



An Analysis of Deixis in Joe Biden’s Speech 2024

Alya Aulia Siregar^{1*}, Indah Nadine Silvana Situmorang², Nestaria Br Tarigan³, Zahara Saputriyani⁴

^{1,2,3,4} Department of English Literature, Faculty of Cultural Sciences, Universitas Sumatera Utara, Medan 20222, Indonesia

Email: alyaauliasiregar1312@gmail.com, indahnadine19@gmail.com, tarigannesta@gmail.com, syhputrizahara@gmail.com

ARTICLE INFO	ABSTRACT
Received: 07 Aug 2025	This study analyzes how deixis influenced Joe Biden’s 2024 speech regarding Donald Trump’s electoral victory. This research applies a qualitative descriptive method. Joe Biden’s statement after Donald Trump’s election is important because it had major social and political significance and drew global attention, especially from his linguistic choices. Deictic expressions such as “I,” “you,” “here,” “now,” and “this” derive their meanings entirely on the contextual perspectives of the speaker and listener. The study seeks to ascertain the function of deixis in the context of political speech. The information was gathered from the whole official transcript of American Rhetoric after viewing the speech on the YouTube channel of ABC 7 Chicago. Levinson’s (2001) theory was applied to the transcript in order to identify, categorize, and count all deictic words. The results show that there are five deixis types are identified: person (62.2%), spatial (14.2%), temporal (7.2%), social (10%), and discourse (6.4%). While geographical and social deixis assist tie Biden’s message to actual surroundings and convey respect, the dominance of person deixis shows his attempt to foster unity and intimacy with the audience. In addition to serving as a resource for upcoming linguistic research of political speeches, this study advances our knowledge of how deixis works as a strategic and persuasive instrument in political communication. These findings confirm that deixis plays a vital role in political speech by influencing public perception, improving rhetorical coherence, and bolstering a leader’s identity and authority.
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1. Introduction

Language is a basic way for people to share their ideas, thoughts, feelings, needs, and

* Corresponding Author
E-mail: alyaauliasiregar1312@gmail.com
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experiences with others (Chomsky, 2006; Yule, 2020). People are naturally social beings; thus, they need language to communicate effectively and keep their relationships strong in their communities (Holmes, 2013). It would be impossible to share knowledge, exchange arguments, or say what you think or feel as a group or as an individual without language (Purba et al., 2022; Albury, 2017; Silalahi & Silalahi, 2023). Simamora and Suryani (2022) define language as a system of communication, both spoken and written, used by people in a certain country or area. Linguistics is the study of language in every aspect of it. Linguistics is a theoretical examination of language systems, and this is what scholars in the discipline are most interested in (Budiarta & Gaho, 2021).

Pragmatics is a major part of linguistics that looks at how context affects our understanding of the meaning of speech acts. Levinson (2001) characterizes pragmatics as “the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language.” Yule (1996:3), as cited in Crystal (2008), characterizes pragmatics as the examination of speaker meaning, but Mey (1994:42) underscores the significance of social context in shaping language use (see also Jiangli, 2021). In verbal communication, utterances function as essential components that transmit grammatical information as well as meaning derived from context and performance. As a result, interlocutors depend not only on language structure but also on pragmatic clues to interpret spoken expressions appropriately. One pragmatic aspect, which is the focus of this work, is deixis (Simamora & Suryani, 2022).

Levinson (2001) classifies deixis as a fundamental term in pragmatics, semantics, and linguistics, characterizing it as a linguistic phenomenon whereby statements obtain meaning from context-dependent variables, including time, place, and participant roles. Chaer (2007) likewise characterizes deixis as the relationship between words employed in utterances and their shifting referents across different situations. Birner (2013) posits that deictic utterances require contextual information for precise interpretation, rendering deixis an essential component of effective communication. Deixis enables speakers and listeners to create common reference points during interaction, thereby strengthening the connection between language and its contextual environment (Yerznkyan, 2009). Levinson (2001) delineates five categories of deixis: person, spatial (place), temporal (time), discourse, and social deixis, each fulfilling a distinct communicative role (Simatupang et al., 2021).

