UNDERSTANDING THE USE OF DEIXIS IN PAUL BIYA'S 2019 MESSAGE TO CAMEROONIAN YOUTH

Vincent Mbahawa Chefor[1], Xin Zhiying[2]

College of Foreign Languages and Cultures, Xiamen University, Xiamen, China
Email: vchefor@gmail.com

ABSTRACT: *This paper aims to examine qualitatively and quantitatively the use of deixis in a political speech, guided by Halliday's (1985/1994) Systemic Functional Grammar theory of language. The data examined here is a message delivered, on 10 February 2019, by the President of the Republic of Cameroon to the youth of his country, on the commemoration of the 53rd edition of the country's National Youth Day. The message, in its English version, is retrieved from the official website of the Presidency of the Republic of Cameroon. Specifically, the study sets out to determine the different types of deictic resources used by Paul Biya in his message to the Cameroonian youth, and the frequencies of Paul Biya's usage of these deictic resources in this political speech. The study reveals that Paul Biya employed different types of deictic resources including 103 personal deixis (52.2 %), 17 spatial deixis (9.4%), 21 temporal deixis (11.7%), 30 social deixis (16.7%), and 8 discourse deixis (10%). In terms of frequency of usage of these deictic resources, the study also revealed that personal deixis were the most used category of deixis in President Paul Biya's message to the Cameroonian youth and suggested that this reflects the President's power and dominance over his audience, but also his desire to involve this audience in his decisions, as a sign of his sensitivity towards them.*

KEYWORDS: Deixis, deictic resources, stylistics, political speech, Cameroonian youth, Paul Biya.

INTRODUCTION

In the process of manifesting a political will and translating it into concrete social action, it is understood that language plays an important role. In this regard, Troike (1982) points out that the appropriate language choice may depend on the topic, participants (age, sex, and status), setting, and the social distance between the participants. Analyzing language in use, as it is the case with the corpus of this study, falls within the purview of discourse analysis, which is becoming increasingly prominent especially as concerns the analysis of political speeches delivered by public officials. Charaudeau and Maingueneau (2002) argue that discourse analysis is a methodological approach to humanities and social sciences, involving qualitative and quantitative methods for use in studying the context and content of oral or written discourse. Regarding political speeches, Van Dijk (1997:12) explains that each utterance produced by a politician is a realization of his intention and has its own discourse value. Finlayson and Martin (2008:450) convey a much clearer idea in their definition of a political speech as:

> *an argument of some kind: an attempt to provide others with reasons for thinking, feeling or acting in some particular way; to motivate them; to invite*

them to trust one in uncertain conditions; to get them to see situations in a certain light. ... [also] in some measure, adapt to audiences, confirming their expectations and respecting their boundaries, even as it tries to transform them.

From the above definition, a political speech could be considered as a means of influencing a given audience. It may not fully reveal the real intentions of the political speaker or a clear picture of social realities, but rather the situation of the political field at the time the speech is delivered as well as the position occupied by the speaker in this political field.

In his analysis of deictic expressions in a speech delivered by Pilipino president Benigno Aquino III, Quinto (2014) reviewed studies that examined political speeches from the perspective of stylistic analysis: Adetunji (2006); Suzuki and Kageura (2008); Kaylor (2011); Sheveleva (2012); Abuya (2012); Naz, Alvi and Baseer (2012) ; Ayeomoni (2012) ; and Oluremi (2012). His review suggested that stylistic studies on political speeches vary in terms of their setting and in terms of the research aims postulated and linguistic devices analyzed. He further underscored that, out of the studies reviewed, only that of Adetunji (2006) focused on deixis as the main object of the stylistic analysis and concluded that deixis are not being given much attention in the field of stylistics, a gap that his study set out to fill. In line with Quinto (2014) therefore, the present study intends to analyze stylistically the message addressed, on 10 February 2019, by the President of the Republic of Cameroon to the youth of his country on the commemoration of the 53rd edition of the country's National Youth Day. Specifically, the study aims to determine the different types of deictic resources used by Paul Biya in his message to the Cameroonian youth, and the frequencies of Paul Biya's usage of these deictic resources in this political speech.

THEORETICAL UNDERPINNING

SYSTEMIC FUNCTIONAL GRAMMAR

The theory of Systemic Functional Linguistics is grounded in the notion that language is inherently functional, and it explores how language is used to enable social communication and the representation of ideas (White, 2001). Within this field falls Systemic Functional Grammar, an approach to language propounded by Halliday in the late 1960s. He revised his work in 1985, 1994 and 2004, and Thompson (1996) further developed the theory in later years. This model views language as 'a resource that is fundamentally shaped by the uses that people make of it; it therefore aims to explain the forms of language in terms of the meanings that they express (Halliday 1994: xv). Systemic Functional Grammar, which is the theoretical framework adopted for this study, is primarily concerned with the way in which grammar functions to realize meaning in text and allows the intentions of interlocutors to manifest through choices made in the selection and organization of language (Martínez-Lirola 2010). It differs from the formal or traditional approach to grammar, which outlines a set of rules that determine the parameters of how the building blocks of a language – syntax, word classes and so on – can be coherently structured (Lock 1996). In contrast, Systemic Functional Grammar adopts a broader and less abstract perspective, examining how language works within social structures (Butt 2000:29). As such, it is considered a framework for 'describing, interpreting and making meaning' (Butt 2000:3, Whittaker

