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DEICTIC EXPRESSIONS IN PRESIDENT BENIGNO AQUINO III'S EULOGY FOR THE FALLEN PNP-SAF TROOPERS: A STYLISTIC ANALYSIS

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Abstract

This study was conducted to determine the deictic expressions used by President Benigno Aquino III's eulogy in the necrological service rendered among the fallen 44 SAF troopers who died heroically in saving the country, Philippines. Specifically, this was geared towards determining how President Benigno S. Aquino III deployed persons, time, space and social relationships in the deictic field of the English translation of his Eulogy, hence, identify what meaning and effect are shaped and conveyed by the President's use of deictic expressions in the speech to condole the bereaved families of the Fallen 44. The study made use of stylistic analysis which was utilized to determine the condoling meaning of each deictic expression used by the president. Guided by Fillmore (1997) and Al Azzawi (2011), categories of deictic expressions were delineated to specific functions they all convey. The results revealed that with the guide of the framework anchored on Hank's (2005) notion of deictic field and

Buhler's (1934) notions on deictic centre or origo, the paper found that PNoy extensively and strategically made use of referring expressions in order to set up the deictic field in a way that he could serve his purpose of delivering the eulogy. PNoy's extensive and strategic use of personal, temporal and spatial and social deictic expressions very effectively sets up the deictic field so that, in terms of the persons, time, place and social relationships involved and referred to, the bereaved/Filipino people would be able to understand the stand of the government as regards the issue and be able to deliver justice among the Fallen troopers and judge the President and his government as one in this quest for truth. Through this, PNoy was able to dichotomize not only two different kinds of persons, two different periods of time, but also two different relationships with the Filipino people and himself and the government in a more advantaged and privileged light.

Keywords

Stylistic Analysis, Deixis, Eulogy

1. Introduction

Political speeches (include any form of speeches in various political interpolations) by various political actors and in different contexts have been widely investigated in various linguistic fields. The literature on political speeches is rich on studies that draw on traditions from sociolinguistics, discourse analysis, critical discourse analysis, and semantics and pragmatics. Hence, tools of analysis from these linguistic traditions have been extensively utilized, not to mention the rich resource they have accounted for in understanding the dynamics of language in political speeches (Quinto, 2013).

Although stylistics as a field of linguistic inquiry traces its roots in the examination of language as used in literary pieces, a number of political speeches have already been subjected to stylistic analysis (Adetunji, 2006; Kaylor, 2011; Abuya, 2012; Naz, et al., 2012; Ayeomoni, 2012; Oluremi 2013). These stylistic studies on political speeches point to the compatibility of stylistic tools in the systematic explication of meaning and effect even of non-literary texts. This present study comes from within the tradition of non-literary stylistic analysis. Specifically, this paper analyzes a political speech (eulogy) made by Benigno S. Aquino III, the President of the Republic of the Philippines.

On January 30, 2015 His Excellency took one of his greatest roles as the President of

the Philippines when he addressed his eulogized speech delivered at Camp Bagong Diwa, Taguig City as an accolade to the fallen PNP-SAF troopers who served the country even at the expense of their lives; a solid feat of valiancy and nationalism. The speech was later translated into English and published in the Official Gazette (Aquino, 2013). This paper analyzes the English translation of the President's address retrieved from the Official Gazette. This paper is guided by the following objectives:

- To determine how President Benigno S. Aquino III deployed persons, time, space and social relationships in the deictic field of the English translation of his Eulogy.
- To identify what meaning and effect are shaped and conveyed by the President's use of deictic expressions in the speech to condole the bereaved families of the Fallen 44.

2. Literature Review

In order to establish the empirical significance of the present study, it first has to be properly situated in the extant literature through a review of studies that examined various political speeches from within the tradition of stylistic analysis.

Adetunji (2006) analyzed the use of personal, spatial and temporal deixis for anchorage in political discourse in two political speeches of Olusegun Obasanjo, the President of the Federal Republic of Nigeria from 1999 to 2007. Obasanjo's use of deixis reflect politicians' way of associating and dissociating from actions taken by them or their officers and conscripting their audience into accepting views and positions on controversial issues.

Kaylor (2011) explored campaign speeches on religion by former US President Kennedy and compared it with an address by the former United States Republican Presidential candidate Mitt Romney considering various issues concerning context, audience and content of the two speeches. The analysis draws implications concerning the differences between the two speeches and an understanding of the confessional political style that guides the intersection of religion and politics at the time of the study.

