ANALYSIS OF DEIXIS IN PRESIDENT AKUFO-ADDO'S FOURTH UPDATE ON GHANA'S ENHANCED RESPONSE TO THE CORONAVIRUS PANDEMIC

Horsu, Salomey[1]; Kyei, Emmanuel [2]; Horsu, Isaac[3]

[1] Department of Languages, St. Peter's Senior High School, Nkwatia, Kwahu, Eastern Region;
[2] Department of English, S.D.A. College of Education, Agona – Ashanti;
[3] Department of English, Hark Mount Sinai Senior High School, Akropong – Akuapem.

Abstract

The relationship between language and context is reflected, through the phenomenon called deixis, in the structures of the languages themselves. This study examines the deictic expressions in the speech given to Ghanaians on March 27, 2020 by President Akufo-Addo in the context of the Corona Virus pandemic. Guided by Levinson (1983) and Yule (1996), categories of deictic expressions were delineated to specific functions they all convey. The research method applied in the research is qualitative research. The findings revealed that out of the total number of deictic expressions used by the president, the majority of them was person deixis. In addition, in terms of frequency, spatial deixis was more than temporal and social deixis while discourse deixis was the least in the speech. Moreover, the dominant personal deictic expressions which were used in the speech point to the power the president has in the country and also indicates his authority as the leader of the country. Finally, the study concludes that Akufo Addo's use of

deixis in the speech was to influence his audience and to persuade them to support his attitudes about given issues.

Keywords: Deixis, Person Deixis, Place Deixis, Time Deixis, Social Deixis, Discourse Deixis, Covid-19 Address

Introduction

In interpreting people's utterances, it is crucial to look at the relationship between the language used and the context in which the utterances take place. Deixis is one of the examples that reflect the connection between language and context. It refers to one of the most basic things we do with utterance. It is a study about language phenomena that examines words that have a relative meaning. According to Yule (1996), deixis is pointing at something through language. Deictic expressions indicate an essential connection between the time frame, space, and people involved. Since the use of deictic items require interlocutors (i.e. the speaker and the listener), the former may be conveying a message to the latter and so there is the need to identify the context and the direction of the conversation. The meaning of deictic expressions is, hence, relative to the extra-linguistic context of the utterance, such as who is speaking, the time and place of speech, the speaker's gesture, or the current position in the discourse. In the words of Levinson (1983), the contextual information of the utterance consists of information about the speaker, the addressee, the time and the location of the speech.

Deixis is an important field which has been studied in pragmatics, linguistics and semantics. Philosophers, linguists, psychologists, and anthropologists have raised wide-ranging questions about deixis, including its semiotic essence, the meaning(s) of specific deictic expressions, the typology of deictic forms and functions, and the role of verbal and nonverbal deictics in the theory of language. Although deixis has received a substantial amount of attention in the scholarly literature (e.g. Chefor, 2020; Hamdaoui, 2015; Tirza, 2018), it has not received much

2

attention in Africa in general and Ghana in particular. Generally, previous research on political speeches of Ghanaian Presidents has based on Speech Acts Theory (e.g. Chinwendu & Botchwey, 2017; Partey, Sarfo-Adu, Addo-Danquah & Bonku, 2018), Critical Discourse Analysis (e.g. Ankrah, Dominic & Opoku, 2018) and Genre Theory (Kyei, Naomi & Appiah, 2020). In Africa, it seems the well-known empirical studies conducted on the use of *deixis* in political discourse are Chefor (2020), Lwaitama (1988), and Ugwu, (2016). This study represents the first exploration of deictic expressions in Presidential addresses on measures taken to mitigate the Covid-19 pandemic in particular. Meanwhile, *deixis* has been categorized as instrument of persuasion and ideological posturing (Ugwu, 2016). To fill this gap, this study provides a significant contribution to the field in Ghana.

