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**THE USE OF PERSON DEIXIS IN BARRACK OBAMA'S
CAMPAIGN SPEECH SCRIPT ON 2101 OCTOBER 2008 IN
CANTON, OHIO**

A THESIS



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1.2 Identification of the Problem

In analyzing this deixis phenomenon, this research is emphasized to analyze the items as follow:

1. What are the types of person deixis used in Barack Obama's campaign speech script?
2. What are the functions of person deixis in Barack Obama's campaign speech script?

1.3 Objective of the study

The research is conducted to identify the types of person deixis and to investigate the functions of the using of person deixis by Barack Obama in his campaign speech script by using pragmatics analysis.

1.4 Scope of the Study

In analyzing person deixis as seen in Barack Obama's campaign speech, the writer focuses on the pragmatic analysis as concerns with the speaker meaning and context. In this research, the limitation of the study is on person deixis used by Barack Obama as seen. In addition, the functions of person deixis are analyzed.

1.5 Method of the Research

The research is done by using some technique. The procedures of doing this research are:

CHAPTER 2

REVIEW OF RELATED LITERATURE

2.1 Review of Related Studies

In this part, the writer reviews the previous researches or journals that have the relation with this thesis. There are some researches and journal that have the relation with this thesis, they are: *A Comparative Study of Deixis in Chinese and English* written by Andrew Methven, MA(2006), *Deictic Marker in Monologue and Dialogue* written by Linas selmistras (2005), and *On Rethorical Use of Deixis* written by Chen Chang-Qi (2009). In this part, the writer will review for their researches and journal one by one.

Methven's research aimed to show the comparative of deixis between Chinese and English in translation. From this research, he found that Chinese and English deixis do bear some similarities, for example first, second, and third person deixis from both languages are largely consistent. In translating English language to Chinese, he found that there are many direct translations of English time deixis and English place deixis.

The main differences discussed in this article are the lack of subject and object forms in Chinese personal pronouns, the honorific second person pronoun, and the two first person pronouns in Chinese. Even though, there are many time deixis that are functionally equivalent in both Chinese and English, the article has shown that English time deixis sometimes can be weakened semantically and it is used as discourse deixis, whereas in Chinese time deixis is more relevant in establishing the sequence of events. The place deixis *this* and *that*, *zhe* and *na*

while largely consistent, have also been shown to be important in expressing the subjectivity of the speaker. The result showed that Chinese and English deixis had some similarities and differences.

Linas Selmistraitis investigated the differences of deictic marker that often emerged in monologue and dialogue. The aims of her research are to find out deictic expression typically of dialogue and monologue, to make distinction between deictic expressions found only in dialogue or in monologue, and to explain the differences in usage of deictic markers in monologue and dialogue.

Selmistraitis took the data from the novel "The Picture of Dorian Gray" written by Oscar Wilde (1994). She used descriptive-inductive method and statistical analysis. From this research she found that deictic marker can be found in dialogue and monologue, but they are more frequent in dialogue because the addresser and the addressee shared the same context of the situation.

On the other side, she also found that singular and plural first and second person pronouns are more typical of dialogue. Then the most general deictic markers such as *this*, *that*, *here*, and *now* are found in both monologue and dialogue, but they are much more frequent in dialogue. Deictic marker such as *last*, *this*, *today*, *tomorrow*, and *yesterday* which are strongly bound to the speaker's *here and now* or in the other word deictic centre, are found only in dialogue where the speaker and the addressee shared the some context of the situation. Most of deictic markers which are usually found in dialogue are also used in monologue when the author employed indirect speech.

Chang-Qi discussed the role of deixis as the pragmatic components in perform the very important function of communication. It is persuasion from the rhetoric point of view.

Actually, the function of deixis that is often used in daily life is not as simple as though. Sometimes, deixis is used to show a particular purpose such as to persuade the audience or it is called rhetoric function that is usually found in the language advertisement. When an utterance “we fly with you” is uttered by the flight company, the use of person deixis “we” in this utterance exactly has a particular purpose. Why does the producer use “we”, rather than the authentic “I”, to refer to himself? What function does the use of “we” can perform? And how? According to Chang-Qi these questions can be answered by using rhetoric approach.

In this article, Chang-Qi wrote three parts of deixis that usually have rhetoric function, they are person deixis, place deixis, and social deixis. According to him, there are some reasons for the use of rhetorical function of deixis from some examples. First reason is to persuade the readers or the evoked reader to accept his viewpoints as true. It is usually used by author or speaker in paper, journal, book, or argumentation. Second reason is to impress someone favorably by sounding friendly and amiably in inducing corporation or change his attitude. It is usually used in advice. Third reason is to accommodate the audience, to give his audience a polite and modest impression. From this article, it can be concluded that the rhetorical function of deixis also can be known from the context of the utterance.

The research refers to the researches and journal that are mentioned above as review and additional sources. In this research, the writer analyses deixis, especially person deixis that are found in Barack Obama's campaign speech. Thus, this research contains several similarities and differences from the studies conducted by the above researches.

2.2 Definition of Key terms

Person Deixis is reflected directly in the grammatical categories of person, such as first person, second person, and third person. It concerns the encoding of the role of participant in speech event in which the utterance in question is delivered (Levinson: 1983). In short, person deixis can be said as reference word to refer person via language.

Campaign is series of planned activities with a particular aim and speech is talk given to audience (Oxford Learner's Pocket Dictionary, 1983). Campaign speech is the way of uttering the particular aim especially political aim to the audience.

2.3 Theoretical Framework

2.3.1 Deixis

Deixis is the word that is derived from the Greek that means "to show" and "to indicate something". It deals with the connections among situation, the speaker, place and the time the word is uttered. According to Lyons (1977: 637),

Deixis is meant the location and identification of the persons, objects, events, processes, and activities being talked about, or referent to, in relation to the spatio temporal context created and sustained by the act of

utterance and the participation in it, typically, of a single speaker and at least one addressee.

In addition, Levinson (1983) also stated that:

Essentially deixis concerns with the ways in which language encode or grammaticalize features of the context of utterance or speech event, and thus also concerns with ways in which the interpretation of utterances depend on the analysis of that context of utterance.