Naz, et al. (2012) used Halliday's Transitivity Model to stylistically investigate the art of linguistic spin in Benazir Bhutto's Democratization in Pakistan, September 25, 2007 speech. The association between Bhutto's linguistic form and function and language

manipulation reveals that she could play with words and that her linguistic choices match the need of the speech situation. Also, her use of spatial and temporal circumstances and circumstances of manner give weight and objectivity to her arguments.

Ayeomoni (2012) investigated, from within the traditions of linguistic stylistic approach and Systemic Functional Linguistics, how non-professional politicians and the military use the linguistic resources and devices of grapho-syntax in conveying political ideologies. The study found that punctuation marks (open use of punctuation marks) pervade the language of military political rulers. This, according to Ayeomoni (2012), is in tune with the swift and quick style they employ in carrying out administrative duties. Also In addition, their language is mainly made of simple declarative sentences. This style matches their simple and un-bureaucratic way of governing.

Out of the studies reviewed, only that of Adetunji (2006) focused on deixis as the focus of the stylistic inquiry. Although it is not the only study that analyzed the use of deixis in political speeches (other studies which focused on deictic expressions are included in the succeeding section), it can be surmised based on the quick literature review that deixis has been largely left out in the field of stylistics. This gap is identified also because other studies which analysed deictic expressions do not fall under the tradition of stylistic analysis.

The aforesaid studies on political discourse examined the use of a specific deictic category, which is personal deixis. None of them turned their focus on other categories of deixis, which are just as rich resource in understanding political speeches as personal deixis is. In this study, investigation is not limited to personal deixis; it includes other categories of deixis, which aid in fleshing out the meaning and effect of the political speech in question. Such an analysis has to be informed by a sound theoretical framework, which serves as a guide in the achievement of the aims of the study. The present study is anchored on the succeeding theoretical framework.

Hanks'' (2005) notion of deictic field primarily informs the theoretical framework on which this present analysis is anchored. According to Hanks (2005), the deictic field is a single field composed of, first, the positions of communicative agents relative to the participant frameworks they occupy; second, the positions occupied by objects of reference; and third, the multiple dimensions whereby the former have access to the latter.

This notion of deictic field has much in common with that of Buhler''s (1934) but

differs from it in that the former is based on practice and foregrounds the embedding of language in social fields. Through this embedding, social relations of power, conflict and value are merged with the deictic field. Therefore, the framework adapted in this paper provides not only the method of analyzing deictic expressions but also raises issues and concerns regarding social and political implications brought about by the use of deictic expressions. Bühler's (1934) approach appropriately match the aims of this paper in that, just like in other stylistic studies of political speeches, this paper aims to establish the social relations that can be surmised from the use of the linguistic device under focus.

Al Azzawi (2011) posits that deixis is critical for the ability to learn a language which for centuries have been linked to the possibility of comprehensive definition. Despite this, deixis has been a largely left out focus of empirical inquiry. Hence, this paper intends to enrich the literature on deixis by reporting on deictic expressions used by the Philippine President Benigno S. Aquino III in his eulogy during the necrological service of the Fallen SAF troopers.

3. Method of Analysis

One concern in the analysis of data is that the present study delves into a translated speech. Hence, it is necessary to establish the compatibility of deixis in the source language (henceforth SL) and the target language (henceforth, TL). In this study, Filipino is the SL, whereas English, the TL. Deictic expressions in the SL can be viewed in terms the expressions *ako*, *ngayon*, *doon*, and *ityan*.

Deictic expressions in the TL can be viewed in the same terms. As Al Azzawi (2011) contends that English deictic expressions include, among others, „I“, „now“, „there“, and „that“. In the SL, person deixis comes in three categories: first person deixis, second person deixis and third person deixis, e.g. *ako*, *ikaw* and *siya*, respectively. This property of person deixis in the SL matches that of the TL in that there are also three categories of person deixis in English, e.g. „I“, „you“ and „s/he“. Further, it is also to be noted that in both the SL and the TL, person deixis is generally accomplished using pronouns.