The current study, hence, examines deictic expressions used in the fourth address to the nation by President Akufo-Addo on Ghana's enhanced response to the Coronavirus pandemic. Prior to this address, the Ministry of Health had confirmed two cases of the pandemic in Ghana on the 27th March, 2020. Laboratory results of two cases were the first that was reported in this country, which brought about the speech delivery. The main objective of the study is to examine how the types of deixis are used in the president's address on Ghana's enhanced response to the Coronavirus Pandemic and to identify the most dominant deictic expressions. The research was guided by the following research questions;

1. What are the types of deixis used in Akufo Addo's fourth address on updates to Ghana's enhanced response to the Coronavirus Pandemic?

2. How do the deictic expressions used by President Akufo Addo imply meaning?

Literature review

3

This section is concerned with reviewing the literature related to deictic expressions. It provides a theoretical background about the concept of deixis. It will also shed light on the related works on deixis in political speeches.

Concept of Deixis

Deixis deals with the connections between language and the context in which it is used. The term "deixis" has its roots in the Greek word "deiktikos" meaning "show" or "indicate" which is used to denote the elements in a language directly referring to a situation. It is the use of words to refer to things in a shared physical context (Yule, 1996). For instance, the pronoun "this" does not refer to any particular entity on all occasions of use; however, it refers to a particular entity given by the context (e.g. by a gesture). It has been referred to as "verbal pointing" (Moore, 2001); that is pointing through language (Yule, 1996). Any linguistic form used to accomplish this "pointing" is also referred to as "deictic expression," "indexicals," "indexical expressions" (Levinson, 1983; Lyon, 1995; Yule, 1996), deictic signs or deictic words. Yule (1996) classifies deixis into three (3): *person*, *spatial*, and *temporal*. Levinson (1983) also categorised deixis into five (5); *person, time, place, discourse* and *social*. In this study, we adopted the concept of Yule and Levinson in the analysis of deictic expressions in President Akufo-Addo's fourth address to the nation on Ghana's enhanced response to the Coronavirus pandemic.

Person Deixis

Person deixis is reflected in the grammatical categories of person. It generally exhibits a three-way grammatical distinction exemplified by the pronouns for first person, fourth person and third person (Levinson, 2004; Yule, 1996). The category **first person** refers to the grammaticalisation of the speaker's reference to himself or the speaker's group. It can be articulated in singular pronouns (*I, myself, myself*, *mine*) and the pronouns in plural (*we, ourselves, ours, ours*). The **second person** category encodes the speaker's reference to one or more addressees and encoded

in pronouns such as *you, yourselves, yours, yours*. The **third person** category encodes reference to persons and/or entities other than the speakers or addressees of the utterance and are exemplified by pronouns such as *he, she, and they, him, she, her*. The first-person deixis can allow for two interpretations: (1) the "exclusive we", which involves the speaker plus other(s), excluding addressee); and (2) the "inclusive we" which involves the speaker and addressee. According to Levinson (2004), person or participant-role can be marked in other ways apart from the pronouns. For instance, kinship terms and address terms used (as **vocatives** in second person usage or as **reference** to individual in third person role)

Place deixis

Place deixis, also referred to as spatial deixis (Yule, 1996) indicates the relative location of people and things. The adverbs *here* and *there*, and the demonstrative pronouns *this, that, these* and *those* are examples of place deixis. Grundy (2000) also adds other examples of place deixis, such as *here (proximal), there (distal), where (and the archaic hither, hence, thither, thence, whither, whence), left, right, up, down, above, below, in front, behind, come, go, bring*, and *take*. In short, place deixis is an expression used to even show the location relative to a participant's location in the speech.

Time deixis

Time deixis also called temporal deixis, is a reference to time relative to a temporal point of reference, which is usually the moment of speech (Renkema, 1993). Time or temporal deictic expressions are understood relative to the speaker's utterance time. Temporal deixis can be expressed by adverbs of time and tense markers on the verb. These items or expressions include *yesterday*, *last week*, *tomorrow, today, tonight, next week, last week, this week*, *last week, this week, now* and *soon*. Others refer to events "coming toward the speaker from the future" (Yule,

5

1996) such as "the coming week," "the approaching year," or "going away from the speaker to the past" such as "in days gone by," "the past week," (p. 14). The choice of verb tense can also indicate temporal deixis: the present tense suggests the proximal form, and the past the distal form.