et al. 2006). In his book *An Introduction to Functional Grammar*, Halliday himself defines functional grammar as 'essentially a "natural" grammar, in the sense that everything in it can be explained, ultimately, by reference to how language is used' (Halliday, 1985/1994). Halliday further divides the way language is used into three different metafunctions: the ideational/experiential metafunction, through which he considers language as an instrument of thought or conceptualization of the world; the textual metafunction, which underscores the fact that language is used to organize discourse and create continuity and flow in texts or in conversations; and the interpersonal metafunction through which people use language to interact with other (Chefor, 2019: 84).

STYLE AND STYLISTICS

It is a well-accepted notion that style designates features that indicate the author's choice of one mode of expression from among a set of equivalent modes and this may be expressed at the surface level by specific choice of words, syntactic structures, discourse strategy, or combinations. As linguistics studies language scientifically, it studies style as well in an impersonal and objective manner. Stylistics defines, studies, and analyses style objectively through a technical application of linguistic methodology. Finch, (2000:206) defines Stylistics as the branch of linguistics that applies the methodologies of linguistics to analyze the concept of style in language. He sees Stylistics as "a system of co-co-ordinated, interrelated and inter-conditioned language means intended to fulfill a specific function of communication aiming at a definite effect". What this entails is that Stylistics studies certain types of text discourse, which due to the choice and arrangement of the language, can be distinguished by the functional aspect of language. The Stylistic study of a text or an oral speech helps to highlight the means deployed by an author or a speaker in a given generic setting in order to share a specific vision of the world. Since the main focus of this study is on the functional aspect of language, Halliday's Systemic Functional Grammar (SFG) is thus adopted as analytical model in the sense that it focuses not only on the structure of language, but also on the properties of discourse and its functions in specific social and cultural situations. The approach, as Ayemoni (2004) posits, offers three major benefits. Firstly, it helps its user to be aware of the structural pattern of language permeating a text, to identify the prominent or foregrounded stylistic features of the text. It also enables its user to be consciously aware of the kind of social variations, which the inherent linguistic features identify with. Finally, the approach also enables the researcher to know the technique of putting down these features systematically in order to reveal the internal patterning of texts.

DEIXIS

According to (West, 2013:90), the word deixis is derived from the Greek word "*dektikos*", which means "pointing out" or "indicating". Deixis, deictic and indexical are used interchangeably to represent a phenomenon in which the discourse is anchored to a speech situation (Maienborn, 2012). Deixis refers to language elements whose interpretation depends not only on the semantic value but also on the speech situation (Renkema, 2004). Yang (2011:128) defines "deixis" as the "linguistic forms that denote the speaker/writer and the addressee, their position, and the time of the situation".

Deixis is used to trace entities to temporal, spatial, social, and discourse context (Hamdaoui, 2015). Deixis are considered as referring expression such as *I*, *you*, *there*, *now*, *tomorrow* or modifiers that accompany referring expressions such as *that* and *this*. Deictic expressions are located on a scale of two extremes; near to the speaker or away from the speaker (Gjergji, 2015). The interpretation of deictic expressions varies from one context to another and it depends on the context in which these expressions occur. The speaker and the audiences should share the same context to be able to interpret the deictic expressions (Hamdaoui, 2015). Gelabert (2004) identifies two main types of deixis, namely extra-linguistic and linguistic deixis. The type of deixis examined in this study is linguistic deixis which, according to Cruse (2016:46) could be divided into three main categories, which are personal, spatial and temporal, and two minor categories, which are social and discourse deixis. These categories are presented in the following section.

Personal deixis

Personal deixis, according to Green (2008), localize an entity in relation to the position of the speaker and/or hearer. Odebunmi and Olaniyan (2005:7) give a clearer picture of this type of deixis as follows:

> *"It is realized through personal pronouns in several contexts of use. The first person pronoun includes the speaker,, the second person includes the addressee, but the third person excludes both the speaker and the addressee. So such pronouns as I, we, you, he/she, it (referential, not pleonastic) and their variants (e.g. my, mine, your, their, its) are personal deictics."*

Thus, personal deixis can be classified into three categories as shown in the table below: *i)* **first person pronouns**, which are used by the speaker to refer to himself such as "I" and "we". In this category, the first singular person pronoun, "I", is said to be used usually to confirm the power and prominence of the speaker and to show involvement with the audiences, whereas the first plural person pronoun, "we", is used by the speaker to bring the audiences to think along with him and to share his responsibilities; *ii)* **second personal pronoun**, "you", which refers to all of the audiences or one of them, whereby, the speaker also uses second personal pronouns to encourage the audience to think along with him or to share his sentiments; and *iii)* **third person pronouns**, which refer to persons or entities other than the hearer and speaker. They include "he", "she", "it, and "they" (Wageche & Chi, 2016).