One potential difficulty in the analysis of data is the nature of place or spatial deixis in the SL and TL. Al Azzawi (2011) explains that most languages exhibit a two-way

referential distinction between proximal (near or closer to the speaker) and distal (far from the speaker or closer to the addressee). In the TL, this is exemplified with such pairs as „here“ and „there“ and „this“ and „that“. In the SL, however, referential distinction of place is three-way: proximal (near the speaker), medial (near the addressee) and distal (far from both), e.g. dito, diyan and doon, respectively. This difference in place deixis can cause potential difficulties in interpreting the data. However, an initial survey of place deixis in the speech suggests that the President did not make use of such place deictic expressions. Therefore, place deixis was analyzed not in terms of the referential distinction but in terms of what Fillmore (1997) claims as an understood place deictic term. This is explicated in detail in the results section of this paper.

This study analyses deictic expressions following a top-down approach. It initially breaks down the broad grammatical category of deixis into smaller categories provided by Fillmore (1997) and then examines the paper based on these categories.

The first three categories of deixis come from what Fillmore (1997) calls the „major grammaticalized types“ of deixis: person, place and time. The fourth and last category is social deixis as informed by Al Azzawi (2011).

The first category is person deixis. Person deixis concerns the grammatical persons involved in verbal language, including those directly involved, not directly involved and those mentioned in the expression. In English, person deixis is generally accomplished through the use of personal pronouns. The analysis begins by carefully inspecting the kinds of personal pronoun used by the President in his speech.

The analysis of person deixis is carried out in two levels: paragraph and full text levels. This two-level analysis provides a mechanism to examine how role assignment – speaker, addressee and others – changes from one paragraph to another and how role assignment is realized overall in the speech. Tracing the roles assigned to persons involved in the speech exposes the positions of each person relative to the deictic center and how the distance established aids in understanding the meaning and effect of the text.

The second category of deixis analysed in this paper is that of time or temporal deixis. Time deixis concerns itself with the various periods of time involved in and referred to in language. This includes time adverbs like „now“, „then“, „soon“ and so forth. In this paper, the speech was also examined for temporal deictic expressions to flesh out the different

periods of time involved and the meaning and effect that such reference to different periods of time bring about.

The third category of deixis analysed in this paper is place or spatial deixis. Place deixis is deictic reference to a location relative to the location of a participant in a linguistic event, typically that of the speaker. Similar to person deixis, the locations in the deictic field could be that of the speaker and addressee, or those of persons or objects referred to.

The most salient examples of spatial deictic terms in English are the adverbs here and there and the demonstratives this and that, though they are far from the only deictic terms since place deixis can also be expressed in phrases such as the italicized in sentences (1) to (3) below:

(1) I love living in this country.

(2) He was standing over there.

(3) They stayed in that corner.

Al Azzawi (2011) explains that, unless otherwise specified, place deictic terms are generally understood to be relative to the location of the speaker. In this study, place deixis is also analyzed to determine where the event takes place, what other locations are referred to and what meaning and effect could be gleaned from the use of spatial deictic expressions.

Another way to flesh out meaning and effect in political speech is from the lens of social deixis as another category of deictic expressions. Social deixis involves the marking of social relationships in linguistic expressions with either direct or indirect reference to the social status or role of participants in the linguistic event (Al Azzawi, 2011). Expression of social deixis can be accomplished by several linguistic devices including personal pronouns, clitics and particles, forms of address and the choice of vocabulary. However, in this paper, social deixis is examined only through forms of address and choice of vocabulary.

Having in mind these four categories of deixis, the paper proceeds in analysing how Pony deploys persons, locations, periods of time and social relationships in the deictic field and what meaning and effect does the President's use of deictic expressions convey.

4. Data Analysis

The analysis of deictic expressions in this section comes in four parts corresponding to the four categories of deixis discussed under the method of analysis. Results are presented in the following order: person, time, place and social relationships.

PERSON DEIXIS

Person deixis is probably the most salient deictic category extensively used by Pony in the English translation of his eulogy. The abundant use of personal deictic pronouns in the speech provides a window through which the participants and their roles in the speech and in the socio-political context are surmised.

At first reading, PNoy seems to shift his addressee between a two and three participant deixis. The speech is then examined closely to see how this shift is realized. An analysis of personal deictic expressions in the paragraph level reveals that such an effect is brought about by the fact that, in the speech, PNoy continually shifted between two and three participant deixis throughout the 25-paragraph speech. (Table 1) summarises the paragraph level analysis of personal deixis in the speech.