Social deixis

Social deixis does not deal with three main components (person, place and time) of the subjective orientation coordinate system, but shows how different social rankings and communications participants express the relationships within society through language. That is, Social deixis concerns particularly aspects of the social relationship holding between speaker and addressee(s) or speaker and some referents, such as between a speaker or addressee with higher social status versus speaker or addressee with the lower social status. Levinson (1983) claimed that social deixis is concerned with the aspects of sentences that represent or define or decide some of the participants' realities or the social condition in which the speech event takes place. He adds that there are two basic types of information about social deixis that appear to be encoded in language around the world. These two types of social deixis are *absolute* and *relational*. The absolute expressions refer to gender referents thus *Miss/ Ms. / Mrs. and Mr.* which are fixed across contexts. More so, relational expressions indicate honorifics and kinship terms which in contrast are determined by speakers and referent, speaker and addressee or speaker and bystander (ibid).

Discourse deixis

Discourse deixis encodes references to portions of the unfolding discourse in which the utterance (which including the text referring expression) is located. Moreover, Levinson (1983) explains that discourse or text, deixis implies the use of expressions within some utterances to refer to

6

some portions of the discourse that contains that utterance (including the utterance itself). Discourse deixis shows the location in the discourse or text. In this study, we regard discourse deixis as an expression in which the reference is within the text. As Levinson (1983) explained, since the theory of discourse deixis unfolds in time, time-deictic words can be used to refer or indicate to the portions of the discourse, such as *in the last paragraph* and *in the next chapter*. Place-deictic also can be used in discourse deixis, such as demonstrated by words '*this'* and '*that*':

  (1) I bet you haven't heard *this* story

  (2) *That* was the funniest story I've ever heard (Levinson, 1993)

It can be said that the deictic words '*this*' and '*that*' in the examples above cannot be included in place deixis, because they refer to portions of the discourse that is story. It means discourse deixis is a deictic reference to a portion of a discourse relative to the present location of the speaker in the discourse, such as: above, below, last, preceding, proceeding, next or following (usually used in texts) and this, there, next, last (usually used in utterances). In other words, discourse deixis is an expression used to refer to some discourse containing the utterance or as a signal and its relationship to the text around it.

Related works on deixis in political speeches

We reviewed previous studies related to the topic in order to indicate the place of the present study in the available literature. Hamdaoui (2015) investigated the use of person deixis in political discourse. She adopted the general framework of pragmatics to scrutinize President Obama's manipulation of the deictic entity "we" for persuasive ends. This study used a triangulation of quantitative and qualitative methods to analyze Obama's use of the pronoun "we." Her study revealed Obama's manipulative discursive power to persuade his audience and to share responsibility regarding certain actions to maintain his position, to strengthen a sense of

7

unity and solidarity among the American citizens at a time of economic recession and to create a positive image of the American nation.

In a related study, Tirza (2018) researched the kinds of deixis in Donald Trump's speech, and to describe the reason for the realization of the deixis in Donald Trump's speech. This study was conducted by applying qualitative research. The source of data was the script of Donald Trump's speech on September19, 2017. Data were analyzed sentences by sentences which contained kinds of deixis on Donald Trump's Speech. The result showed that the most dominant types of deixis found in the speech were person deixis.

In Africa, some works (e.g. Chefor 2020; Lwaitama, 1999; Ugwu, 2016)) have been carried out on deictic expressions in political speeches occasioned by its heads of state. Chefor (2020) examined qualitatively and quantitatively the use of deixis in a political speech, guided by Halliday (1994) Systematic Functional Grammar Theory of language. The speech was delivered by the president of Cameroon, Paul Biya to the youth of his country. The purpose of the study was to determine the different types of deitic resources used in his message. The study revealed that Paul Biya employed different types of dietic resources including 103 personal deixis, 17 spatial deixis, 21 temporal deixis, 30 social deixis and 8 discourse deixis. Moreover, the study revealed that most of the personal deixis in the message reflected the president's power and dominance over his audience and also his desire to involve this audience in his decisions, as a sign of sensitivity towards them.