It means that deixis is related to language and context because the deictic word has reference based on the context of the language, which is uttered and the immediate context is with the speaker.

Actually, there are three traditional categories of deixis, they are person deixis, place deixis, and time deixis. Then Levinson (1983:62) identified two more categories, they are discourse and social deixis. So that, these five classes categories are recognized by most linguist.

Person deixis is reflected directly in the grammatical categories of person, such as first person, second person, and third person. It is clearly operates on a basic three part division, exemplified by the pronouns for first person 'I', second person 'You', and third person 'she', 'he', 'it' (Yule; 1996:10). The interpretation of person deixis will be different based on the speakers and the context of utterance.

Levinson (1983:62) says that:

Person deixis concerns the encoding of the role of participant in the speech event in which the utterance in question is delivered: the category first person is the grammaticalization of the speaker's reference to himself, second person the encoding of the speaker's reference to one or more addressees, and third person entities which are neither speakers nor addressees of the utterance in question.

In many languages, these deictic categories can be elaborated with marker of relative social status, which indicate higher status that describes as honorific. This deictic phenomenon is usually called social deixis. Social deixis concerns to encode the social distinctions that are relative to participants roles. The aspects of social relationship holds between speaker and hearer, it encodes the social identities or the social relationship between them or between one of them and person and entities referred.

There are some languages that use the social deixis: T/V distinction in French, 'Du/Sie' in German, 'Tu/Usted' in Spanish.

Example: Vous parlez français

The use of 'vous' in sentence above indicates that it refers to someone that has higher social status than the speaker.

Place deixis is related to the spatial location relative to the location of participant in speech event. Rankema (1993:56) says in place deixis a speaker can refers to something that is the vicinity or further away: *this, these* as opposed to *that, those*. Place deixis can be realized not only by the using of adverbs, but also by the use of adverbs of place *here* and *there*.

Levinson said (1983:62)

Place deixis concerns the encoding of spatial location relative to the location of the participant in the speech event. Probably most languages grammaticalize at least a distinction between proximal (or close to speaker) and distal (or non- proximal sometimes close to addressee), but many make much more elaborate distinction as we shall see.

Time deixis is related to the time which the utterance was spoken. This point is the moment of utterance that indicating both the time coinciding the

persons and entities which are neither speakers nor addressees of the utterance in question.

In English, there is an ambiguity about the using of 'we', because 'we' has two interpretation, they are: '*exclusive we*' and '*inclusive we*'. Exclusive 'we' is interpreted if the speaker plus involves other, but excluding the addressees. Inclusive 'we' is interpreted if the speaker and addressees are included. The ambiguity makes the hearer have to decide what was communicated, whether the hearer is the member of the group to whom the rules appear or an outsider to whom the rule does not apply.

Example: 'today, *we* have examination"

This is an exclusive 'we', where A talked to B that C and she have the examination today. A and C is the exclusive 'we' (speaker plus other involve), while B as the excluding hearer.

Example: 'we are brothers'

This is an inclusive 'we', here the speaker and the hearer is involved in 'we'.

The inclusive- exclusive distinction may also be noted in the difference between saying "let's go' (to some friends) and 'let us go' (to someone who has captured the speaker and friends). The first action of going is inclusive in the first, but exclusive in the second (Yule; 1996)

According to Inigo- Mora (2004) deixis have distinction of person, they are:

- First person: "I, me, my, mine, myself, we, us, our, ours, ourselves". Their reference includes the speaker(s)/writer(s) of the message. As have talked before, there is an ambiguity about the using of 'we', because 'we' has two

communication process interact, and make the linguistics of their interaction intelligible.

In Leech (1981:66), context is defined as the some degree of common sense on the side of the contextualist that undeniable it is an important factor in communication which can eliminates certain ambiguities or multiple meaning in utterance.

Deixis is a form of referring that is related to the speaker. According to Ciabtree and Power (1985) context can be divided into four subparts:

1. Physical context; that is, where the conversation takes place, what objects are present, and what actions are taking place.
2. Epistemic context, which is the background knowledge shared by the speaker and hearer.
3. Linguistic context refers to the utterances previous to the utterance under consideration.
4. Social context; the social relationship and setting of the speaker and hearer.

In addition, deixis is determined by the context where the sentence is uttered. Mey (1993: 39) states that context is more than a matter of reference and understanding what are things about, and practically speaking. To oversimplify, contexts are the things around the utterance.

2.4 Overview of United States

United was independent from colony of England on September 3rd 1783 and became Federal Republic country and has fifty states in federal system.

administering national defense. Meanwhile, a state in federal system has authority in right and law of education and maximum punishment in law problem.

People up to eighteen years old has right to choose in election. The election holds once in fourth years and the last was on the election barrack Obama in November 2008. There are only two parties in this country, Democrat and Republic.



CHAPTER 3

THE USE OF PERSON DEIXIS IN BARRAK OBAMA'S CAMPAIGN SPEECH SCRIPT ON 27th OCTOBER 2008 IN CANTON, OHIO

3.1 Introduction

This chapter deals with the analysis of the data by applying the theories mentioned in the previous chapter. It is aimed in order to obtain the result that can fulfill the requirements as a good research. As Levinson (1983:62) said, person deixis is used to encode participant's role in the speech event in which the utterance in question is delivered. Person deixis deals with personal pronouns. It consists of three categories. The first person deixis is grammatically of the speaker's reference to himself. The second person deixis encodes the speaker's reference to one or more addressees. Third person deixis encodes the reference to person and entities, which are neither speaker nor addressee of the utterance in question (Levinson; 1983: 62).

In this analysis there are fifteen data to be analyzed. In this analysis, the writer classifies the data into types of person deixis, they are first person deixis, second person deixis and third person deixis. Then, the data are investigated the function of person deixis in Barack Obama's campaign speech script.