In political communication, deixis is crucial for constructing meaning and shaping how people think about issues. Arsjad (1988) states that speech is a means for a speaker to communicate ideas or concepts to listeners in order to enlighten, persuade, or motivate them (see Gibbs, 2023). Politicians who hold important positions in government usually deliver political speeches, meaning that their words can influence people worldwide (see Gyuró, 2013; Kryk-Kastovsky, 2006). Therefore, deixis is an important component in ensuring that political communication is received and understood correctly (Ruthrof, 2015). Joe Biden, as the President of the United States, needs to be careful about what he says, as his statements can have an effect on people in the United States and around the world. Thus, his language choices are not only politically strategic but also pragmatically

grounded in real-world contexts

Joe Biden's statement after Donald Trump's election was chosen as main data in this research because it was important to society and received significant public attention. People around the world follow Biden's speeches because he is the President. People pay close attention to every word he says, and even the smallest errors receive substantial criticism. This careful choice of words and deixis is particularly important, since it has a significant effect on politics around the world. Biden's speech was widely covered in the news globally. Millions of people watched it on various digital platforms, and many more read about it on news sites and in political archives. This demonstrates how powerful the speech's rhetorical and emotional impact is, which makes it worthy of investigation from a linguistic point of view, especially through deixis theory. By researching deixis, researchers can demonstrate how Biden uses language to connect with people on an emotional level, convey a message of togetherness after a period of political division, and present himself as an inclusive leader.

This study focuses on deixis in Joe Biden's 2024 public speech, which was later uploaded to YouTube. The transcript used in this study comes from the official American Rhetoric website. Thus, the study uses an accurate and reliable version of the speech. This official text is the main dataset used, as it clearly and reliably represents the deictic expressions that reveal how Biden communicates and what he seeks to convey. By relying on this validated source, the study rigorously examines how language choices are used to shape meaning, engage audiences, and address the challenges of political persuasion.

Earlier research, including the work of Marlinda and Susanto (2022), examined deixis in Joe Biden's inaugural address, concentrating exclusively on personal, geographical, and temporal deixis. However, it omitted social and discourse deixis and failed to address the pragmatic roles of deixis within the framework of political rivalry. Furthermore, some research reviewed by Ricca and Johan (2021) has concentrated on the analysis of deixis in Joe Biden's inaugural address as President of the United States. Nevertheless, there exists an inconsistency in the research due to inadequate deixis data, resulting in a limited understanding of the overall significance of deixis in political discourse. Moreover, the study conducted by Khofiyaa and Silalahi (2022) fails to specify the exact number of categories under each deixis group. It is essential to identify the most commonly occurring words and their corresponding types of deixis. This study also does not examine deixis words in each category in detail; it merely discusses deixis functions in general, especially in political communication.

Consequently, this study seeks to provide a more thorough pragmatic examination of deixis in Joe Biden's 2024 address. The goals are: (1) to identify what kinds of deixis were used in the speech and how often they were used, and (2) to examine how these deictic expressions function in political discourse. The results are anticipated to enhance understanding of deixis in political discourse, especially regarding the reflection of power, competition, and persuasion in contemporary political oratory.

2. Literature Review

The literature review not only compares the deixis theories of Levinson (2001), Yule (1996), and Leech (2014), discussing their strengths, weaknesses, and relevance to political speech, but also summarizes previous research on deixis in political speeches, highlighting how earlier studies have analyzed deictic patterns and their pragmatic functions. This combined theoretical and empirical foundation supports the selection of Levinson's (2001) framework for the current study. Levinson's (2001) theory of deixis is highly detailed and divides deixis into five clear categories: person, spatial (place), temporal (time), discourse, and social deixis. This detailed classification helps researchers analyze language more precisely and understand how different types of deixis create meaning in context. Levinson (2001) emphasizes that deixis relies on shared knowledge between the speaker and the listener, which is important in political speeches because meaning depends on the situational context. However, Levinson's (2001) theory can be complex for beginners due to its many categories and detailed explanations, previous studies on political speeches have also shown limitations, such as focusing only on certain deixis types or overlooking their pragmatic roles. This study fills that gap by applying Levinson (2001) complete classification to provide a more comprehensive and context-based analysis of deixis in Biden's 2024 speech. Additionally, some types, such as social deixis, may be hard to identify without extensive contextual knowledge.

Yule's (1996) theory focuses on deixis as the way a speaker points to time, place, and person to help listeners understand what or who is being discussed. Yule's (1996) approach is simpler and easier to understand, which makes it suitable for researchers who are new to pragmatics; moreover, his emphasis on how speakers point to people, time, and place helps clarify the basic deictic mechanisms that also appear in political speeches. This connection reinforces the relevance of Yule's (1996) perspective to the current study, as it provides a foundational understanding of how political figures like Biden guide audience interpretation through deictic choices. However, it lacks the detailed classification found in Levinson's (2001) theory, particularly because it omits social and discourse deixis. This limitation restricts Yule's (1996) framework in analyzing the complex social relationships often found in political communication.