Applying Hank's deictic field and Buhler's deictic centre, Ugwu (2016) examined the use of deixis in President Buhari's February 6th campaign speech in the build-up to 2015 general elections in Nigeria. The study indicated that Buhari, systematically, sets up the deictic field by issuing several person, spatial, temporal and social deictic elements in a, hitherto, plain field called "ground zero". It was further revealed his deployment of deixis in the text created a

8

deictic field where Nigerians (the electorates) are thrust at the deictic centre and Buhari and his opponents are set in binary opposition.

Finally, Lwaitama (1999) conducted a deictic study on the use of 'I' and 'we' by Nyerere and Mwinyi (former Tanzanian Presidents). It was found that while Nyerere used more exclusive forms, Mwinyi employed more inclusive forms in scripted than unscripted speeches. Lwaitama concluded that that the distinction was informed by fact that Mwinyi's first language was Kishwahili but Nyerere's second.

A closer observation of the review of related literature reveals that deixis in general and deictic expressions in political speeches occasioned by the novel Coronavirus have not been given much attention, a gap that his study set out to fill. Hence, this study appears to be the first exploration of the deixis in a presidential speech in the wake of the Covid-19.

Methodology

In this study, qualitative research method was mainly employed to effectively examine the use of deictic expressions in President Akufo-Addo's fourth update dated 27th March, 2020 on Ghana's enhanced response to the Coronavirus Pandemic. The qualitative method was used in this study because this research was limited to the words or phrases having deictic expressions in the speech. The main reason for the choice of this data was that, at the time of this research, it was the latest update given by President Akufo Addo. The speech was downloaded from the official website of the Ministry of Health at www.moh.gov.gh. We agreed with Kyei, Donkor & Appiah (2020) that using data from a government's official website ensures the authentic copy of the speech. Informed by Levinson (1983) and Yule (1996), categories of deictic expressions in the address were delineated to specific functions they all convey.

Results and Discussion

9

The analysis revealed that the address exhibits the various deictic categories, namely person, place, time, space, and discourse. The usage of the deictics expressions are discussed below.

Person deixis

Person deixis, according to Levinson (2004), concerns the encoding of the role of participants in the speech event in which the utterance in question is delivered. Pronouns are markers of deixis and when we use these pronouns, we orient our utterances with respect to ourselves, our interlocutors, and third parties. That means that the pronoun can be first person, second person or the third person. Examples of personal deixis in the data include,

1. Fellow Ghanaians **I** have come to your home
2. **I** took a step to close all our borders and **I** ordered a mandatory testing
3. Fellow Ghanaians, the oath of office **I** swore on 7th January, 2017 demands that **I** dedicate myself to the service and well-being of you
4. **It** is my job to protect **you** and **I** am determined to do just that.
5. As **I** have said before, all that Government is doing is intended to achieve five (5) key objectives
6. **I** thank the overwhelming majority of **you** for adhering to the god hygiene and social distancing protocols.
7. **I** have imposed, pursuant to the powers granted the President of the Republic, under the Imposition of Restrictions Act, 2020 (Act 1012), restrictions on movement of persons in the Greater Accra Metropolitan Area (GAMA, which includes Awutu Senya East), and the Greater Kumasi Metropolitan Area and contiguous districts, for a period of two (2) weeks, subject to review.
8. The virus does not care which party **you** belong to, neither is it, as we have seen, a respecter of persons. The enemy is the virus, and not each other.

The person deixis "I" refers to President Akufo Addo. His use of first-person singular pronoun "I" in the excerpts above makes the reader see what he has done and achieved as well his sole responsibility and determination to do what Ghanaians expects from him. It shows the efforts he has personally made towards nation building. To erase the impression that the measures he has

taken may make him look as a dictator, he makes reference to the constitutionality of his actions. The second personal pronoun, "you", refers to all of the audience (that is, Ghanaian people). See 4, 6 and 8. The use of "you" in the above excerpts marks plurality and places all Ghanaian on the same pedestal as regards their expected roles.