3.2 The Analysis of the Data

Datum 1

After decades of broken politics in Washington, eight years of failed policies from George Bush, and twenty-one months of a campaign that has taken us from the

rocky coast of Maine to the sunshine of California, We are one week away from change in America. (Paragraph 1)

Analysis:

The word “we” in the first sentence above is the person deixis which is categorized as first person plural. This is an inclusive because here Obama as the speaker and the hearers are involved. In this sentence, the physical context shows that “we” refers to Barrack Obama and the audiences. The function of this first person plural deixis “we” in the sentence above can be determined by the physical and linguistics context that is found in this campaign speech script by Barrack Obama.

The physical context refers to the speech that is uttered by Barrack Obama to the audience, while linguistics context refers to the previous utterance. Thus, it can be understood that the function of “we” is to inform the audiences for what have happened in political situation in this recent years. Where American was wearied and baffled by the leadership of George W. Bush.

In addition, deictic expression “we” conveys that barrack Obama also refers to the other condition outside of his speech. It means that he tries to relate the topic of the speech to the people in general of the United States because political issues are quite related to public in a large scope.

In fact, the speech is addressed to the people who attend the event at the time. However, this speech is also pointed to the other audiences who do not attend the speech formally. Moreover, this speech is published in various media to reach the more audiences. Therefore, deictic expression “we” does not only take apart in pointing the people who physically attend the event, but it also points the

are challenged by Barack Obama to make a good decision since the time is limited. He uses this deictic expression “you” because the choice is in the American people. American people are free to choose the policies where hoped can bring them to the better life.

The function of the using this second person plural deixis is supported by one of function of speech act, that is directives which means get someone else to do something. The limited time is referred to Barack Obama because he only has one week left to emphasize American people that he can bring the better change to their country.

On the other hand, the word “you” implies the economic issues in which this kind of deictic expression refers to the people who are influential on the economic recovery such as financial institutions. Thus, it consists of two major references in the speech itself. The first one is addressed to the people who listened to the speech. The second is the outside listeners who are specialized through deictic expression “you”.

As found in this datum, it is proved that “you” is also can be applied to create an idea for establishing a more meaningful message in political speech. The use of deictic expression “you” also indicates the important existence of hearers in which the speaker focuses on making social relation through person deixis.

Datum 3

We began this journey in the depths of winter nearly two years ago, on the steps of the Old State Capitol in Springfield, Illinois. Back then, we didn't have much money or many endorsements. We weren't given much of a chance by the polls or the pundits, and we knew how steep our climb would be. (Paragraph 5)

Analysis:

“We” in the sentence above is first person deixis. The first person deixis “we” is categorized as the first plural person. Here, the word “we” is exclusive where the audiences are excluded. “We” is referred to Barack Obama and all of his success teams.

The function of this first person plural deixis is to emphasize the audience how their effort in doing this journey which began from two years ago where they have not had anything. So many contrasts came to Barack Obama when he decided to follow this election. One of the first reason is Barack Obama is one of the Black American.

Meanwhile through this election, most of American people wish that Obama can bring the changing. They need something new. To make the audience become sure with him, Obama uses this person deixis to show to the public about the efforts and challenges that they faced during the campaign time until one week before the election day.

The using of this deictic expression “we” is also support with the function of speech act. That is expressive where it states what the speaker feels. Obama expresses and show what he feels during this journey.

Related to his campaign speech, Obama tries to attract the public's attention by elaborating some complicated problem of United States since two years before. The use of deictic expression "we" is not applied as it is. However, it is applicable to reach a large amount people in United States and it is not only used to address people where he had campaigned. As seen in this datum, deictic expression "we" strengthens the speech that the speaker places the readers as the important matters in the speech.

Datum 4

Most of all, I believed in your ability to make change happen. I knew that the American people were a decent, generous people who are willing to work hard and sacrifice for future generations. And I was convinced that when we come together, our voices are more powerful than the most entrenched lobbyists, or the most vicious political attacks, or the full force of a status quo in Washington that wants to keep things just the way they are. (Paragraph 8)

Analysis:

The interesting phenomena in the paragraph above is that the first person pronoun "I" which is uttered by Barack Obama as the speaker. The first person deixis "I" that is used by Barack Obama refers to him self. Obama is really sure about the ability that had by American to make the change happen.

The function of this person "I" in the paragraph 8 above is to convince the audiences, no matter they physically attend the event where Barack Obama conveys this campaign speech or not. Barack Obama uses this deictic expression "I" because he realizes and confesses the ability of American to make the change happened and there is no power than their togetherness. He feels confident with the ability of American people.

situation which happened in America and told the American people that they are in the worst situation. So their decision in choosing the right president in this election will influence the situation of this country.

Obama uses this first person deixis “we” and using inclusive to show the audience the situation of economic that they are facing. They are in the middle of worst economic crisis, workers have lost their job. Here, Obama also put himself in this situation. So, he emphasizes that he and all the American are involved in this worst situation, no matter who they are.

This deictic expression is strengthened by one speech act function. Representative function here the function states what the speaker believes. Obama reports the American about the situation of economic that they are facing.

Datum 6

Now, Senator McCain has served this country honorably. And he can point to a few moments over the past eight years where he has broken from George Bush, on torture, for example. He deserves credit for that. But when it comes to the economy, when it comes to the central issue of this election, the plain truth is that John McCain has stood with this President every step of the way. Voting for the Bush tax cuts for the wealthy that he once opposed. Voting for the Bush budgets that spent us into debt. Calling for less regulation twenty-one times just this year. Those are the facts. (paragraph 12)

Analysis:

In this paragraph, Obama uses the third person deixis “he”. The type of this third person deixis is definite pronouns which refers to the rival of Barack Obama, John McCain. McCain is a senator from Republican party.

Obama also tells that Mc.cain has served this country honorably. He also confesses for what has done by John Mc. Cain toward their country. Although Mc.Cain is his rival. This case is seen through his speech that states “*Now, Senator McCain has served this country honorably...* ”.

The function of deictic expression “he” that is used by Barrack Obama which refers to his opposite John M.c Cain is to inform the audiences for what has done by that senator from republic party. Indirectly, Obama is giving the comparison between him and senator Mc.Cain. He mentions that voting for the Bush budget that followed by Mc.Cain has spent them into debt. By giving a little explanation about Mc.Cain, Obama gives the free choice for audience to choose another senator which one they think can lead this country well. In addition, the using of “us” in this paragraf is supported by the language function that introduced by Halliday. This function is cathegorized as representative function which means to describe the reality that has happened in the America.