Leech (2014) adds another important perspective by focusing on politeness and social relationships in deixis, especially social deixis. He discusses how deixis signals social distance, politeness, and power relations between speakers and listeners. Leech's (2014) theory helps explaining how deixis not only locates people in time and space but also expresses social meaning and respect. This theory focuses on social dynamics, which is particularly useful in political speech, where power and politeness are central. On the other hand, Leech's (2014) view can be seen as more specialized and less comprehensive in addressing other deixis types, such as spatial or temporal deixis.

This study selects Levinson's (2001) theory of deixis for several compelling reasons. First, Levinson offers a comprehensive framework that covers all important types of deixis—person, place, time, discourse, and social—which are essential for a thorough analysis of political speech. This extensive classification ensures that no aspect of deixis

is overlooked. Second, Levinson's (2001) emphasis on context and shared knowledge aligns well with political discourse because meaning depends on the situation and the audience's background. Third, Levinson's (2001) model has been widely recognized and used in linguistic research; therefore, it provides a reliable and widely accepted foundation. Finally, studying complex political speeches like Joe Biden's 2024 speech requires a theory that can capture both explicit and subtle uses of deixis, and Levinson's detailed categories are particularly well suited for this task.

In conclusion, using Levinson (2001), Yule (1996), and Leech's (2014) deixis theories together creates a robust and balanced foundation for understanding deixis. However, Levinson's (2001) theory is chosen for this study because of its completeness, contextual focus, broad acceptance, and ability to fully analyze complex political communication. This choice enables the research to examine in depth how deixis shapes meaning, persuasion, and social relationships in Biden's speech.

3. Method

This research employed a descriptive qualitative method to examine the use of deixis in Joe Biden's 2024 victory speech (Krippendorff, 2004). The qualitative method was selected because the research sought to examine and elucidate linguistic characteristics as they occur in language, rather than measure them statistically (Gay et al., 2012). The main source of data for this study was Joe Biden's 2024 address, which was obtained from the official American Rhetoric website (WhiteHouse.gov, 2024). The transcript is an official version, not automatically generated captions or a researcher-produced transcription; therefore, it is a reliable and authorized linguistic source. This ensures that the speech is accurate, complete, and faithful to the way it was delivered (see also Full speech: President Joe Biden speaks after Trump's win - YouTube: Uploaded by ABC 7 Chicago).

There were a number of stages that were followed in a systematic way to analyze the data. First, the researchers carefully examined the entire transcript to identify all instances in which deictic terms were used. This study concentrates on the analysis of utterances composed of words and phrases, as these units most accurately represent the manifestation and function of deictic markers within speech. Subsequently, Levinson's (1983) framework was utilized to classify each utterance into one of five categories: personal deixis, spatial deixis, temporal deixis, discourse deixis, and social deixis. To enhance the robustness of the categorization, each identified instance was juxtaposed with definitions and examples derived from previous linguistic studies on deixis (Al-hamzi et al., 2023; Artelu & Indah, 2023; Nurmatova, 2023; Raputri, 2021).

After the classification stage, the number of times each form of deixis was used was calculated to determine which type occurred most frequently in the speech. The researchers also examined the roles of the identified deictic expressions to determine how they contributed to making the speech clearer, more coherent, and more effective. The study was substantiated by direct quotations taken from the speech transcript, providing clear evidence for each deixis category. The results of the analysis were subsequently

organized into tables and elaborated upon in the discussion section (Hutabarat et al., 2020). This approach allowed the researchers to elucidate the pragmatic properties of deixis in natural spoken conversation and to examine how deixis supported the speaker's effort to engage with the audience and convey his message successfully.