Table 1: *Distribution and Percentage of Participant Roles per Paragraph*

Participant Roles	Number of Paragraphs	Percentage
Speaker – Addressee (Bereaved families)	10	40
Speaker – Addressee (Filipino people/Bereaved families)	13	52
Speaker – Addressee (Fallen Troopers)	8	8
Total	25	100

When a paragraph is composed only of first and second person pronouns, PNoy involves only himself as the speaker and „the bereaved families“ as the addressee. In the speech, PNoy made use of ten (Naz, et al., 2012). paragraphs following this kind of participant involvement. His deployment of personal deixis in this way places the addressee at the origo or deictic center and himself near this deictic centre. An extract from paragraph 1 exemplifies this role assignment of PNoy as the speaker and the bereaved families of the

troopers as his addressee as shown in (Ayeomoni, O.M. 2012) below.

(4) One of my most difficult tasks as President is condoling with the bereaved. As I stand before you today, I cannot help but ask myself: What could I possibly say that would console you?

His use of first person pronouns to refer to himself and second person pronouns to refer to the bereaved families of the "Fallen 44" seems to establish a near-each-other relationship. This would not have been realized if, for example, PNoy made use of third person pronouns to refer to the latter since the third person suggests the meaning of farther-apart relationship relative to the speaker. In paragraphs where he used only first and second person deixis, he directly addresses these families purveying his profound condolences to the families of the troopers as he accentuated his helplessness of words to utter in order to ease the pain of the bereaved ones. The use of the first and second personal pronouns indeed made its threshold to condoling the latter in the pain they are going through.

There is however one paragraph in which PNoy involves only two participants but his addressee is not the Filipino people but the terrorists or those who were responsible of the death of the troopers. Paragraph 16 is shown in (5) below.

(5) Now, be assured that the second target that eluded us will be captured. You know this: I am a man of my word. Capturing Basit Usman is number one on our list of priorities. I have ordered the authorities to formulate a more effective plan to hunt down and apprehend this criminal. Your government is already working towards this end; in fact, even before speaking to you, we were already taking steps to meet this objective. We will prove that the law truly prevails in the Philippines. I assure you, we will get Usman.

In this paragraph, although the President began by referring to you in the second person, what follows is PNoy's reference and naming of the uncaptured terrorist in the second person thirteen 13 times. The President seems to bring his outburst to where he placed himself in the deictic field. Specifically, this author suspects that in this paragraph, PNoy temporarily suspends the Filipino people in the deictic center and moves there from where he originally placed himself in the deictic field. Hence, the President is now at the deictic center and refers to the terrorist using second person deixis. In this set-up of the deictic field, PNoy projects himself as a representative of the Filipino people. He speaks on their behalf using still the first person deixis. This might be PNoy's way of bringing his sentiments closer to the

annihilators to show a strong stance and to challenge all Filipinos to stand. Challenging them would not have sounded potent and confident if he used third person pronouns here because that might register as though he is not brave enough to directly address them, an understandable effect if third person pronouns were used. The paragraph also manifests the valiancy of PNoy as he audaciously utters the more than hundred percentage of jailing Usman. A sound assurance for the Filipino people and for the families of the policemen killed to hold on to.

Finally, when a paragraph includes third person pronouns such as they, their, and them, he includes the nationalistic contributions and pursuits of the Fallen 44, whereas the Filipino people still stand at the deictic centre. An excerpt from paragraph 22 as shown in (6) below exemplifies this three-participant deixis.

(6) This is why our flag flies at half-mast in all police and military camps, and in all government offices. Now that we have brought home their bodies, our flag embraces each and every one of them. This is a sign of the state's recognition of the courage, dedication, and heroism that they displayed. This is a sign of our grief, a grief not only from their families and friends, but the grief of an entire nation. This is a sign that they live and they died, not for themselves, but for their country.

When PNoy deploys personal deixis involving himself (the speaker), the bereaved/Filipino people (the addressee) and even the inclusion of addressing the troopers, he sets up the deictic field in a way that he and the troopers and the addressee is made to occupy the deictic center. In theory, he and the troopers should have the same distance from the deictic center albeit from opposite directions; however his use of first and second person pronouns to refer to himself and the addressee respectively here again brings him, in reality, closer to the bereaved/Filipino people who are at deictic center. This is strengthened by his use of first person plural pronouns „our“ and „us“, which index a closer relationship or, more likely, shared principles and beliefs between him and the addressee. Here again, the troopers are given due recognition as he stylistically utters the symbolic Philippine flag. It is truly a gesture of inner and deepest gratitude to what these heroes have done for the Filipinos and the country at large.