Table 1: Personal Pronouns in English

	Singular		Plural	
	Nominative	Accusative	Nominative	Accusative
1st person	**I**	**Me**	**We**	**Us**
2nd person	**You**		**You**	
3rd person	Masculine **He**	Masculine **Him**	**They**	**Them**
	Feminine **She**	Feminine **Her**		
	Neuter **It**			

To further illustrate the above presentation of the personal deixis, the following examples are drawn from Paul Biya's message to the Cameroonian youth:

> *(1) __My__ dear young compatriots*
> *(2) __I__ wish to remind __you__ that tomorrow's Cameroon will be built with __you__.*
> *(3) __My__ intention was to make __it__ quite clear to __you__ that __we__ had to prepare for such eventuality [...].*
> *(4) [...] Rest assured that __I__ am determined to pursue with __you__ our common vision of a democratic, just and prosperous society.*
> *(5) __My__ intention was to make __it__ quite clear to __you__ that __we__ had to prepare for such eventuality.*
> *(6) __This__ also explains why many of __them__ are obliged to accept unskilled jobs to avoid unemployment.*

Spatial deixis

According to Buhler (2011) Spatial deixis, are used to point to a location or place in an utterance. Imai (2003), states that spatial deixis could be classified into four groups. The first group called distance group includes adverbs such as *here* and *there*, and some prepositions like *front, back, above, below, in,* and *out*. This group of spatial deixis also includes demonstrative pronouns such as *this, that, those, and these*. Demonstratives pronouns, which are the most frequent words with deictic characteristics, have the peculiarity of bringing dynamism to the speech event by using direction and movement referents (Maienborn, 2012). They also imply some proximal interpretation, with t*his, these and here* expressing closeness to the speaker or distal interpretations, with *that, those* and *there* expressing distance which according to Thomas (1995:9) "do not mean much in isolation, it is only when you know where the speaker is standing or what the speaker is indicating that they become truly meaningful". The second and third groups of spatial deixis, is the geometric group which is expressed through some lexemes like *up*, *in*, *out*, and *down*; and the geographic group, represented by expressions such as *inland*, *parallel to the coast*, *uphill* and *downriver*. The last group is the cardinal group,

which is expressed through some words like *north*, *south*, *west* and *east* (Imai, 2003). The following are examples of spatial deixis drawn from Paul Biya's message to the Cameroonian youth:

(7) [...] recent trends in relations between States confirm **<u>this</u>** assertion.

(8) **<u>There</u>** are plans to create no less than 500 000 jobs in 2019.

(9) Our youths can learn from **<u>this</u>** example.

(10)   In **<u>this</u>** regard, there is reason to be fairly optimistic.

(11)   **<u>That</u>** is why **<u>I</u>** made the emergence of **<u>our</u>** country a "national cause".

(12)   The Government will have to take urgent measures to wage a merciless war against **<u>these</u>** ills that are destroying our youths.

(13)   Despite **<u>these</u>** remarkable actions, our country continues to face the problem of youth unemployment.

(14)   Lastly, and **<u>above</u>** all, implemented the Three-year "Special Youth" Plan involving more than 600 000 people.

Temporal deixis

Temporal deixis or time deixis refers to the time in which a discourse or speech event is taking place. It relates to the "when" of the utterance. The time of an utterance is reflected by the verb-tense (e.g. past present future) and adverbs of time (e.g. then, now). Thus, temporal deixis can be divided into three categories namely the *past* (before the moment of utterance), the *present* (at the moment of utterance) and the *future* (after the moment of utterance). However, Smith (1989:5-9) considers this demarcation to be more complex than it seems. He argues that since temporal deixis are encountered at the moment of utterance, they are usually balanced against, and interpreted as "present tensed locutions". Cruse (2016:180) suggests that the genuine English temporal deictics are "now" and "then" but, the following are all deictic expression of time namely, *recently, last week, that time, this time, tomorrow, two weeks, from now, seven days ago, and next October*. Examples of temporal deixis drawn from the corpus of this study include:

(15)   **<u>Last year</u>**, on the same occasion,

(16)   It is obvious that you already are and will, in the **<u>coming years</u>**, be the key actors of such emergence.

(17)   For the **<u>next generation</u>**, it was the advent of democracy and social progress. For the **<u>present generation</u>**, it is modernization of the economy and social justice.

(18)   Much has been done over the **<u>past years</u>** to improve our economic fabric.

(19)   During my swearing-in ceremony **<u>last November</u>**, I asked you not to lose hope.

(20)   I wish to remind you that **<u>tomorrow</u>**'s Cameroon will be built with you.

(21)   In **<u>recent years</u>**, I have not been insensitive to your difficulties and your aspirations.

