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ТЕРЕЗА МЭЙДИН КЕБИНДЕГИ ӨЗДҮК АТ АТООЧТОР

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ЛИЧНЫЙ ДЕЙКСИС В РЕЧИ ТЕРЕЗЫ МЭЙ

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PERSONAL DEIXIS IN THERESA MAY'S SPEECH

УДК: 81'27

Бул макала Тереза Мэйдин 2017-жылкы Манчестерде орун алган кебиндеги өздүк ат атоочторду дискурс багытында талдаганга максатталган. Тереза Мэй, Улуу Британиянын азыркы премьер-министри жана Консерватив Партиясынын 2016-жылдан берки лидери. Бул иш саясий дискурстагы өздүк ат атоочторду ачыктайт жана ар бир ат атоочтун өзүнүн ролу жана максаты бар экенин белгилейт. Мисалы "биз" ат атоочунун саясатчы тарабынан колдонулушу, ал саясатчы биримдикти баалаганын ошондой эле жоопкерчиликти бөлүшүүсүн билдире кетет. Ал эми "мен" ат атоочунун жардамы менен контекстке жараша саясатчы күчтүү, жоопкерчиликтүү, ошол эле учурда өзүмчүл, бүтүн өлкөнүн биримдигин баалабаган саясатчы болгонун тастыктай алабыз. Мен, Силер, Алар, Биз, Бул сымал ат атоочтор, Тереза Мэйдин кебинде ушул иште толугу менен ачыкталып жана кайсынысы көбүрөөк колдонулуп саясатчыны кандай ачыктаганы иштин маңызы болуп эсептелет.

Негизги сөздөр: дискурс, политикалык дискурс, ат атоочтор, өздүк ат атоочтор, биримдик, жоопкерчилик.

Цель статьи - анализ использования личного дейксиса в речи Терезы Мэй в г. Манчестер в 2017-году с точки зрения дискурса. Тереза Мэй является политиком, которая занимает пост нынешнего премьера-министра Великобритании, а также является лидером Консервативной Партии с 2016-года. В статье определена роль личного дейксиса и показано, что каждое местоимение выполняет свою функцию и имеет цель. Использование политиком местоимения "мы" означает, что она ценит единство и то, что она лидер, которая разделяет обязанности с ее партией. Случаи использования местоимения "я", в зависимости от контекста, показывают, что политик сильна, ответственна, и в то же время, что она эгоистичный лидер, кто не ценит общее единство. Такие местоимения как Я, Вы, Они, Мы, Это были тщательно проанализированы в ее речи. Одним из достижений статьи является то, что было выявлено местоимение, которое больше всего используется политиком, и, которое также наиболее ярко отражает личность лидера.

Ключевые слова: дискурс, политический дискурс, дейксис, личный дейксис, единство, ответственность.

This paper aims to analyze the usage of personal deixis in Theresa May's speech in Manchester 2017, from the perspective of discourse. Theresa May is the politician serving as the current Prime Minister of the United Kingdom and Leader of the Conservative Party since 2016. This paper involves discovering the role of personal deixis in political discourse and defines that each pronoun has its role and purpose. As an example, the usage of the pronoun "we" by the politician means that the politician values unity as well as the same pronoun denotes that politician shares the responsibilities with her party. In the case of the usage of the pronoun "I" by the politician, depending on the context, this pronoun suggests that politician is strong, responsible, at the same time a selfish leader who doesn't value national unity. Such pronouns like I, You, They, We, It in this speech of UK's Prime Minister were thoroughly analyzed. The paper's one of main accomplishments is that the politician's widely used pronoun was defined, as well as the results of how this pronoun reflects the personality of a politician were found.

Key words: discourse, political discourse, deixis, personal deixis, unity, responsibility.

Politics, as well as politicians play a great role in people's life. Politics is the managing job, which is highly important. For this reason on the one, who runs politics lies a big responsibility. There is a need to control over them, which is possible with the help of many ways including language. Through the language, it is possible to define the personality of the person, her or his purpose, behavior, attitude towards various aspects. One of the components of language, which fulfills such tasks, is Personal Deixis, which is used in Political Discourse Analysis mostly to analyze the speeches of politicians. *Deixis* is a linguistic term used as a pointer.

The aim of the paper is to analyze the role of personal deixis used by Theresa May, Prime Minister of the United Kingdom and Leader of the Conservative Party since 2016, in her speech that celebrated the success of Conservative Party.

Theresa May, the leader of the Conservative Party, begins her speech by using a flashback to her past decision. She uses personal deixis *I*, showing that she has decisively chosen to be the part of this party, and she again uses the same deixis to convince listeners that this party is worth choosing. In addition, she shows her authority through it, by saying loudly as only powerful ones can say out loudly about their worthy decisions.

Politicians mostly try to avoid using personal deixis that create the barrier between them and speakers. *You* and *they* are the deixis that separate the audience and the speaker. However, the plural form of *you* isn't. The plural form is addressed to the whole audience. Theresa May uses this deixis, and at the same time separates herself from the audience. She confidently says that she has called an election and as the deixis *I* states the state of one's being responsible, authoritative delivers her own message authoritatively.