The same meanings and effects can be construed from the speech by way of looking at the use of personal deixis in full text level. (Table 2) summarizes the person-referring

expressions PNoy used in the English translation of his speech.

Table 2: Distribution and Percentage of Personal Deixis

Personal Deixis	Number of Times Used	Percentage
Speaker – PNoy (I, me, my, we, us, our/s)	116	67.8
Addressee – Bereaved/Filipino people (you and your/s)	21	12.3
Fallen Troopers – (they, them, their/s, some, those)	34	19.9
Total	171	100

(Table 2) shows that the first person deixis that refers to the speaker, PNoy himself, is the most extensively used personal deixis in the speech. Because of this abundant use, 116 of these deixis effectively draw in the heart of PNoy in extending condolences to the bereaved families of the Fallen 44.

Although the second person deictic expressions referring to the bereaved/Filipino people were just as few as the third person deictic expressions referring to Troopers in the linguistic event, 21 compared to 34 times used, the number did not place the bereaved/Filipino people in the background. One reason could be that since they have been placed at the deictic center, their position in the written discourse privileges them to be foregrounded along with PNoy himself. What strengthens the realization of this is again PNoy's (the foregrounded) use of first person plural pronouns, which are inclusive of the bereaved/Filipino people. An example of this instance is taken from paragraph 18 in (7) below:

(8) Let me also assure you: We will exert every effort to lessen your worries and doubts about the future. We will provide for your needs, in accordance with all laws and regulations. We will do everything in our power to help each family of our fallen heroes in the police. My colleagues in government have already reached out to you, and I have spoken to some of you about this, and I will talk to everyone else.

This near-each-other relationship between PNoy and the Bereaved/Filipino people realized through the use of first and second person pronouns respectively and strengthened by the use of first person plural nouns to refer to both brought the latter closer to the foreground

if not in the same foreground as where he himself is.

TIME DEIXIS

Another salient deictic category, which sheds light to the text's meaning and effect, is that of time or temporal deixis. In his speech, PNoy made use of both temporal adverbs and time expressions in order to dichotomize two different periods of time. (Table 3) summarises the use of temporal deictic expressions in the translation.

Table 3: *Distribution and Percentage of Time Deixis*

Time Deixis	Number of Times Referred to	Percentage
Soon – Aquino Administration	1	10
Now – Aquino Administration	3	30
Then – Pre-Aquino Administration	6	60
Total	10	100

Throughout the 25-paragraph speech, PNoy made use of temporal deictic expressions 10 times. Of these instances, he referred most often to the „then“, wherein he recalled all his experiences before, during and after his father then Senator Benigno "Ninoy" Aquino II was assassinated in now Ninoy Aquino International Airport (NAIA) named after him, before he set foot to his motherland. The recalling of his experiences with his father was indubitably for the purpose of instigating the bereaved families to move on just as he was able to move on from his mishap. He believes that if he divulges what his father has gone through and he, himself has gone after the former's death, the similitude of the experience is tantamountly reflective of their lost. This premise is accordingly reflected in paragraph 3 in (8) below:

(8) I wish to tell you, the families of our policemen who fell during Sunday's encounter, that I genuinely understand how you feel. I, too, lost a loved one in a sudden manner. I remember a conversation I had with my father; it was then when he had decided it was time to return to our Motherland from the United States.

The temporal deictic expressions soon and now used in the translated version of the speech all refer to the administration of PNoy. These deictic expressions both refer to the solutions that PNoy has established to gain justice for the death of these heroes just as justice

was served to the person behind the death of his father; a firm gesture of assurance of a sound rejoinder that such death deserves. This is further substantiated in paragraph 17 in (9) below:

(9) Let us also remember that a board of inquiry has been formed, with the responsibility of uncovering the truth behind what happened and of determining those responsible. We do not want a repeat of incidents like this. As President, even if I want to be angry, I cannot allow myself to be carried away by my emotions. Rash decision-making has no place in these situations now. If I were to let my anger dictate my actions, then perhaps instead of resolving the problem, I would only exacerbate it. We will do our utmost to gain justice for all those who perished and for the loved ones they left behind.