We found that the dimension of power and solidarity was integral to Akufo Addo's use of such pronominal in the discourse. See the following excerpts:

9. Thus far, **we** have succeeded in halting any more importations of the virus into our country, and I thank the overwhelming majority of you for adhering to the good hygiene and social distancing protocols announced in my first broadcast to you.

10. **It** is very important that **we** protect all healthcare providers with PPEs to make sure **they** don't contract the virus.

11. **We** can defeat this virus if **we** all commit ourselves to respecting all the measures that have been outlined

12. If **we** act now purposefully, **we** have a chance of preventing an escalation of our number.

Akufo Addo used the "we-inclusive-addressee" in the Examples (9-12) above. "We" as used in 9 and 10 contextually includes only the speaker, his government and the Ghanaian people. In 9, "we" indicates the positive results "Government" has achieved in a result of the citizen adherence, and in 10, the speaker persuasively suggests the next positive action they need to take. In 11-12, too, *we* is "addressee inclusive," marking a close bond between the speaker and the addressee. The use of "we" in 9-12 recognises the importance of the collective Ghanaians working together, forgetting their differences to join hands with him and his government. This attempt to appeal to group responsibility is a popular rhetorical strategy in political discourse (Kyei, Donkor & Naomi, 2020). Following the findings of Kyei, Donkor & Naomi (2020), Akufo-Addo's use of 'we' is significant for three reasons; one, it implied the people of Ghana

and showed a mark of inclusion; two, it shows that the President has risen above partisan divisions to direct the common concerns of the people; and three, it involves the notion of 'plural presidency.' We also argue that "I," "we," and "you" foreground the desired effect of unity and communion by the speaker and the audience, and, hence, create a sense of unity of the speaker with the audience. The first singular person pronoun, "I", is used to endorse the power and reputation of President Akufo Addo and to show how he has discharged his power. "We", on the other hand, shows involvement with the Ghanaian people and brings his audience to share his responsibilities, and "you" invites the audience to buy-in his sentiments.

In addition, we note that Akufo Addo uses third person pronouns to refer to entities of relevance to the communicative purpose of his address. See excerpt 16 below:

13. It is vitally important that each one of us, in all parts of the country, continues to observe the social distancing and enhanced hygiene protocols, for **they** are the weapons of our defense against the virus.

In excerpt 16 above, "they" refers to social distancing and enhanced hygiene protocols. "They"

The third person pronoun "his" or "her" is also used to refer to every one of the audience as in:

14. Nonetheless, each one of us must do **his** or **her** part.

Hence, we argue that Akufo Addo relies on person deixis as a persuasive power: (1) to assume responsibility; (2) to establish solidarity with the audience; (3) to spread the load of responsibility; and (4) to persuade the audience (Ghanaians) regarding certain decisions.

Place deixis

The next deictic category we analysed is place deixis that is concerned with the spatial locations. It is significant to note that these locations may refer both to speakers and addressees. The categories of words most commonly used to express spatial deixis are demonstratives (this, that) and adverbs (here, there). Examples in the data include;

15. **There** is no one-size-fit-all approach to **this** pandemic

16. **These** additional measures, together with **those** earlier announced are what will help us to defeat the virus

17. As I have said before, all **that** Government is doing is intended to achieve five key objectives.

18. We can defeat **this** virus if we all commit ourselves to respecting all the measures **that** have been outlined

19. The security services have been clothed with the necessary power to enforce **these** measures

As noted in the excerpts above (15-18), Akufo Addo employed *this*, *these, that* and *these* to refer to entities in the deictic center. These deictic words place a degree of importance on the referent they describe. For instance, in 15, "this" gives high focus to "pandemic" and the importance placed on the referent ("pandemic"). Additionally, the audience is expected to pay a high degree of attention to it ("pandemic"). This finding is in line with the finding of Strauss (2002) that the deictic word, "this" establishes or grounds a text in a deictic centre. Similarly, "these" makes "additional measures" the primary locus of referential information in 16. The same can be said of "this" and "that" in 18 (referring to "virus" and "measures" respectively). In all, it can be noted that proximity and distality governed Akufo Addo's choice of one form over the other. Compare the use of "these" (in 16 and 19) with "those" in 16. "These" signals an entity (*additional measures*) which is 'proximal to the speaker', but "those" signals an entity (*measures earlier announced*), which is 'distal from the speaker'.