Furthermore, it can be defined that it functions is found more than just referring to the object. It means, the word “us” takes a role for convincing social relation that wants to be built by Obama through his speech.

Datum 7

Look, we've tried it John McCain's way. We've tried it George Bush's way.
(Paragraph 15)

Analysis:

The type of person deixis which is used by Barack Obama in this paragraph is “we”. This deictic expression “we” is first person plural deixis. Here, Obama as the speaker and American people as the hearer are included. So, it is categorized as “we” inclusive.

In this case, the function of deictic expression “we” is to emphasize that they have tried the way both Mc Cain and George Bush. By using the linguistics context where the context refers to the previous utterances to the utterance under consideration. The ways of both Mc. Cain and George Bush that is explained in the previous paragraph do not change the economic situation of America, instead it makes it worst. These ways just bring America in to the mess. This function of the using of this deictic expression “we” is supported by the function of speech act, commissives where the speaker use to commit themselves to some future action which is proposed by Yule.

In fact, only the government who had tried these ways and the American people just enjoy these way. So through, the use of first person plural deixis “we”, it means that the American people also suffer from both Mc Cain and George Bush’s way. The use of this deictic expression “we” by barrack Obama shows that American people is also involved in the both of Mc. Cain and George Bush’s way.

Based on this fact, it is found that Obama decides to use “we” in order to indicate that he refers to the american who are certainly needed to support him in general election. Besides, deictic expression “we” reflects nationality spirit because indirectly Obama is also involved when he addresses people by using this deictic expression “we”.

Datum 8

Ohio, we are here to say "Not this time. Not this year. Not when so much is at stake." Senator McCain might be worried about losing an election, but I'm worried about Americans who are losing their homes, and their jobs, and their life savings. I can take one more week of John McCain's attacks, but this country can't take four more years of the same old politics and the same failed policies. It's time for something new. (Paragraph 19)

Analysis:

Deictic expression "I" in the datum 8 above is the first person deixis which refers to Barack Obama as the speaker. In this paragraph, Barack Obama compares himself with his rival, senator McCain. Jhon Mc. Cain is a senator from republic party.

Obama tells about the changes that will happen because Americans need something new. He also tells about the worries of Mc.Cain about loosing this election. Indirectly, he has compared him self as quoted from "...*Senator McCain might be worried about losing an election, but I'm worried about Americans who are losing their homes, and their jobs, and their life savings.*"

Through the explanation above, the function of deictic expression "I" which used by Barack Obama is to persuade the American people. Where in the sentence above he only compares between him self with Mc.Cain but using this first person deixis he catches the sympathy of the American implicitly. It is shown from shows how Barack Obama worries about the situation that is faced by American. It can be identified that the use of this first person deixis 'I' can proof that Barack Obama really cares about this country than other senators where the other senator that mentioned refers to Mc.cain directly.

Obama emphasizes the audience that he can not wait to make the better changing for the American. He can take to face the attack that are given from other senators but he does not want to let this country in the same failed politics. This function of this deictic expression "I" which used by Obama is supported by one of the function of speech act, declaration proposed by Yule which means that Obama change the condition. Here, the using of deictic expression "I" by Barack Obama indirectly persuades the American people to choose him in this general election. Persuading the audience means that Barack Obama as the speaker tries to direct the audiences.

Datum 9

The question in this election is not "Are you better off than you were four years ago?" We know the answer to that. The real question is, "Will this country be better off four years from now?" (Paragraph 20)

Analysis:

The word "you" in the paragraph 20 above are second person deixis. This deictic expression "you" refers to the senators who will be elected as the president in this election, included both senators Barack Obama and Jhon Mc.Cain.

The functions of "you" in this paragraph are to challenge the senators in this election. Although Barack Obama is a speaker, he is also included here. Barack Obama is also one of the senators who will be elected as the American president. They are challenged to make a better change for America. This "you"

shows whether he and the other senators can make the better change than the past four years or make it worst.

Actually, Obama challenges him self in this paragraph. Although he uses a kind of question but this question is also asked to him. He uses deictic expression “you” to refers to him self. He challenges him self whether this country be better off four years from the day he leads his country if he was elected as th american president.

The function of this deictic expression “you” is supported by directive, one of speech act function which means get someone to do something. Here, both of senators Barrack Obama and John Mc.Cain are asked to do something. Although, Obama as the speaker, this deictic expression is also refers to him.

Datum 10

I won't stand here and pretend that any of this will be easy, especially now. The cost of this economic crisis, and the cost of the war in Iraq, means that Washington will have to tighten its belt and put off spending on things we can afford to do without. On this, there is no other choice. As President, I will go through the federal budget, line-by-line, ending programs that we don't need and making the ones we do need work better and cost less. (paragraph 35)

Analysis:

The types of person deixis that is used in the paragraph of Barrack Obama’s campaign speech above is the third person deixis, “its”. This deictic expression “its” refers to washington. Actually washington that is referred by Obama in this paragraph refers to the people of America. He uses wahington because washington is the capital of America.

The function of the third person deixis that used by Barrack Obama in this paragraph is to order. Here, Obama as the speaker orders Washington to tighten belt. It is caused by the cost of the economic crisis and war in Iraq. So that the American people have to realize for what have happened in the America especially in economic situation. This function is supported by one function of speech act, directive where the speaker uses this deictic expression to do something.

World confess that Economic of America is the most important in the world because many countries use Dollar as measurement of their rate. The stock exchange also becomes indicator of world's economic. So through the utterance above, Obama shows the American about the cost of this economic crisis, and the cost of the war in Iraq.

Besides, Barack Obama also uses the first person deixis "I" in this paragraph. This deictic expression "I" refers to Barack Obama clearly. At the beginning of this paragraph, Obama explains about the situation of economic in America, as if he reminded the American people. So, Obama uses this first person deixis "I" to promise the audiences. It can be seen in this paragraph that when he is elected as the president he will go through the federal budget and he will end programs that they do not need.