Given the distribution of temporal deictic expressions in the English translation of the speech, the origo or temporal deictic center seems to be that of the Aquino administration and that is throughout the speech. His more often reference to the temporal deictic center, the time of his administration, effectively dichotomizes time as composed of two mutually exclusive periods, in which one is foregrounded (now and soon) and another is placed at the background (then). Therefore, PNoy once more strategically sets up the deictic field in order for the person deictic centre, the Bereaved/Filipino people, to hold favorable judgment toward him and his government.

PLACE DEIXIS

With Fillmore's (1997) claim that the place deictic term is understood to be relative to the location of the speaker, this political speech comes in the form of a eulogy which was addressed by PNoy during the necrological service of the Fallen 44 PNP-SAF troopers at Camp Bagong Diwa, Taguig City, who fought for the country. Paragraph 1 and 22 justify this deictic expression in (10) and (11) below: One of my most difficult tasks as President is condoling with the bereaved. As I stand before you today, I cannot help but ask myself: What could I possibly say that would console you?

(10) This is why our flag flies at half-mast in all police and military camps, and in all government offices. Now that we have brought home their bodies, our flag embraces each and every one of them. This is a sign of the state's recognition of the courage, dedication, and heroism that they displayed. This is a sign of our grief, a grief not only from their families and friends, but the grief of an entire nation. This is a sign that they live and they

died, not for themselves, but for their country.

PNoy stressed out his unplumbed sorrow and shared grief to the family of the Fallen 44 who sacrificed their lives to serve the country and compatriots. Addressed to the bereaved families, the President extends his support to them in any aspects that the government could help all of them.

SOCIAL DEIXIS

The last category of deixis, which contributes in fleshing out the meaning and effect of the translated speech, is that of social deixis. As said earlier, social deictic expressions concern the social information that refers to characteristics of referents especially persons. An examination of forms of address and choice of vocabulary in the text leads to PNoy's use of 20 social deictic expressions referring to him as the speaker, the Bereaved families/Filipino people as the addressee and the Fallen 44 troopers as third person. (Table 4) summarizes the social deixis used in the speech.

Table 4: *Distribution and Percentage of Social Deixis*

Social Deixis	Number of Times Referred to	Percentage
Speaker	6	31.6
Addressee	8	42.1
Others (Troopers)	5	26.3
Total	19	100

Among the three persons in the deictic field, the President referred to the addressee most often. His social deictic reference to the bereaved families and/or Filipino people 8 times throughout the text using terms such as beneficiaries, government, countrymen and fellowmen/Filipino people effectively thrusts the addressees in an important place in the deictic field, the place being the deictic center. This choice of form of address and vocabulary to refer to the Filipino people, in turn, transforms the speaker who is supposed to be occupying the highest political position in the land into a servant leader serving the his countrymen. Moreover, it is to be noted that although PNoy made use of social deictic

expressions referring to himself eight times, including the reference of his being a President and as an individual person. The eight instances of social deictic reference to the speaker himself were all references to the government as the President using words like government, President and a son. This strategy of PNoy of divulging social deictic expression to himself as to who really he is manifests his sincerity of extending condolences to the bereaved families. He humbles himself of commencing with gasping perfect words in order to condole them; an exhibit of being a down to earth leader who knows how to walk through and with the common tao.

Social deictic reference to the troopers can be observed from the expressions fallen 44, departed policemen, loved ones and fallen heroes was made 5 times throughout the speech which gives due recognition to all of them who made all Filipinos become proud of being one.

Through the use of social deictic expressions, PNoy also easily dichotomizes the deictic field between two types of relationship: first, between fellowmen and countrymen and PNoy himself as the President of the Republic of the Philippines with the Fallen 44 or departed policemen. These social relationships both are mutually beneficial. Hence, PNoy succeeds in condoling the bereaved families of the Fallen 44.

5. Results and Discussion

The results of the present study give light to the bereaved families of the Fallen 44 especially concerning use of personal deictic expressions. The President's use of personal pronouns both on the paragraph and full text levels seems to aid in solidifying his purpose of condoling the bereaved families of the SAF troopers and concretizing position on the issues that his government faces when the speech was issued and, in the words of Adetunji (2006), conscripting the audience to accept his views and position in the political discourse.