I hold my hands up for that. I take responsibility. I led the campaign. And I am sorry (https://blogs.spectator.co.uk/2017/10/theresa-mays-conservative-conference-speech-full-text/). The last sentences are the sentences where *I* was used, these sentences state that she straightly takes the responsibility for the failed campaign; this act proves her being a responsible and brave woman.

But the choice before us now is clear: Do we give up, spend our time looking back? Or do we do our duty, look to the future and give the country the government it needs? This country will judge us harshly if we get this decision wrong. (https://blogs.spectator. co. uk/2017/ 10/ theresa-mays-conservative-conference-speech-full-text/). This paragraph is an address of the leader to her party. It is a call for an action for the better fulfillment of responsibilities. *Us* means here the distribution of responsibilities to a whole party. Each personal deixis has its own function, message and this paragraph delivers the message of unity within the party and calls for a collective action.

But we didn't limit ourselves to that ambition. We have achieved so much more. (https://blogs.spectator. co.uk/2017/10/theresa-mays-conservative-conference-speech-full-text/). From this sentence, the readers can assume that there is a sense of collective identity. *We* here unites the party, and also the responsibility is shared among the members of the party and the result is achieved. As in further paragraphs she gives proofs.

And the agenda that I laid out on day one as prime minister still holds. It burns inside me just the same. (https://blogs.spectator.co.uk/2017/10/theresa-mays-conservative-conference-speech-full-text/). She uses personal deixis *I*, by taking full control and responsibility of her agenda, she states by it not about her power but about her responsibility and her respect for the position. *I* also indicates *here* and *now* and when she says that it burns her inside by using the deixis *me*. She conveys her current state and it is best conveyed with the help of the personal deixis *me* that is an indication of *here* and *now*.

The personal deixis *I* is used again. According to Beard (2000), *I* is an attempt of an individual to place himself above or outside the shared responsibility of his colleagues. Theresa May uses such an attempt; she places herself above those who abuse people using their position.

The phrase *I'm in this for* was repeated several times by the leader. She repeats it to emphasize the idea that she is for changes that will improve the situation in Britain and the acts that will help to build a British Dream. To do it, she used personal deixis *I*, this states that she is an authoritative leader, and also she strictly emphasizes *here* and *now* with the help of this deixis, we can infer from it that she doesn't accept any delay but just an action, and this her statement proves her to be a powerful woman, however it distances her from her party.

As we mentioned before, Theresa May uses first personal deixis *I*. According to De Fina (1995), it also emphasizes importance of the authority and according to Pennycook (1993) it is a tool for expressing an opinion. She does so, she expresses her opinion, she conveyed her confident mood through the first personal deixis. She also states that her decision, decision of an authority is an important one, thus emphasizing it.

But with government, businesses and the public sector working together, we have bounced back – creating record numbers of jobs, and getting more people into work than ever before. (https://blogs. spectator. co.uk/2017/10/theresa-mays-conservative-conference-speech-full-text/). Here, the deixis *we* is used to denote unity, and the leader has perfectly used it, to state that there was a united action within a party.

And the difference between us and Labor is that we understand that to deliver the things we want, private enterprise is crucial. That you can't get something for nothing. Prosperity is key. And when politicians offer the earth but have no means of delivering their promises, disillusionment with politics only grows. (https://blogs.spectator.co.uk/2017/10/theresa-mays-conservative-conference-speech-full-text/). Here, we see how the deixis *us* operates as a differentiating tool between Labor and Conservative Parties. Further, she is saying that her party delivers the things they want, however, *their* that of others, or Labor Party promises aren't delivered. The deixis *their* effectively fulfills its function of separating and contrasting between the *self* and *other*.

It's why I will always be proud to call myself a Unionist – and proud to be the leader of the Conservative and Unionist Party too. Because that word means something special to me. It stands for this great union of nations that has so much to offer the world. And it stands for this great union of people – people from all over the world who have made their homes here and are proud to call themselves British. (https://blogs.spectator.co.uk/2017/10/theresa-mays-conservative-conference-speech-full-text/) Here, the personal opinion and the nature of a leader is expressed. We must be able to differentiate the leader from the others; the leader must be the one who leads the group, the one who is able to fight disputes, and the one who is able to productively lead the followers. The usage of personal deixis *I*, by the leader shows her inner nature, nature of the leader, as she calls herself proudly a Unionist, and states that this word means much to her.

So let us go forward together. Confident in our values. Clear in our vision. Sure in our purpose. With a rich, ambitious agenda to follow. A bold, exciting mission to pursue. Let us fulfil our duty to the British people. Let us fulfil our duty to our country. Let us fulfil our duty to Britain. Let us renew the British Dream. (https://blogs.spectator.co.uk/2017/10/theresa-mays-conservative-conference-speech-full-text/). She concludes her speech by calling the whole nation for a unified action, orders government to fulfill their duties and again calls government including herself for an action, for the renewal of the British Dream, all of this are done with the help of personal deixis *we*, that stands for collective identity, unity.