4. Results and Discussion

4.1 The types of Deixis found in Joe Biden's Speech 2024

Joe Biden's address following Trump's victory on November 8, 2024, comprises 918 words and 77 sentences. The duration of the speech is 6 minutes and 15 seconds. The analysis indicates that personal deixis constitutes the predominant category in the discourse. To get this proportion, researchers counted how many personal deictic expressions were in Table 1, divided that number by the total number of deictic items in the transcript, and then multiplied the result by 100. The second most common type of deixis is spatial deixis, and the third most common type is social deixis. Each type was calculated using the same method based on the numbers in the table. Temporal and discourse deixis are less common, and their percentages are the same as the frequencies listed in Table 1, which were changed to percentages. These calculations show how each percentage was reached and show how deixis was used in Biden's 2024 victory speech. They serve to demonstrate respect and structure the discourse. Political speeches often employ this form of deixis to interest the audience and ensure comprehension of the speaker's message.

Table 1. Deixis categories in Joe Biden's Speech 2024

No	Types of Deixis	Frequency	Percentage
1	Person	87	62.2%
2	Spatial	20	14.2%
3	Temporal	10	7.2%
4	Social	14	10%
5	Discourse	9	6.4%
Total		140	100%

Table 1 illustrates the frequency and percentage of each deixis type identified in Joe Biden's victory speech. The data reveal that the speech predominantly employed personal deixis, appearing in 62.2% of the total occurrences. This high proportion indicates that Biden's speech places significant emphasis on interpersonal connection and inclusivity. The frequent use of pronouns such as I, we, and you serve to reduce social distance, foster solidarity, and engage listeners on both personal and collective levels. Such linguistic choices align with the persuasive and unifying nature of political rhetoric.

The second most frequent category is spatial deixis, which accounts for 14.2% of the data. Its presence demonstrates Biden's use of locative expressions to ground his ideas within specific geographical or situational contexts. By situating his message spatially, Biden enhances the concreteness of his discourse and enables the audience to visualize the events and settings being referenced.

Social deixis constitutes 10% of the total, highlighting Biden's attention to social

hierarchy and respect through the appropriate use of titles and forms of address. This reflects the speaker's awareness of social relationships and his effort to maintain politeness and formality within his communication.

The occurrences of temporal deixis (7.2%) and discourse deixis (6.4%) are comparatively lower. Temporal deixis functions to anchor the speech within a chronological framework, connecting past achievements with present realities and future aspirations. Discourse deixis, on the other hand, contributes to the textual cohesion of the speech by linking ideas and referencing different parts of the discourse.

Overall, the distribution in Table 1 suggests that Joe Biden's victory speech employs deixis strategically to strengthen interpersonal engagement, ensure discourse coherence, and reinforce the persuasive appeal of his political message.

Person Deixis

In Joe Biden's statement following Trump's victory, researchers identified many forms of personal deixis that directly referenced individuals involved in the discourse. Personal deixis is categorized into the following: first person singular, first person plural, second person, as well as third person.

a. First Person Singular (I, me, my)

"I will fulfill my oath and I will honor the constitution"

"...who have been hanging out with me..."

"particularly good to see my granddaughter..."

Biden employs "I" and "my" to assume personal accountability and convey his direct dedication. By stating "I will fulfill my oath," he underscores his responsibility for honoring his commitments and obligations. The employment of "me" in informal circumstances, such as "hanging out with me," fosters a sense of intimacy and familiarity with the audience or individuals mentioned. "My granddaughter" personalizes his discourse by revealing an intimate, relevant fact, so narrowing the divide between public figure and human. These applications establish a rapport with listeners, rendering his comments authentic and intimate.

b. First Person Plural (us, our, we)

"It's a story for all of us..."

"...our character..."

"we accept the choice..."

The terms "we" and "our" make it seem like everyone is part of the same group. Biden uses "we" to convey that he and the others who are listening have been through the same thing. He implies that everyone is included when he adds, "It's a story for all of us." When you say "our character," you're talking about the group's important traits. When Biden says "we accept the choice," he means that everyone should agree with the choice as a group or as friends.

- c. Second person (you, your)
“how are you, honey?”
“...your all know it in your lives”

The word “you” talks directly to the people listening. When you say “How are you, honey?” it sounds warm and welcoming, like you’re chatting to someone you care about. When someone says “you all know it in your lives,” they encourage people to think about their own lives. When you say “you,” it draws the audience’s attention and makes it feel like you’re talking to them directly.

- d. Third person references
“I spoke with President-elect Trump to congratulate him on his victory.”

Third-person words talk about persons who aren’t in the conversation. Biden mentions “President-elect Trump” here to be polite and formal. When you talk about Trump in the third person, you make it clear that he is not the speaker or the listener. This makes the speech more serious and polite, and it demonstrates respect for other significant individuals.