PNoy's strategic use of two and three-participant deixis in the speech puts him in a more advantaged light, realizing what a political speech (eulogy) should serve as purpose after all. Further, his switching back and forth from two to three-participant personal deixis recognizes the heroism extended by these troopers. With the personal deixis, PNoy was able to express his profound condolences to the left families.

As found in Wilson (1990), his shift from „I“ to „we“ deixis throughout the speech

might also be an attempt to ensure that the audience are persuaded in his speech and reduce the chances of being misinterpreted. Consistent with Urban (1986), Aquino's use of „we“ in the speech serves to persuade the Filipino people to believe that sincerely he feels what the families of the troopers feel because he has been there. He knew the feeling and he would as much as possible ease and offer solace to them. The use of „we“ can also be seen as an attempt to enact personal identity as espoused in Inigo-Mora (2004). In his case, PNoy's use of „we“ serves to establish an identity that is close to the Filipinos' collective ideologies and aspirations, in order to achieve what Adetunji (2006) calls anchorage in political discourse, which is important not only in the remaining years of Aquino's presidency but also in the years beyond that.

In terms of the analysis of temporal deictic expressions, the President's reference to two different periods of time might be another way for him to send the message that his time intertwines with the other time. His recollection of what happened to his father is a means to dilate the eyes of the left families that justice will be served. A consequent effect then is for the person deictic center, the bereaved/Filipino people, to judge the message from the lens of temporal deixis favorably toward the government, hence strengthen the leverage in political discourse initially achieved in the level of personal deixis.

Unlike the temporal deixis, PNoy does has established the spatial deictic of the eulogy concretely. It is specified that the occasion when the speech was delivered perfectly fits the recent issue today and offers consolations among the bereaved.

Finally, in terms of social deixis as a separate category, the President also effectively uses expressions which would aid in the achievement of advantageous position in political discourse. Specifically, his division of the deictic field between two types of relationship: first, between bereaved, fellowmen and countrymen and the President himself and, second, the President and the Fallen 44 and/or departed policemen which is an expression of serving justice to the latter.

6. Conclusion

The present study explores President Benigno Aquino III's use of deictic expressions in the English translation of his Eulogy through stylistic analysis. Specifically, the paper aimed to examine how PNoy deployed persons, time, place and social relationships in his

speech and what does his style of using personal, temporal, spatial and social deictic expressions convey as to the meaning and effect of the speech.

Guided by a framework anchored on Hank's (2005) notion of deictic field and Bühler's (1934) notions on deictic centre or origo, the paper found that PNoy extensively and strategically made use of referring expressions in order to set up the deictic field in a way that he could serve his purpose of delivering the eulogy.

Personal deictic expressions were most extensively used to establish and shift back and forth to two and three-person deixis. This was attributed to PNoy's strategy of bringing him and his government close to the deictic centre and his critics and the opposition far from it as seen in his use of personal pronouns in English.

Temporal deictic expressions were also utilized to dichotomize the deictic field into two mutually exclusive periods of time: one referring to the „now“ and „soon“ and another referent to the „then.“ The former presents the provision of sound solutions to the problems whereas the latter recollects PNoy's experiences with his father that greatly contributes to the effective extending of condolences to the bereaved families. This is realized using adverbs of time and other time expressions in the text.

Meanwhile, in terms of spatial deictic expressions, Fillmore (1997) guided the researcher to specifically identify the deictic center of the eulogy as a political speech and that is during the necrological service offered to Fallen 44.

Finally, social deictic expressions used by the president also effectively addresses the bereaved/Filipino people referred to through forms of address and vocabulary as „fellowmen“ and „countrymen“, while the Fallen 44 must be served with sound actions to gain justice against cruelty.

PNoy's extensive and strategic use of personal, temporal and spatial and social deictic expressions very effectively sets up the deictic field so that, in terms of the persons, time, place and social relationships involved and referred to, the bereaved/Filipino people would be able to understand the stand of the government as regards the issue and be able to deliver justice among the Fallen troopers and judge the President and his government as one in this quest for truth. Through this, PNoy was able to dichotomize not only two different kinds of persons, two different periods of time and two different relationships with the Filipino people and himself and the government in a more advantaged and privileged light.

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