Datum 11

Because despite what our opponents may claim, there are no real or fake parts of this country. There is no city or town that is more pro-America than anywhere else, we are one nation, all of us proud, all of us patriots. There are patriots who supported this war in Iraq and patriots who opposed it; patriots who believe in

Datum 12

It won't be easy, Ohio. It won't be quick. But you and I know that it is time to come together and change this country. Some of you may be cynical and fed up with politics. A lot of you may be disappointed and even angry with your leaders. You have every right to be. But despite all of this, I ask of you what has been asked of Americans throughout our history. (Paragraph 41)

Analysis:

Deictic expression “you” above are the second person plural deixis. It refers to the American people especially Ohio. The deictic expression “you” does not only refer to Ohio. Although, Obama addresses Ohio but the changes do not only refer to Ohio it self. It refers to United State. Obama realizes that to change this country to the better is not easy and quick. Some of them are cynical and fed up with politics, disappointed and even angry with the leader.

Barrack Obama uses this second plural deixis to persuade the American people although he use the deictic expression “you”. He asks American people especially Ohio to do this change together. Although, he realizes that many of them are dissappointed with the politics. But Obama tries to remind them that it will work if they do it together. He knows that it wont be easy and need time. Barrack Obama uses the second plural deixis to persuade them to choose him.

This function of deictic expression “you’ used by Barrack Obama is related to the function of speech act which proposed by Yule, declaration where Obama as the speaker uses this “you” to change the condition by his utterance.. Here, Obama uses it to persuade the audience to choose him. So that, they can do this change together.

Datum 13

I know this change is possible. Because I have seen it over the last twenty-one months. Because in this campaign, I have had the privilege to witness what is best in America. (Paragraph 43)

Analysis:

This kind of person deixis which used is first person deixis. Deictic expression "I" refers to Barack Obama as the speaker. "I" in this paragraph shows how convince Barack Obama to American people that they can make this change possible.

The function of this first person deixis is to persuade the American people implicitly. He uses this deictic expression "I" because he wants to emphasize the audience that they can make the change happened. He describes how committed he is to make this election happened by explaining what he had done and seen during his campaign. So the audiences are influenced and he hopes that they choose him in this election.

The function of this is supported by one of functions of speech act, representative. representative is a kind of speech act that the speaker uses to state what the speaker feels. Here, Obama is a speaker. So through the using of this deictic expression, he persuades the audiences to choose him in the election as the president of America.

Datum 14

In her email, Robyn wrote, "I ask only this of you, on the days where you feel so tired you can't think of uttering another word to the people, think of us. When those who oppose you have you down, reach deep and fight back harder."
(paragraph 46)

Analysis:

Deictic expression that used by Obama in this paragraph is "you". "you" is the second person deixis. Here, "you" refers to him self. In this paragraph he is just a speaker of the utterance, he is not the source of the utterance.

Based on the situational context, this paragraph is an email that is read by Obama from a woman named Robyn. She sent this email after she met Obama in Ft. Lauderdale. Robyn has a son who diagnosed with a herat condition that could only be treated with a procedures that cost ten thousands of dollars. Her insurance company refused to pay and their family just did not have that kind of money. She tells her problem to Barrack Obama where she hoped that he can help to solve her problem.

The function of this second person deixis is to order. Robyn asked Obama to think about her and her family. This function of this second person deixis "you" is clearly supported with the directive function of speech act by Yule. It means that the speaker wants some one to do something. Here, the source of the utterance is Robyn, Obama just as a speaker who read Robyn's email.

The using of this deictic expression "you" is strengthened by one of language functions that is proposed by Halliday. It is instrumental function which means that language is used to manipulate the environment and to order to do

something. Here, it can be seen that the woman named Robyn asks Obama to do something.

Datum 15

That's what's at stake. That's what we're fighting for. And if in this last week, you will knock on some doors for me, and make some calls for me, and talk to your neighbors, and convince your friends; if you will stand with me, and fight with me, and give me your vote, then I promise you this, we will not just win Ohio, we will not just win this election, but together, we will change this country and we will change the world. Thank you, God bless you, and may God bless America. (paragraph 54)

Analysis:

In this last datum, there are four deictic expressions that are used by barrack obama. They are "we", "you", "me", and "i". Each of them have different types and functions.

The deictic expression "we" in this paragraph is the inclusive "we". "We" refers to Barrack Obama as the speaker and American people as the hearer. The function of the using of this deictic expression by Obama is to emphasize the audience to choose him in the general election as the aim of this campaign. The using of deictic expression "we" is also supported by one of function of speech act by Yule. Commisive is kind of speech acts that the speakers use to commit themselves to some future action.

Deictic expression "you" that is used in this paragraph refers to the audiences of this speech, no matter they attend the event directly or not. It refers to all American who ever they are. Obama uses this deictic expression in order to challenge the american people whether they want to make the better change which

is not only for this country but also for the world. This function is also supported by language function by Halliday, instrumental function. Instrumental function is to order to do something.

Both deictic expression “I” and “me” refer to Barack Obama as the speaker. The function of Barack Obama uses “I” and “me” is to promise to the audience. Barack Obama promises American people that they will make the better change to this country and even to the world, if the American people stand, fight and give their vote to him. So, It is related to the use of deictic expression “you” because.

In addition, the function of both this deictic expression “I” and “me” are supported by function of language by Halliday and also one of function of speech act which is proposed by Yule. Commissives are those kinds of speech acts that the speakers use to commit themselves to some future action and regulatory function which is used to influence the hearer.

Therefore, “I” and “me” states that Obama refers to himself as the main focus of his statement in order to get more sympathy from American people. It's clear that deictic expression “I” and “me” are used to get another goal such as supports from the other instead of simple for pointing persons.

CHAPTER 4

CONCLUSION

After analyzing all the data, it is found that there are seven types function of person deixis in Barrack Obama campaign speech script. They are to inform, challenge, emphasize, convince, persuade, order and promise. There are several types that appear in the Barrack Obama speech script. They are first person deixis "I", first person plural "we" which consist of exclusive and inclusive, second person "you" refers to plural. The third deictic expression that is found in this Barrack Obama's campaign speech is definite pronoun "he", "it" and the third person plural "they".