Temporal deixis

13

Temporal deixis is the orientation or position of the referent of actions and events in time. According to Levinson (2004), to understand these aspects of deixis in depth it is necessary to have a good understanding of the semantic organization of space and time in general. All languages have words and phrases that are inherently marked for temporal deixis. English has terms such as *before, last year, tomorrow, now,* and *this evening*. Find examples of temporal deixis in the data below:

20. **At the time** my last broadcast…
21. Persons put under quarantine have **since** tested positive for the virus
22. There shall be, **during this period**, no intercity movement of vehicles and aircrafts.
23. If we act **now** purposefully, we have a chance of preventing an escalation of our number.

As noted in the excerpts above, Akufo Addo uses temporal adverbials to situate the speech in its proper context. "Now" in 26 creates the urgency required in the actions Ghanaians are to take. Temporal indexical "at the time" and "since" concern the "when" of the utterance as in 23 and the results of his actions after the last broadcast as in 21. Using the temporal deixis, Akufo Addo persuasively highlights what has happened before the moment of utterance, what is happening at the moment of utterance and what will happen after the moment of utterance. See Examples 27-28 below:

24. So, effective 1am on Monday, 30th March, some forty-eight hours from now, I **have imposed**, pursuant to the powers granted the President of the Republic
25. It **will give** us the opportunity to try to halt the spread of the virus

In 24 and 25, Akufo Addo indicated what he has done, "have imposed" and what the positive benefits he hopes to achieve from his actions.

Social deixis

14

Social deixis concerns social relationships between participants, their status and relations to the topic of discourse. Relationships that are relevant in this type of deixis include those between the speaker and the addressee, between other participants, the speaker and the object spoken about and so on. Find examples below:

26. **Fellow Ghanaians**, good evening.

The use of "Fellow Ghanaians" in the above excerpt is important for two reasons. First, it maintains solidarity with the audience, and places the speaker on the same pedestal with the audience. Second, it effectively thrusts the addressee in an important position in the deictic field.

In addition, we argue that Akufo Addo attempted to show that he has a stake in the development of the country like any other Ghanaian. This is further highlighted by his use "our" as in the following:

27. We have succeeded in halting any more importation of the virus into **our country**
28. if <u>we</u> act now purposefully, we have a chance of preventing an escalation of **our** numbers.
29. It is very important that we protect all healthcare providers with Personal Protective Equipment (PPEs)to make sure they do not contract the virus in the process of protecting **our** lives.
30. And, <u>we</u> must be united in **our** determination and efforts to overcome this challenge.
31. The Minister for Finance has been directed by me to prepare, for approval by Parliament, a Coronavirus Alleviation Programme to address the disruption in economic activities, the hardship of **our** people, and to rescue and revitalize **our** industries.
32. … should the virus continue to linger for the rest of the year, the effects on **our** economy would be dire.

The use of "our" in the above excerpts demonstrates the President's attempt to arouse patriotic sentiments and to create the impression that he has the interest of the people and country at heart. Furthermore, Akufo Addo referred to Ghana as "our country," "our land," "and used other terms

such as "our lives," "our cry," "our homeland Ghana," "our borders," "our total number," etc. In this context, he creates a collective identity, making it difficult to set apart personal interest or group interest from the "national interests". This finding affirms the view of Kyei, Donkor & Appiah (2020) that the President needs to manage and respect all boundaries.