Social Deixis

Jaszczolt (2002: 197) argues that, "Social deixis concerns social relationships between participants, their status and relations to the topic of discourse. Relationships that are relevant in this type of deixis include [those] between the speaker and the addressee, between other participants, the speaker and the object spoken about and so on." According Levinson (1983: 89) and Jaszczolt (2002: 197) some of the grammatical devices that are used for the purpose of social deixis include pronouns of politeness, titles of addressee, kinship terms, and honorifics. According to Traugolt and Dasher (2002: 228), there are various approaches to politeness. One involves conversational maxims and another is to view politeness "in terms of universal strategies that diffuse 'face threatening acts'", as discussed by Brown and Levinson (1987). There are two basic kinds of social deictic information, which can occur in language (Levinson 1983: 90-91). The first type is *absolute* social deixis (Levinson 1983: 90), which includes forms reserved for two specific kinds of speech act participants, which are authorized speaker and authorized addressee (e.g. your majesty, your highness, my lord, Mr. president, etc). The prototypical case involves speech by, or speech to a royal person. Paul Biya's message to Cameroonian youth on the 53rd commemoration of the country's National Youth Day suits well within this context. The second type is *relational* social deixis, which conveys relational information. It can be expressed by honorifics, which involve the usage of particular lexemes in order to show the actual status of the participants. Relational social deixis includes relations between: *i)* Speaker and referent (referent honorifics); *ii)* Speaker and addressee (addressee honorifics); iii) Speaker and bystander (bystander or audience honorifics); and *iv)* Speaker and setting (formality levels) (Levinson 1983: 91). The following are examples of social deixis drawn from the corpus of this study:

(22)   ___My dear young compatriots___,

(23)   *do not hesitate to embark on that path for the good of **your country.***

(24)   *That is why I made the emergence of **our country** a "national cause".*

(25)   ___The Government___ *will have to take urgent measures to wage a merciless war against these ills that are destroying our youths.*

(26)   *Such a society is possible only in **a Cameroon** that is united in its diversity.*

Discourse Deixis

Levinson (2004) posit that `In English, as is the case with many other languages, there are many words and phrases that indicate the relationship between one utterance and a portion of discourse. Text or discourse deixis is concerned with the usage of deictic expressions, which refers to some portions of the discourse that contain the utterance (including the utterance itself). He further asserts that such expressions have a component of meaning that resists truth-conditional meaning, merely indicating that the utterance that contains them is a response to or a continuation of a portion of discourse (Levinson, 2004). Linguistically speaking, the discourse deixis refers to the preceding or subsequent segments of the discourse, which usually consists of one or more clauses rather than referring to the specific entities in previous utterance Yoshida (2011). Through discourse deixis, audiences can better frame their viewpoints on forthcoming

portions of a discourse as elaborations, continuations, contrasts or responses. Some expressions in the English language, which could help show the relation between previous and forthcoming portions of a discourse include: *however*, *besides*, *in contrast*, *all in all*, *on the other hand, but, therefore, in conclusion, to the contrary, still, anyway, well, besides, actually, so, after all,* etc. However, as Dylgjeri and Kazazi (2013) confirm, discourse deixis share some characteristics of the spatial and temporal deixis. For instance, sequential adjectives such as *last* and *next*, which are commonly used as time deictic expressions, may be used with reference to linguistic elements in the ongoing discourse. Here are examples of discourse deixis drawn from the corpus of the present study:

> *(27)*   *You should <u>**therefore**</u> become committed actors of our new second-generation agricultural policy.*
>
> *(28)*   *<u>**Besides**</u> recruitments into the defence and security forces and in some sectors such as education, many ministries have implemented programmes concerning you in particular.*
>
> *(29)*   *The Government will have to [...] wage a merciless war against these ills that are destroying our youths and which, <u>**in the long run**</u>, will threaten our country's future.*
>
> *(30)*   *<u>**Thus**</u>, nearly 4 000 projects have been developed in the agricultural, industrial, digital economy and innovation sectors.*
>
> *(31)*   *<u>**In conclusion**</u>, I would like to remind you that challenges help to strengthen one's resolve.*

UNDERSTANDING THE USE OF DEIXIS IN PAUL BIYA'S 2019 MESSAGE TO CAMEROONIAN YOUTH

THE CORPUS OF STUDY

As mentioned in the introduction, the corpus of this study is the message addressed, on 10 February 2019, by the President of the Republic of Cameroon to the youth of his country on the commemoration of the 53rd edition of the country's National Youth Day. In Cameroon, the Youth Day is one of the most popular events alongside New Year's greetings. It is the one and only occasion, when the President of the Republic takes to the stage every year to deliver a message to the youth, the largest portion of the country's population. This ritual is intended to promote the role of young people as key partners in the process of political, socioeconomic and environmental development on the one hand and, on the other, to raise their awareness on the challenges and problems facing them. For the President of the Republic, it is the opportunity to address the youth directly, in a speech that is tailored to suit his audience. On 10 February 2019 therefore, Paul Biya did not derogate to this tradition. His traditional message to the youth was widely broadcast in national media outlets, with almost the same objectives as in previous editions: federating the Cameroonian youth around a common ideal of unity and social commitment and celebrating their victories and prowess both within and beyond national borders. The English version of the message, which is retrieved from the official website of the Presidency of the Republic of Cameroon and appended to this study, consists of 44 paragraphs and 1424 words.