The first function of person deixis which is found in Barrack Obama's campaign speech is to inform. It is found that person deixis which is used in this campaign speech script is used to inform the American people about what have happened in the past and the situation that faced by America.

Challenging is the second function of second person deixis. It is to challenge the hearer. In using, second person deixis "you" refers to the audience, but Barrack Obama as the speaker is also included here. He does not only challenge the audiences and the other senators but he also challenges himself whether he can make the better change or not.

Emphasizing is also the function of the using of person deixis found in Barrack Obama's campaign speech. It emphasizes the audiences about the struggles that Barrack Obama and his teams faced during this campaign and also to ensure American for what have happened.

Persuasion is also found in the Barrack Obama's campaign speech. This function is to persuade the American people as the hearer to choose him in the presidential election. He persuades the American people by giving the promises to the audiences.

The next function of person deixis which found in Barrack Obama's campaign speech is influencing. It is used to make the audiences influenced by the using that person deixis. There is one deictic expression "you" that used by Barrack Obama where in that paragraph is not as the source of the utterance. He is just a speaker in that paragraph. The function of the deictic expression that used is used to order some one (Barrack Obama) to do something.

The last function of the deictic expression that used in Barrack Obama's winning speech script is to promise. Obama promises many things to the American people. He promises to the American people that this election do not only to make the change to their country but he hopes that he can also make the better change to the world together. In making the promise, he does not use deictic expression "I". It because by using the word "I" it would not attract the voters. They think that they are not involved in the government because they think the changes will be done only by Obama and his ministers. So, Obama tend to use deictic expression "we" and "us". It makes voters feel being involved and invited in the promise made by Barrack Obama.

It can be inferred that person deixis takes an important role in getting public attention on political field as seen in the datum above. It proves that person deixis is applied to build close relationship between speaker and hearer instead of pointing the person or people in communication.

To sum up, the use of person deixis in Barack Obama's campaign speech deals with several function of language which are proposed by Halliday (1973). The dominant function of that person deixis is called the instrumental function which is intended to manipulate the social practice and behavior of the society to gain the public support. This is actually the core political purpose of the use of person deixis in the script of barrack obama's campaign speech.



APPENDIX

Senator Barrack Obama's Closing Argument Speech: 'One Week'

October 27, 2008

Canton, Ohio

One weeks

After decades of broken politics in Washington, eight years of failed policies from George Bush, and twenty-one months of a campaign that has taken us from the rocky coast of Maine to the sunshine of California, we are one week away from change in America.

In one week, you can turn the page on policies that have put the greed and irresponsibility of Wall Street before the hard work and sacrifice of folks on Main Street.

In one week, you can choose policies that invest in our middle-class, create new jobs, and grow this economy from the bottom-up so that everyone has a chance to succeed; from the CEO to the secretary and the janitor; from the factory owner to the men and women who work on its floor.

In one week, you can put an end to the politics that would divide a nation just to win an election; that tries to pit region against region, city against town, Republican against Democrat; that asks us to fear at a time when we need hope.

In one week, at this defining moment in history, you can give this country the change we need.

We began this journey in the depths of winter nearly two years ago, on the steps of the Old State Capitol in Springfield, Illinois. Back then, we didn't have much money or many endorsements. We weren't given much of a chance by the polls or the pundits, and we knew how steep our climb would be.

But I also knew this. I knew that the size of our challenges had outgrown the smallness of our politics. I believed that Democrats and Republicans and

Americans of every political stripe were hungry for new ideas, new leadership, and a new kind of politics, one that favors common sense over ideology; one that focuses on those values and ideals we hold in common as Americans.

Most of all, I believed in your ability to make change happen. I knew that the American people were a decent, generous people who are willing to work hard and sacrifice for future generations. And I was convinced that when we come together, our voices are more powerful than the most entrenched lobbyists, or the most vicious political attacks, or the full force of a status quo in Washington that wants to keep things just the way they are.

Twenty-one months later, my faith in the American people has been vindicated. That's how we've come so far and so close, because of you. That's how we'll change this country \ with your help. And that's why we can't afford to slow down, sit back, or let up for one day, one minute, or one second in this last week. Not now. Not when so much is at stake.

We are in the middle of the worst economic crisis since the Great Depression. 760,000 workers have lost their jobs this year. Businesses and families can't get credit. Home values are falling. Pensions are disappearing. Wages are lower than they've been in a decade, at a time when the costs of health care and college have never been higher. It's getting harder and harder to make the mortgage, or fill up your gas tank, or even keep the electricity on at the end of the month.

At a moment like this, the last thing we can afford is four more years of the tired, old theory that says we should give more to billionaires and big corporations and hope that prosperity trickles down to everyone else. The last thing we can afford is four more years where no one in Washington is watching anyone on Wall Street because politicians and lobbyists killed common-sense regulations. Those are the theories that got us into this mess. They haven't worked, and it's time for change. That's why I'm running for President of the United States.

Now, Senator McCain has served this country honorably. And he can point to a few moments over the past eight years where he has broken from George Bush, on

torture, for example. He deserves credit for that. But when it comes to the economy, when it comes to the central issue of this election, the plain truth is that John McCain has stood with this President every step of the way. Voting for the Bush tax cuts for the wealthy that he once opposed. Voting for the Bush budgets that spent us into debt. Calling for less regulation twenty-one times just this year. Those are the facts.

And now, after twenty-one months and three debates, Senator McCain still has not been able to tell the American people a single major thing he'd do differently from George Bush when it comes to the economy. Senator McCain says that we can't spend the next four years waiting for our luck to change, but you understand that the biggest gamble we can take is embracing the same old Bush-McCain policies that have failed us for the last eight years.

It's not change when John McCain wants to give a \$700,000 tax cut to the average Fortune 500 CEO. It's not change when he wants to give \$200 billion to the biggest corporations or \$4 billion to the oil companies or \$300 billion to the same Wall Street banks that got us into this mess. It's not change when he comes up with a tax plan that doesn't give a penny of relief to more than 100 million middle-class Americans. That's not change.