Finally, the analysis of the revealed other social deictic referencing such as *Minister of Finance*, *Chief Justice*, and *Government.*

Discourse deixis

Levinson (2004) posits that in English as in the case with many other languages, there are many words and phrases that indicate the relationship between one utterance and a portion of discourse. Discourse deixis is concerned with the usage of deitic expressions, which refers to some portions of the discourse of that utterance. Examples in the data include; **Indeed**, **Thus far**, **However** as in:

33. **However**, prevailing circumstances mean that stricter measures have to be put in place to contain and halt the spread of the virus within our country, especially in Accra, Tema, Kasoa and Kumasi …
34. **However**, as we have demonstrated over the course of the last three years, where we inherited an economy that was growing at 3.4% and transformed it …
35. **However**, if you must go out, it must only be to get essential items such as food, medicine, water, undertake banking transactions, or to use public toilet facilities …

The use of *however* in the above excerpts refers to previous portions of the discourse and the forthcoming portion.

The next section analyses the frequency of occurrence of the types of deictic expressions in the speech**.**

Table 1: Summary of deitic expressions and their frequency

Paragraph	Personal	Spatial	Temporal	Social	Discourse

No	Deixis	Deixis	Deixis	Deixis	Deixis
1				Fellow Ghanaians	
2	I				Once again, as promised
3	My, I, I, it, they	Under, that, in, in	At the time, six days ago, at the time, since		Indeed, indeed, last
4	I, I, you, my, you, I	That, that		Fellow Ghanaians, the Ghanaian people	
5	We, my, I, you, my, you	In, in	First	Our country	Thus far
6	We, we, we, it, it, we, you	That, this, in, within, in, there, this, in, into, in, on		Our country	However, especially, in doing this, even though,
7	I, I, it, us, they, them	Under, on, in	On Monday, a period of two weeks, now		So
8	You, it	In, in, this, in these			In essence, as much as possible
9		There, those, in, in, in, this	During this period, in any event, during this period		Such as, additionally, in this regard
10	We, we, we		In the shortest time	Fellow Ghanaians	
11					Indeed, as well as
12	We, we, it	These, those, that, this			Therefore, in this endeavour
13	I, I,		Earlier		
14	We, we, we, me, he, it, they, you	This, that, that, there, that	Next couple of weeks	Fellow Ghanaians	responsive Government, particularly, in addition,
15	We,	In	Six months		Such as
16	Me, I, you, they	These, that,			On public gatherings, in accordance with
17	We, I, you, we, we	Into, over, back, that, back, that	rest of the year, last three years, the last three years	Fellow Ghanaians	
18	We		Then		therefore
19	I, you, you, they	In, front, that	next two weeks, everyday	Each of us	
20	I, I, my	In	Next three months,	From the bottom of my heart	
21	We, them, we, I, us, I, you	This, in		Ghanaians,	
22	We, us, He				nonetheless
23	Us, I, you			Our homeland Ghana	
Total	81	57	23	12	29
Percentage	**40.1%**	**28.2%**	**11.4%**	**5.9%**	**14.4%**

Table 1 presents the frequency distribution of the different types of deitic elements used in the

speech of the president of Ghana in his Corona Virus update to the country. It can be noticed that

the speech was not that long but it contains considerable number of deictic elements. It has a

17

total of 202 deitic expressions: 81 of them representing 40.1% were personal deixis; 57 (28.2%) of the expressions were spatial deixis, and 11.4% of them were temporal deixis. 5.9% of the deitic expressions were social deixis while 14.4% were discourse deixis. In terms of frequency of usage, personal deixis was the dominant deitic expression used in the speech which could be inferred as the president's desire to show dominance because of the power he has over the audience in the country. Moreover, it also indicates that he is the leader of the country ad has authority. For example, it is seen in the text "**I** took a step to close all our borders and **I** ordered a mandatory testing". The president resorts to person deixis which include both the speaker and the audience in the political position being discussed to persuade the audience into accepting their views. Secondly, spatial deixis was also prevalent in the president's speech followed by discourse deixis. The use of the spatial expressions could point out the closeness the president has with his audience, that is the Ghanaian community. Social deixis was the least type of deitic expression used in the speech delivered. The social deitic expressions point out that the citizens are not the only ones affected by the pandemic but the speaker too. Moreover, it points out that the president alone cannot solve the problem at stake but needs the help of the citizens to help curb the spread of the virus. For example, this is seen in the text "We have succeeded in halting any more importation of the virus into **our country".** The deictic expressions are to tell the audience that the actions are not fully the responsibility of one individual but the outcome of collective work of the Government's members.