METHOD OF ANALYSIS

In this study, qualitative and quantitative research methods are employed to effectively examine the use of deictic resources in the message delivered, on 10 February 2019, by the President of the Republic of Cameroon to the youth of his country on the commemoration of the 53rd edition of the country's National Youth Day. The message, in its English version, is sourced from the official website of the Presidency of the Republic of Cameroon. Informed by Halliday's Systemic Functional Grammar framework, which is considered as a broader and less abstract approach for examining how language works within social structures, and a framework for describing, interpreting and making meaning, the study analyses the corpus by statistically identifying the various deictic resources found in the President's message, classifying them into corresponding deictic categories before determining their frequency of usage through a percentage calculation of the number of occurrences of each category.

RESULTS AND DISCUSSION

Statistics on the Use of Deixis in the Corpus of Study

As mentioned earlier, the English version of the President Paul Biya's message to the youth, which form the corpus of the present study, consists of 44 paragraphs and 1424 words. Table 2 below is a classification of the various categories of deictic resources identified in various paragraphs of the corpus.

Table 2: Classification of deictic resources in Paul Biya's 2019 message to Cameroonian youth

Paragraph No.	Personal Deixis	Spatial Deixis	Temporal Deixis	Social Deixis	Discourse Deixis
1	*My*			*My dear young compatriots*	
2	*I, your,*	*In, in*	*Last year,*		
3	*My, it, you, we ourselves, I, our,*	*On, that*		*Our country*	
4	*It, you, it, our*		*Coming years, one moment or another*	*Ours (our nation)*	
5	*Our, their, it, it*		*Next generation, present generation*	*National unity,*	

6	*You, our, it, you, you, our,*		*Past years*		
7	*My, I, you, I, I, your, I, your, your, your, I, you, you*		*last November, today, future, tomorrow, during*	*Cameroon*	
8	*My*			*My dear young compatriots,*	
9	*You, it, you, your*		*The year 2018*	*Your country*	
10	This, it,	*On*	*Now*		
11	*It, people,*	*This*			*But*
12	*Your, your*			*Your country*	
13	*You, your, you, our, our, our, you, our, themselves*			*Our people, our youths*	*Thus*
14	*You, our, our*	*These,*		*The Government, our youths, our country*	In the long run
15	*My*			*My dear young compatriots,*	
16	*I, your, your, my, I,*		*Recent years, during,*		
17	*You*	*Into, in*			*Besides*
18					
19					
20					
21					
22					
23		*Above*			
24		*In*			*Thus*
25	*I*	*Into*		*Youths*	
26	*Our, we, our, them*	*These*	*Each year*	*Our country, youths*	
27	*I*				

28				*The Government*	
29					
30	*Our*			*Our youths*	
31	*You, our, you, our, our, yourselves*				*Therefore*
32	*Our, it,*				
33		*These*	*in 2018*		
34		*in*	*11 July 2018, last year*		
35		*There*	*in 2019*	*The Government*	
36					
37	*I, our, their*	*Into*		*The Government, our youths*	
38	*My*			*My dear young compatriots,*	
39	*Our, our, their, we, our, our*	*This*	*Past few years*	*Our country, our people, our youths*	*But*
40	*I, you, one's, my, I, you, our, its*			*A democratic, just and prosperous society, Cameroon*	*In conclusion*
41	*I, you*				
42	*You*				
43				*Cameroonian youth*	
44				*Cameroon*	
Total	**103**	**17**	**21**	**30**	**8**
Percentage	**52.2 %**	**9.4 %**	**11.7 %**	**16.7 %**	**10 %**

Table 3: Quantitative summary of deictic resources in Paul Biya's 2019 message to Cameroonian youth

Deixis	Frequency of usage	Percentage
Personal deixis	103	52.2 %
Spatial deixis	17	9.4 %
Temporal deixis	21	11.7 %
Social deixis	30	16.7 %
Discourse deixis	8	10 %
Total	**179**	**100%**

The table above shows the frequency distribution of different types of deictic elements used by Paul Biya in his message to the Cameroonian youth on the commemoration of the 53rd edition of Cameroon's National Youth Day. According to the quantitative analysis, it can be noticed that this message is not quite long in terms of physical appearance, but it contains a considerable number of deictic resources. It has a total of 179 deictic elements, including 103 personal deixis (52.2 %), 17 spatial deixis (9.4%), 21 temporal deixis (11.7%), 30 social deixis (16.7%), and 8 discourse deixis (10%). In terms of frequency of usage, the analysis reveals a predominant use of personal deixis by Paul Biya, which could be assumed to be related to the President's desire to reflect power and dominance over his audience. It could also be attributed to his desire to involve his audience, the Cameroonian youth, in his decisions and to let them share his responsibilities, thereby showing his sensitivity towards them. Concerning the use of spatial deixis, Paul Biya employed spatial deictics that indicate closeness to his audience. He tried to bring everything and every entity closer to his audience to encourage them to get the same vision as his own. Social deixis were the second most utilized category of deixis in Paul Biya's message to the Cameroonian youth, while discourse deixis ranked last in terms of frequency of usage.