Look, we've tried it John McCain's way. We've tried it George Bush's way.

Deep down, Senator McCain knows that, which is why his campaign said that "if we keep talking about the economy, we're going to lose." That's why he's spending these last weeks calling me every name in the book.

Because that's how you play the game in Washington. If you can't beat your opponent's ideas, you distort those ideas and maybe make some up. If you don't have a record to run on, then you paint your opponent as someone people should run away from. You make a big election about small things.

Ohio, we are here to say "Not this time. Not this year. Not when so much is at stake." Senator McCain might be worried about losing an election, but I'm worried about Americans who are losing their homes, and their jobs, and their life

savings. I can take one more week of John McCain's attacks, but this country can't take four more years of the same old politics and the same failed policies. It's time for something new.

The question in this election is not "Are you better off than you were four years ago?" We know the answer to that. The real question is, "Will this country be better off four years from now?"

I know these are difficult times for America. But I also know that we have faced difficult times before. The American story has never been about things coming easy, it's been about rising to the moment when the moment was hard. It's about seeing the highest mountaintop from the deepest of valleys. It's about rejecting fear and division for unity of purpose. That's how we've overcome war and depression. That's how we've won great struggles for civil rights and women's rights and worker's rights. And that's how we'll emerge from this crisis stronger and more prosperous than we were before, as one nation; as one people.

Remember, we still have the most talented, most productive workers of any country on Earth. We're still home to innovation and technology, colleges and universities that are the envy of the world. Some of the biggest ideas in history have come from our small businesses and our research facilities. So there's no reason we can't make this century another American century. We just need a new direction. We need a new politics.

Now, I don't believe that government can or should try to solve all our problems. I know you don't either. But I do believe that government should do that which we cannot do for ourselves, protect us from harm and provide a decent education for our children; invest in new roads and new science and technology. It should reward drive and innovation and growth in the free market, but it should also make sure businesses live up to their responsibility to create American jobs, and look out for American workers, and play by the rules of the road. It should ensure a shot at success not only for those with money and power and influence, but for every single American who's willing to work. That's how we create not just more

millionaires, but more middle-class families. That's how we make sure businesses have customers that can afford their products and services.

That's how we've always grown the American economy, from the bottom-up. John McCain calls this socialism. I call it opportunity, and there is nothing more American than that.

Understand, if we want get through this crisis, we need to get beyond the old ideological debates and divides between left and right. We don't need bigger government or smaller government. We need a better government, a more competent government, a government that upholds the values we hold in common as Americans.

We don't have to choose between allowing our financial system to collapse and spending billions of taxpayer dollars to bail out Wall Street banks. As President, I will ensure that the financial rescue plan helps stop foreclosures and protects your money instead of enriching CEOs. And I will put in place the common-sense regulations I've been calling for throughout this campaign so that Wall Street can never cause a crisis like this again. That's the change we need.

The choice in this election isn't between tax cuts and no tax cuts. It's about whether you believe we should only reward wealth, or whether we should also reward the work and workers who create it. I will give a tax break to 95% of Americans who work every day and get taxes taken out of their paychecks every week. I'll eliminate income taxes for seniors making under \$50,000 and give homeowners and working parents more of a break. And I'll help pay for this by asking the folks who are making more than \$250,000 a year to go back to the tax rate they were paying in the 1990s. No matter what Senator McCain may claim, here are the facts, if you make under \$250,000, you will not see your taxes increase by a single dime, not your income taxes, not your payroll taxes, not your capital gains taxes. Nothing. Because the last thing we should do in this economy is raise taxes on the middle-class.

When it comes to jobs, the choice in this election is not between putting up a wall around America or allowing every job to disappear overseas. The truth is, we won't be able to bring back every job that we've lost, but that doesn't mean we should follow John McCain's plan to keep giving tax breaks to corporations that send American jobs overseas. I will end those breaks as President, and I will give American businesses a \$3,000 tax credit for every job they create right here in the United States of America. I'll eliminate capital gains taxes for small businesses and start-up companies that are the engine of job creation in this country. We'll create two million new jobs by rebuilding our crumbling roads, and bridges, and schools, and by laying broadband lines to reach every corner of the country. And I will invest \$15 billion a year in renewable sources of energy to create five million new energy jobs over the next decade, jobs that pay well and can't be outsourced; jobs building solar panels and wind turbines and a new electricity grid; jobs building the fuel-efficient cars of tomorrow, not in Japan or South Korea but here in the United States of America; jobs that will help us eliminate the oil we import from the Middle East in ten years and help save the planet in the bargain. That's how America can lead again.

When it comes to health care, we don't have to choose between a government-run health care system and the unaffordable one we have now. If you already have health insurance, the only thing that will change under my plan is that we will lower premiums. If you don't have health insurance, you'll be able to get the same kind of health insurance that Members of Congress get for themselves. We'll invest in preventative care and new technology to finally lower the cost of health care for families, businesses, and the entire economy. And as someone who watched his own mother spend the final months of her life arguing with insurance companies because they claimed her cancer was a pre-existing condition and didn't want to pay for treatment, I will stop insurance companies from discriminating against those who are sick and need care most.

When it comes to giving every child a world-class education so they can compete in this global economy for the jobs of the 21st century, the choice is not between more money and more reform, because our schools need both. As President, I will

invest in early childhood education, recruit an army of new teachers, pay them more, and give them more support. But I will also demand higher standards and more accountability from our teachers and our schools. And I will make a deal with every American who has the drive and the will but not the money to go to college: if you commit to serving your community or your country, we will make sure you can afford your tuition. You invest in America, America will invest in you, and together, we will move this country forward.

And when it comes to keeping this country safe, we don't have to choose between retreating from the world and fighting a war without end in Iraq.