Conclusion

This paper attempted to study the deictic expressions in a political speech by President Nana Addo Dankwah Akufo-Addo in the context of the Coronavirus pandemic. The purpose of the study was to examine how deixis are used in the president's address and also identify the type of deitic dominant in the speech. Specifically, the study attempted to explore how in his speech

Akufo Addo deployed people, time, place, social, and discourse relationships, and what the deictic elements convey as regards the meaning and effects of the speech. The study adopted a qualitative research approach to analyze the data and the findings revealed that out of the total number of deitic expressions used by the president, the majority of them was personal deixis. In addition, in terms of frequency spatial deixis was more than temporal and social deixis while discourse deixis was the least employed in the speech. Moreover, the dominant personal deitic expression used in the speech could point to power the president has in the country and it also indicates that he authority as the leader of the country. Finally, we conclude that, through the use of language as a persuasive power, the use of deixis in the speech aimed at influencing others and to persuade them to support the speaker's attitudes about given issues.

References

Ankrah, G. K., Dominic, F., & Opoku, K. (2018). Critical discourse analysis of selected presidential inaugural addresses of the fourth republic of Ghana. *European Journal of Literature, Language and Linguistics Studies*.

Chefor, V.M. (2020). Understanding the use of deixis in Paul Biya's 2019 message to Cameroonian youth. *International Journal of English Language and Linguistics Research. 8(1). 1-18*

Chinwendu, I. P., & Botchwey, E. (2017). Language and politics: A study of presidential speeches of selected Ghanaian leaders. *WORD*, 63(1), 1-61.

Grundy, P. (2000). *Doing Pragmatics.* New York. Cambridge University Press.

Hamdaoui, M. (2015). *The persuasive power of person deixis in political discourse: The pronoun 'We' in Obama's speeches about the 2007-2009 financial crisis*. University of Sfax, Tunisia.

Kyei, E., Donkor, N., & Appiah, K. M. (2020). Move analysis of President Nana Addo Dankwa Akufo-Addo's 2017 presidential inaugural speech (PIS). *The International Journal of Humanities & Social Studies. 8*(3), 176-185.

Levinson, S. C. (1983). *Pragmatics.* Cambridge: Cambridge University Press.

Levinson, S. C. (2004). *Pragmatics*. Cambridge: Cambridge University Press

Lwaitama, A. F. (1988). Variations in the use of personal pronouns in the public oratory of JK Nyerere and AH Mwinyi. *Belfast Working Papers in Language and Linguistics*, *1*, 1-23.

Lyons, J. (1995). *Linguistic semantics: An introduction*. Cambridge University Press.

Moore, A. M. (2001). Pragmatics. *Irish Journal of Psychology*, 18, 141–69.

Partey, F. A., Sarfo-Adu, K. Addo-Danquah, R. G., & Bonku, L. K., (2018). The presidential tongue: Commissive speech acts in Nana Addo's 2017 State of the Nation Address. *The International Journal of Humanities & Social Studies*, 6(6), 1-11.

Renkema, J. (1993). *Discourse studies: An introductory textbook*. Amsterdam: Benjamins.

Strauss, S. (2002). This, that, and it in spoken American English: a demonstrative system of gradient focus. *Language Sciences*, *24*(2), 131-152.

Tirza F. (2018). *Deixis interpretation on Donald Trump's speech*. BA Dissertation University of Muhammadiy Sumatera Utara Meedan.

Ugwu, J. C. (2016). Deixis in President Muhammadu Buhari's 2015 Campaign Speech. *Godfrey Okoye University, Enugu*.

Yule, George. (1996*). Pragmatics*. New York: Oxford University Press.