CONCLUSION

This paper aimed to examine qualitatively and quantitatively the use of deictic resources in a political speech. The data examined was a message delivered, on 10 February 2019, by the President of the Republic of Cameroon to the youth of his country on the commemoration of the 53rd edition of the country's National Youth Day. Specifically, the study sought to know the different types of deictic resources used by Paul Biya in his message to the Cameroonian youth, and the frequencies of usage of these deictic resources. The study was informed by Halliday's Systemic Functional Grammar framework, which is considered as a broader and less abstract approach for examining how language works within social structures and a framework for describing, interpreting and making meaning. The study revealed that, in his message to the youth, Paul Biya, the President of the Republic of Cameroon, employed different types of deictic resources including 103 personal deixis (52.2 %), 17 spatial deixis (9.4%), 21 temporal deixis (11.7%), 30 social deixis (16.7%), and 8 discourse deixis (10%). In terms of frequency of usage of these deictic resources, the study also revealed that

personal deixis were the most used category of deixis in President Paul Biya's message to the Cameroonian youth and suggested that this reflects the President's power and dominance over his audience, but also his desire to involve this audience in his decisions, as a sign of his sensitivity towards them. It would be interesting to carry further research in this field, in order to compare the deictic resources used by President Paul Biya in his messages to the Cameroonian youth and the deictic resources he uses in his addresses to other social and political components of the Cameroonian society or to the diplomatic world.

REFERENCES

Abuya, E.J. (2012). A pragma-stylistic analysis of President Goodluck Ebele Jonathan's inaugural address. *English Language Teaching, 5*(11), 8-15.

Adetunji, A. (2006). Inclusion and exclusion in political discourse: Deixis in Olusegun Obasanjo's speeches. *Journal of Language and Linguistics, 5*(2), 177-191.

Al Azzawi, Q.U.D. (2011). Establishing the Effect of Deixis in Translation. *Journal of Babylon University, 19*(4), 585-605.

Ayeomoni, M.O. (2004). A Linguistic-stylistic Investigation of the Language of the Nigeria Political Elite. In L. Oyeleye (ed.) *Language and Discourse in Society.* Ibadan: Hope.

Ayeomoni, O.M. (2012). Grapho-syntactic Analysis of Selected Political Speeches of Some Nigerian Heads of State. *Matatu - Journal for African Culture and Society 21,* 319-339.

Brown, P. & Levinson, S.C. (1987). Politeness: Some Universals in Language Usage. Cambridge: Cambridge University Press.

Buhler, K. (2011). *Theory of Language. Amsterdam/Philadelphia*: John Benjamins Publishing Company.

Butt, D. (2000). *Using functional grammar: an explorer's guide* (2nd ed.). Sydney: National Centre for English Language Teaching and Research, Macquarie University.

Charaudeau, P. & Maingueneau, D. (2002). Dictionnaire d'analyse du discours politiques. Paris: Edition de Seuil.

Chefor, V. M. (2019). Interpersonal Function in Paul Biya's 2018 French Inaugural Speech and its English Translation. *International Journal of Systemic Functional Linguistics.* 2(2). 47-54. *http:// dx.doi.org/10.22225/ijsfl.2.1.669.1-13*

Cornish, F. (1986). Anaphoric Pronouns: Under Linguistic Control or Signalling Particular Discourse Representation? A Contribution to the Debate between Peter Bosh, and liliane Tasmowski and Paul Verluyten. *Journal of Semantics,* 5(3), 233-260. *https://doi.org/10.1093/jos/5.3.233*

Cruse, A. (2016). *A Glossary of Semantics and Pragmatics*. Edinburgh, UK, Edinburgh University Press.

Finlayson, A. Martin, J. (2008). 'It Ain't What You Say…': British Political Studies and the Analysis of speech and Rhetoric, *British Politics*, 3, 445-464.

Dylgjeri, A., & Kazazi, L. (2013). Deixis in Modern Linguistics and Outside. *Academic Journal of Interdisciplinary Studies*, 2(4), 87-96. *http://dx.doi.org/10.5901/ajis.2012.v2n4p87*

Gelabert, J. J. (2004). *Pronominal and Spatio-Temporal Deixis in Contemporary Spanish Political Discourse: A Corpus-Based Pragmatic Analysis,* (Doctoral Thesis). The Pennsylvania State University, College of the Liberal Arts, USA.

Gjergji, S. (2015). A Pragmatic Analyses of the Use of Types of Deixis in Poetry and Novels of the Author Ismail Kadare - The importance and complexity to the pragmatic process concerning the different realities evoked in social interaction, communication and language. *Academicus International Scientific Journal*, 12, 134-146.

Green, G. M. (2008). Pragmatics and natural language understanding. New York, NY: Routledge.

Halliday, M.A.K. (1961). Categories of the Theory of Grammar. *Word*, (17) 3, 241-292.

Halliday, M.A.K. (1985) An introduction to Functional Grammar. London: Edward Arnold.

Hamdaoui, M. (2015). The Persuasive Power of Person Deixis in Political Discourse: The Pronoun "We" in Obama's Speeches about the 2007-2009 Financial Crises as an Example. *European Conference on Arts & Humanities, Official Conference Proceedings,* 99-111. Thistle Brighton, Brighton, United Kingdom.

Imai, S. (2003). *Spatial Deixis* (Doctoral Thesis). New York University, Buffalo, USA.