Spatial Deixis

- a. Closer to the speaker (here, this)
“...we will have a peaceful transfer of power here...”
“We lost this battle.”

“Here” and “this” mean a place or time that is very near to the speaker. When Biden says “here,” he means something that is happening currently or near where he is. When you say “this battle,” you denote the fight or challenge that is most important or close in time. These words make it plain and straightforward that the person who speaks is talking about something related to him.

- b. Closer to the listener (there, that)
“There’s so much -- so much we can get done...”
“...don’t forget all that we accomplished.”

The terms “there” and “that” point to a place, time, or notion that is closer to the person who is speaking or farther away from the person who is listening. When you say “there,” you could be talking about a place or circumstance that is not close to you but where the listeners might be. “That we accomplished” refers to what the listeners already know or have done. These words assist the discourse relate to the thoughts or space of the people listening.

- c. Specific Places or Groups (In the front row, In America, In rural communities, In the world)

“...sitting in the front row here.”

“...changing people’s lives in rural communities...”

Biden talks about certain regions or groups of people when he says things like “in the front row,” “in America,” and “in rural communities.” These reveal exactly where things are happening or who is being affected. For instance, “sitting in the front row” tells us exactly where the speaker or audience is. When you say “in rural communities,” you’re talking about folks who live in the country. These phrases assist make the speech clearer and more focused on genuine people and locations.

Temporal Deixis

Temporal deixis refers to things that happen at certain times or last for certain amounts of time. Words like “yesterday,” “now,” “today,” and phrases about time like “over the next 10 years” or “the last four years” assist Biden’s speech fit into a temporal frame.

- a. *“Yesterday, I spoke with president-elect Trump to congratulate him on his victory.”*
The word “yesterday” is an example of temporal deixis since it points to a certain moment in the recent past in relation to when the speech was given. Biden’s use of this phrase offers the viewer a precise time frame for an incident that just happened, which shows that he is honest and responsible. The term suggests that Biden acted quickly to make sure the transition was peaceful and democratic. It also strengthens his image as a respectful and cooperative leader who responds quickly to political developments.
- b. *“Now we have 74 days to finish the term.”*
The term “now” refers to the actual time of speaking, which makes it clear that this is the current period of his presidency. It makes everyone feel like they need to act right away, which motivates his staff and the audience to make the most of the time they have left. Adding “74 days” gives a specific time range that links the present to a deadline that is coming up: the end of his presidency. Biden uses this deixis to show that he plans to keep serving the people with passion until the last day of his term.
- c. *“On January 20th, we will have a peaceful transfer of power.”*
The temporal deixis “January 20th” points to a certain date in the future when a major political event, the transition of power will officially take place. This deixis establishes a specific period for the change, which makes the listener feel more at ease about the procedure. It also stands for how strong democratic institutions are in keeping order when leaders change.
- d. *“Over the next 10 years, we’re going to see over a trillion dollars’ worth of infrastructure work done.”*

The statement “over the next 10 years” is an example of future-oriented temporal deixis. It shows hope and long-term preparation, which means that Biden’s ideas will still affect the country after he leaves office. This deixis does more than just give information; it also makes people feel good about the progress that is being made. It shows Biden as a visionary leader who thinks beyond the present. Overall, Biden’s use of temporal deixis in his speech shows that he knows how to use time as a political and rhetorical instrument. Biden ties the idea of historical continuity with the promise of continued growth, stability, and responsibility by moving from references to the past, present, and future.

Social Deixis

Social deixis shows how the speaker feels about other people, such as their social standing or respect. It shows that the speaker knows about social status, formality, and emotional connection. Social deixis is very important in Joe Biden’s speech because it helps him strike a balance between being professional and friendly, making him seem both presidential and personable.

- a. *“Yesterday, I also spoke with Vice President Harris.”*

The term “Vice President Harris” is an example of social deixis because it tells you about someone’s social and political rank. Biden shows respect for Harris’s position in government by utilizing her official title instead of just her name. This deixis keeps things polite and shows respect for her position as a high-ranking political leader. It also demonstrates that Biden is willing to work with others, since he acknowledges Harris’s work and partnership during his presidency.

- b. *“I spoke with President-elect Trump to congratulate him on his victory.”*

Another example of social deixis that shows respect for Trump’s political opponent is the phrase “President-elect Trump.” By calling Trump “President-elect,” Biden makes Trump’s new role as the next leader legitimate, which shows maturity and respect for democratic values. This choice of language lowers political tension and brings people together by indicating that respect and professionalism are more important than political differences.