It's time to stop spending \$10 billion a month in Iraq while the Iraqi government sits on a huge surplus. As President, I will end this war by asking the Iraqi government to step up, and finally finish the fight against bin Laden and the al Qaeda terrorists who attacked us on 9/11. I will never hesitate to defend this nation, but I will only send our troops into harm's way with a clear mission and a sacred commitment to give them the equipment they need in battle and the care and benefits they deserve when they come home. I will build new partnerships to defeat the threats of the 21st century, and I will restore our moral standing, so that America is once again that last, best hope for all who are called to the cause of freedom, who long for lives of peace, and who yearn for a better future.

I won't stand here and pretend that any of this will be easy, especially now. The cost of this economic crisis, and the cost of the war in Iraq, means that Washington will have to tighten its belt and put off spending on things we can afford to do without. On this, there is no other choice. As President, I will go through the federal budget, line-by-line, ending programs that we don't need and making the ones we do need work better and cost less.

But as I've said from the day we began this journey all those months ago, the change we need isn't just about new programs and policies. It's about a new politics, a politics that calls on our better angels instead of encouraging our worst instincts; one that reminds us of the obligations we have to ourselves and one another.

Part of the reason this economic crisis occurred is because we have been living through an era of profound irresponsibility. On Wall Street, easy money and an ethic of "what's good for me is good enough" blinded greedy executives to the danger in the decisions they were making. On Main Street, lenders tricked people into buying homes they couldn't afford.

Some folks knew they couldn't afford those houses and bought them anyway. In Washington, politicians spent money they didn't have and allowed lobbyists to set the agenda. They scored political points instead of solving our problems, and even after the greatest attack on American soil since Pearl Harbor, all we were asked to do by our President was to go out and shop.

That is why what we have lost in these last eight years cannot be measured by lost wages or bigger trade deficits alone. What has also been lost is the idea that in this American story, each of us has a role to play. Each of us has a responsibility to work hard and look after ourselves and our families, and each of us has a responsibility to our fellow citizens. That's what's been lost these last eight years, our sense of common purpose; of higher purpose. And that's what we need to restore right now.

Yes, government must lead the way on energy independence, but each of us must do our part to make our homes and our businesses more efficient. Yes, we must provide more ladders to success for young men who fall into lives of crime and despair. But all of us must do our part as parents to turn off the television and read to our children and take responsibility for providing the love and guidance they need. Yes, we can argue and debate our positions passionately, but at this defining moment, all of us must summon the strength and grace to bridge our differences and unite in common effort, black, white, Latino, Asian, Native American; Democrat and Republican, young and old, rich and poor, gay and straight, disabled or not.

In this election, we cannot afford the same political games and tactics that are being used to pit us against one another and make us afraid of one another. The

stakes are too high to divide us by class and region and background; by who we are or what we believe.

Because despite what our opponents may claim, there are no real or fake parts of this country. There is no city or town that is more pro-America than anywhere else, we are one nation, all of us proud, all of us patriots. There are patriots who supported this war in Iraq and patriots who opposed it; patriots who believe in Democratic policies and those who believe in Republican policies. The men and women who serve in our battlefields may be Democrats and Republicans and Independents, but they have fought together and bled together and some died together under the same proud flag. They have not served a Red America or a Blue America, they have served the United States of America.

It won't be easy, Ohio. It won't be quick. But you and I know that it is time to come together and change this country. Some of you may be cynical and fed up with politics. A lot of you may be disappointed and even angry with your leaders. You have every right to be. But despite all of this, I ask of you what has been asked of Americans throughout our history.

I ask you to believe, not just in my ability to bring about change, but in yours.

I know this change is possible. Because I have seen it over the last twenty-one months. Because in this campaign, I have had the privilege to witness what is best in America.

I've seen it in lines of voters that stretched around schools and churches; in the young people who cast their ballot for the first time, and those not so young folks who got involved again after a very long time. I've seen it in the workers who would rather cut back their hours than see their friends lose their jobs; in the neighbors who take a stranger in when the floodwaters rise; in the soldiers who re-enlist after losing a limb. I've seen it in the faces of the men and women I've met at countless rallies and town halls across the country, men and women who speak of their struggles but also of their hopes and dreams.

I still remember the email that a woman named Robyn sent me after I met her in Ft. Lauderdale. Sometime after our event, her son nearly went into cardiac arrest, and was diagnosed with a heart condition that could only be treated with a procedure that cost tens of thousands of dollars. Her insurance company refused to pay, and their family just didn't have that kind of money.

In her email, Robyn wrote, "I ask only this of you, on the days where you feel so tired you can't think of uttering another word to the people, think of us. When those who oppose you have you down, reach deep and fight back harder."

Ohio, that's what hope is, that thing inside us that insists, despite all evidence to the contrary, that something better is waiting around the bend; that insists there are better days ahead. If we're willing to work for it. If we're willing to shed our fears and our doubts. If we're willing to reach deep down inside ourselves when we're tired and come back fighting harder.

Hope! That's what kept some of our parents and grandparents going when times were tough. What led them to say, "Maybe I can't go to college, but if I save a little bit each week my child can; maybe I can't have my own business but if I work really hard my child can open one of her own." It's what led immigrants from distant lands to come to these shores against great odds and carve a new life for their families in America; what led those who couldn't vote to march and organize and stand for freedom; that led them to cry out, "It may look dark tonight, but if I hold on to hope, tomorrow will be brighter."

That's what this election is about. That is the choice we face right now.

Don't believe for a second this election is over. Don't think for a minute that power concedes. We have to work like our future depends on it in this last week, because it does.

In one week, we can choose an economy that rewards work and creates new jobs and fuels prosperity from the bottom-up.

In one week, we can choose to invest in health care for our families, and education for our kids, and renewable energy for our future.

In one week, we can choose hope over fear, unity over division, the promise of change over the power of the status quo.

In one week, we can come together as one nation, and one people, and once more choose our better history.

That's what's at stake. That's what we're fighting for. And if in this last week, you will knock on some doors for me, and make some calls for me, and talk to your neighbors, and convince your friends; if you will stand with me, and fight with me, and give me your vote, then I promise you this, we will not just win Ohio, we will not just win this election, but together, we will change this country and we will change the world. Thank you, God bless you, and may God bless America.