Jaszczolt, K.M. (2002). Semantics and Pragmatics: Meaning in Language and Discourse. London: Longman.

Kaylor, B.T. (2011). No Jack Kennedy: Mitt Romney's ―Faith in America‖ speech and the changing religious political environment. *Communication Studies 62*(5), 491-507.

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

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

Lock, G. (1996). *Functional English grammar: an introduction for second language teachers*. Cambridge: Cambridge University Press.

Maienborn, C. (2012). Deixis and Demonstratives. In Klaus von Heusinger and Paul Portner (Eds.), *Semantics: An International Handbook of Natural Language Meaning*, 1-25. Berlin, De Gruyter Mouton.

Martínez-Lirola, M. (2010). How To Apply SFL In Classroom Practice: An Example In Bilingual Education Programs In The USA. *The Buckingham Journal of Language and Linguistics,* 3(*1*), 205-219.

Naz, S., Alvi, S.D. & Baseer, A. (2012). Political Language of Benazir Bhutto: A Transitivity Analysis of Her Speech ‗Democratization in Pakistan. *Interdisciplinary Journal of Contemporary Research in Business 4*(8), 125-141.

Odebunmi, A., & Olaniyan, K. (2005). Perspectivization in Fiction: A Deictic Study of Wole Soyinka's Ake. *Africa, 27(28),* 135-149. *https://doi.org/10.11606/issn.2526-303X.v0i27-28p135-149*

Oluremi, A.O.C. (2012). A stylo-rhetorical analysis of Obafemi Awolowo's ―It is not life that matters. *International Journal of Asian Social Sciences 3*(1), 216-228.

Presidency of the Republic of Cameroon. (2019). 53rd Edition of the National Youth Day: Head of State's Message to the Youth.

https://www.prc.cm/en/news/speeches-of-the-president/3322-speech-10-02-2019

Quinto, E.J.M. (2014). Stylistic Analysis of Deictic Expressions in President Benigno Aquino III's October 30th Speech. *The Southeast Asian Journal of English Language Studies, 20(2), 1 – 18 http://dx.doi.org/10.17576/3L-2014-2002-01*

Renkema, Jan. (2004). *Introduction to Discourse Studies*. Philadelphia, USA, John Benjamin Publishing company.

Sheveleva, A. (2012). Lingo-rhetorical and socio-pragmatic peculiarities in political speeches by Barack Obama. *Intercultural Communication Studies 21*(3), 53-62.

Stapleton, A. (2017). Deixis in Modern Linguistics. *ESTRO*, 9(12), 1-9.

Suzuki T., Kageura, K. (2010). Stylistic analysis of Japanese Prime Ministers' Diet addresses. In Tokunaga, T. & Ortega, A. (Eds.) *LKR 2008.* Paper presented at the Third International Conference on Large-Scale Knowledge Resources, Tokyo, 3-5 March, 318-325. Heidelberg: Springer-Verlag.

Thomas, J. (1995). *Meaning in Interaction: An Introduction to Pragmatics.* London: Longman.

Thompson, G. (1996). *Introducing functional grammar*. London: Arnold.

Traugott, E.C. and Dasher, R.B (2002). Regularity in Semantic Change. Cambridge: Cambridge University Press.

Troike, M. (1982). The Ethnography of Communication. Oxford: Basil Blackwell.

Van Dijk, T. A. (1997). "What is the Political Discourse?" In Bloom, M.J. and Bulcaen, C. (Eds.) *Belgian Journal of Linguistics: Political Linguistics*. Amsterdam: John Benjamins Company.

Wageche, I. & Chi, C. (2016). Corpus Based Study of Personal Pronoun's Rhetoric in Obama's and Xi Jinping's Diplomatic Discourse. *International Journal of English Linguistics*, 6(5), 32-42.

West, D. E. (2013). Deixis as a Symbolic Phenomenon. *Linguistik online,* 50, 6-11.

White, P. R. R. (2001). *Functional Grammar*. London: The Centre for English Language Studies.

Whittaker R., O'Donnell, M., & McCabe, A. (2006). *Language and Literacy*. London: Continuum.

Yang, Y. (2011). A Cognitive Interpretation of Discourse Deixis. *Theory and Practice in Language Studies*, (1) 2, 128-135.

Yoshida, E. (2011). *Referring Expressions in English and Japanese*. Philadelphia: John Benjamin's Publishing Company.

Appendix A: Paul Biya's 2019 message to Cameroonian youth
53ʳᵈ Edition of the National Youth Day
Head of State's Message to the Youth
Yaounde, 10 February 2019