- c. *“Particularly good to see my granddaughter sitting in the front row.”*

The words “my granddaughter” show that there is a personal and family connection. Even if it shows a personal relationship, it nevertheless works as social deixis because it puts the speaker in the social role of a grandfather. This deixis helps Biden connect with the audience on an emotional level and make himself more relatable by showing that he is a family-oriented person.

- d. *“God love you, as my mother would say.”*

The phrase “my mother” is likewise an example of social deixis because it refers to a family member who has a certain social role. Bringing up what his mother said shows love, humility, and a strong regard for family values. This phrase makes the discourse sound less serious and more personal. It indicates that Biden cares about the people in politics and the ordinary knowledge and emotional ties he has with his family. Biden shows that he knows how to use social deixis to get around both formal and informal ways of talking. His use of official titles makes him sound more professional, and his references to family make his speech sound more friendly and relatable. This combination makes him more of a leader and a kind person, which makes people respect and care about him.

Discourse Deixis

Discourse deixis is a term for words that point to portions of the discourse itself, such as things that have already been spoken or things that will be said later. It helps the speaker stay on topic and helps the listener follow the speech’s logical flow. Discourse deixis makes sure that each thought in Joe Biden’s speech flows together, which strengthens the coherence and continuity of his message.

- a. *“That’s what the American people deserve.”*

As discourse deixis, the word “that” refers back to the prior sentence about making sure that power changes hands peacefully and in an orderly manner. This deixis sums up and emphasizes the idea that came before it, making it easier for the audience to connect Biden’s conviction in democracy with his message of respect and justice. It serves as a rhetorical link that keeps the flow of ideas clear.

- b. *“This story of America for over 240 years and counting.”*

In this statement, the term “this” relates to the larger story that Biden tells throughout the speech, which is the long-lasting journey of American democracy. This deixis sums up the whole conversation as a living story that goes on from one generation to the next. It makes people feel proud of their country and that they belong to it, reminding them that the tale of America is everyone’s story.

- c. *“It is honest. It is fair, and it is transparent.”*

The pronoun “it” is a type of discourse deixis that points to the American election system that was talked about in the last line. Biden utilizes “it” instead of repeating the noun to keep the sentences flowing smoothly. This deixis serves to validate the durability and integrity of the system, bolstering his primary assertion that democracy in America endures robustly.

- d. *“We lost this battle, but the story of America endures.”*

The phrase “this battle” means the current political loss, which is the loss in the

election. “The story,” on the other hand, alludes to the larger conversation about the country’s continued fight and strength. This difference between short-term loss and long-term endurance has a strong rhetorical effect. Biden uses discourse deixis to connect the current situation to the bigger story of trust in democracy, togetherness, and endurance. In general, discourse deixis in Biden’s speech is a structural and emotional thread that holds his thoughts together. Each deictic reference takes the audience from one idea to the next in a clear and purposeful way. This makes sure that his message of hope, respect, and consistency is clear throughout the speech.

5. Conclusion

This research examined the use of deixis in Joe Biden’s 2024 victory speech after Donald Trump’s election win, utilizing Levinson’s (2001) pragmatic framework, and the findings successfully addressed both research objectives by identifying the five types of deixis along with their frequencies and explaining how each type functioned within the political context of the speech. The research revealed five forms of deixis: personal, spatial, temporal, social, and discourse deixis. These were employed intentionally to create meaning, get people involved, and support Biden’s rhetorical goals. Among these sorts, personal deixis was the most common. This shows that Biden was trying to build unity and an emotional connection with his audience. Conversely, spatial and temporal deixis delineated events within distinct contextual parameters of time and location, and social deixis embodied a sense of respect, decorum, and consciousness of social hierarchy. Moreover, discourse deixis served to preserve cohesiveness and logical continuity throughout the speech.

Overall, Biden’s use of deixis shows how carefully he uses language while talking to people in the U.S. and throughout the world as president. The deictic terms in his speech serve not just grammatical and referential objectives but also pragmatic and rhetorical roles, conveying empathy, legitimacy, inclusion, and respect. These findings confirm that deixis plays a vital role in political speech by influencing public perception, improving rhetorical coherence, and bolstering a leader’s identity and authority.

Conflict of Interest

The author declares that there is no conflict of interest in the writing of this scientific article.

Authors’ contribution

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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