And finally we did a statistical data for the usage of personal deixis in her speech.

Theresa May has a convincing speech that celebrates the success of Conservative Party as well as hers. In this speech, the usage of the personal deixis shows the personality of the politician. As it is seen she is an authoritative leader, who openly claims that her choice is worth respecting. We cannot imagine the enormous effect when an ordinary man announces his choice for Conservative Party, however, when Theresa May announces it, it suggests the power of her, that such a powerful person chooses the right party. She has used

the personal deixis *I* 63 times in her 7082 words. She uses this deixis to show her position, state of accuracy in her position: *To renew that dream is my purpose in politics*. [https://blogs.spectator.co.uk/2017/10/theresa-mays-conservative-conference-speech-full-text/]

Her statement says that she is a politician with high principles, who tries to serve the country and protect its dreams. She reminds about the true nature of being a politician and at the same time presents herself in a good light. According to Beard (2000) *I* is also an attempt of a person to place himself or herself. It seems that she tries to do so. Her personal voice states that she is an important personality as she was able to choose the right party, she is strong as her party is powerful. She also emphasizes these ideas by saying: *But knowing that I made a difference.* [https://blogs.spectator. co. uk/2017/10/theresa-mays-conservative-conference-speech-full-text/].
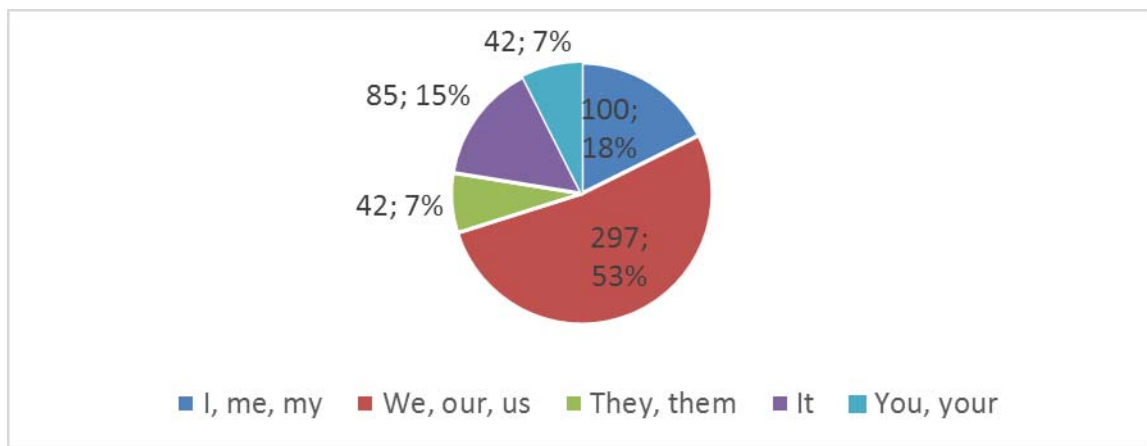
With the help of this sentence we understand that the Leader values her principles and she is eager to remind about her achievements. This deixis distances the audience from the speaker. Totally, she has used all the forms of this personal deixis 100 times. *My* is used 17 and *me* is used 20 times in her speech. Although Theresa May often uses the first personal deixis *I*, the usage of the first personal deixis *we* exceeds the previous. She used the *we* 142, *us* 35 and *our* 120 times. Totally the number is 297 that is 53%. She uses it mostly to signify the unity of a nation and especially the unity of a Conservative Party. This deixis helped her to be close to the nation, however at the same when she exceedingly shows the unity within her party, the unity of a nation

comes into a question. She openly announces the achievements of her party and judges the second party, this seems to put in opposition parties and at the same time be the reason of disunity: *For whenever we are tested as a nation, this party steps up to the plate. Seven years ago, our challenge was to repair the damage of Labor's great recession – and we did it.* [https://blogs.spectator.co.uk/2017/10/theresa-mays-conservative-conference-speech-full-text/].

The usage of the personal deixis *we* helped her to emphasize the achievements of her party, however she could not reach the so-called union of the whole country, she should have been taken the neutral side as her position demands. This fact proves her to be a impartial Prime Minister.

They, the deixis that is used to differentiate between self and other, is used by this politician to refer to terrorists, Labour Party and interestingly to British People and was used 42 times that is equal to 7%/100%. However, this usage proves her to be the one who intelligently uses the language. She separated common people and politicians so that politicians could feel the state of common people, she used it to remind about the responsibilities that politicians have and through this usage effect is seen as at the same time she indicates that there is a huge difference between them and this difference must be solved. This politician often uses *you* to refer to her nation and *it* is used 42 times by a politician to avoid repetitions. Finally, the pronoun *it* is used 85 times that is equal to 15%.

Diagram 1

I, me, my — We, our, us — They, them — It — You, your

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