the use of dominant personal deixis can also reflect a more inclusive communication style and consider the role and participation of individuals in the speech. By referring directly to the audience through the use of first and second person pronouns, Obama conveys the message that listeners have an important role in



the context in which he conveys.

Overall, the use of personal deixis 16 times in Barack Obama's speech shows that personal deixis is the most dominant argument in his speech. This proves that Obama is trying to actively involve, build trust, and highlight the role of individuals in the speech.

## **Conclusion**

Based on the results of a series of studies consisting of data collection, data analysis, and discussions that have been carried out in previous chapters, it can be concluded that in Barack Obama's speech in 2002 against the Iraq war there were 5 forms of deixis, namely personal deixis, spatial deixis, social deixis, temporal deixis and discourse deixis. The personal deixis found in this study consists of *i, my, you, we, his, he, and their*. This personal deixis is the most commonly found in this study while spatial, social, temporal and discourse deixis is the least common.

Each form of deixis in Barack Obama's speech has functions indicating that personal deixis has a function as indicating the person who is speaking, as indicating the person being spoken to and as indicating the person being discussed. The function of the spatial deixis is as a placeholder in an event, the function of the social deixis is as a difference in social characteristics and comparison of social reality in an event, the function of the temporal deixis is as a timepiece in an event and the function of the discourse deixis as a reference about the things discussed and concluded in an event. This is in accordance with the nature of the deixis itself, which is to designate something with the use of language.

The final product of the development of the deixis analysis in “Barack Obama's Speech on the Iraq War”, is an exercise and reading module activity which was developed based on the results of expert validation. Many revisions were made according to the assessments and comments from these experts, such as the physical appearance and content of the material.

The advantage of this module is that it is equipped with easy-to-understand reading topics so that students can try and do exercises to sharpen students' minds in reading comprehension. At the beginning of each chapter, students are greeted with pre-reading activities so that students can easily understand what is learned in that chapter. However, the researcher realizes that there are weaknesses in the development process, therefore the authors accept all criticism and suggestions that are conveyed.



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