1. *My* dear young compatriots,
2. Last year, on the same occasion, *I* drew *your* attention to the changes that were taking place in the world, which pointed to declining solidarity between nations and a recrudescence of national egoism. Unfortunately, recent trends in relations between States confirm this assertion.
3. *My* intention was to make *it* quite clear to *you* that *we* had to prepare for such eventuality by first counting on *ourselves* and then being less dependent on the outside world. That is why I made the emergence of *our* country a "national cause".
4. *It* is obvious that *you* already are and will, in the coming years, be the key actors of such emergence. In that regard, *it* is not futile to recall that for most nations, and *ours* in particular, each generation, at one moment or another, had to mobilize to uphold a cause that is considered just and necessary.
5. For *our* founding fathers, the cause was independence which is inextricably linked to national unity. For *their* successors, *it* was the establishment and consolidation of the institutions of the new State. For the next generation, *it* was the advent of democracy and social progress. For the present generation, it is modernization of the economy and social justice.
6. For *you*, the cause is first of all to protect all *our* achievements in order to better wage the struggle for emergence. Much has been done over the past years to improve *our* economic fabric. *It* will be up to you to continue on the same path. *You* will have to implement *our* major agricultural revolution, industrialization, infrastructure, as well as social, education, health and housing projects.
7. During *my* swearing-in ceremony last November, *I* asked *you* not to lose hope. *I* am repeating that request today. *I* am quite aware of *your* difficulties. *I* understand *your* aspiration for change and *your* desire to be more involved in taking decisions concerning *your* future. *I* wish to remind *you* that tomorrow's Cameroon will be built with *you*.
8. *My* dear young compatriots,
9. The year 2018 was marked by the holding of the presidential election in which *you* participated with enthusiasm either as voters, candidates or actors in the electoral process. Such participation is encouraging as *it* shows the keen interest *you* have in the affairs of *your* country.
10. *This* interest should be reinforced and sustained. *It* stands out from a practice that is now common *on* social networks and the source of worrying excesses.
11. Although the principle of *this* form of direct democracy is not fundamentally wrong, *it* unfortunately often induces *people* to adopt positions that are offensive to the authorities, political actors or ordinary citizens. Such political activism often violates not only democratic principles, but also the law.
12. There is another, more responsible and more commendable, way of being a political activist. By definition, politics refers to the management of society. Voting, standing as a candidate in an election, being elected a municipal or

regional councillor, a member of the National Assembly or a senator is engaging in politics in the noble sense of the word. If such is *your* ambition, do not hesitate to embark on that path for the good of *your* country.

13. If *you* achieve *your* ambition, *you* will be participating in building a just, democratic and fraternal society based on *our* socio-cultural realities and our historical heritage, a society to which *our* people aspire. *You* will thus contribute to the quest for solutions to the difficulties that many of *our* youths are facing in finding a job, starting a family, freeing *themselves* from outdated customs and resisting the temptation of illegal emigration which is claiming many lives.

14. *You* will also have to avoid yielding to idleness which can lead to bad habits such as delinquency and alcohol and drug abuse. The Government will have to take urgent measures to wage a merciless war against these ills that are destroying *our* youths and which, in the long run, will threaten *our* country's future.

15. *My* dear young compatriots,

16. In recent years, *I* have not been insensitive to *your* difficulties and *your* aspirations. During *my* swearing-in ceremony, *I* once more made the commitment to facilitate the social integration of youths.

17. Besides recruitments into the defence and security forces and in some sectors such as education, many ministries have implemented programmes concerning *you* in particular.

18. In that connection, the Ministry of Youth Affairs and Civic Education:

19. - launched the civic education and national integration campaign which involved more than one million youths and led to the training of 1300 conscripts by the National Civic Service Agency for Participation in Development;

20. - promoted volunteerism which has helped to train thousands of volunteers for education and health development support operations in priority areas;

21. - supported associations by providing guidance to youth organizations;

22. - achieved youth socio-economic integration by training thousands of youths, some of whom are entrepreneurs;

23. - lastly, and above all, implemented the Three-year "Special Youth" Plan involving more than 600 000 people.

24. Thus, nearly 4 000 projects have been developed in the agricultural, industrial, digital economy and innovation sectors, and adequate financing also provided.

25. Many other ministries have also implemented activities for the training and integration of youths into the world of work. *I* would like to mention in particular the efforts made by the ministries in charge of education to promote professionalization.

26. Despite *these* remarkable actions, *our* country continues to face the problem of youth unemployment. *We* all know why. *Our* economy is not buoyant enough to absorb the tens of thousands of youths joining the labour market each year. This also explains why many of *them* are obliged to accept unskilled jobs to avoid unemployment.

27. Socially, this situation has many adverse consequences. That is why *I* will continue to:

28. - encourage the Government to adopt measures to revive the economy;

29. - urge economic operators from all over the world to invest in Cameroon;

30. - advise *our* youths to seize every available employment opportunity.

31. *You* should therefore become committed actors of *our* new second-generation agricultural policy. Similarly, *you* should avail *yourselves* of the opportunities offered by the implementation of *our* Industrialization Plan and the development of digital technology. The goal is to achieve a level of growth commensurate with *our* aspiration of becoming an emerging country.

32. In this regard, there is reason to be fairly optimistic, given that *our* growth rate is once again on the increase. According to forecasts, *it* could rise from 3.8% in 2018 to 4.4% in 2019 and 4.7% in 2020, with positive spin-offs for youth employment.

33. Apart from these encouraging renewed growth prospects, mention should also be made of the role of the Ministry of Employment and Vocational Training in promoting employment. More than 500 000 jobs were created in 2018 thanks to the ongoing major projects, agricultural, road and infrastructure projects, as well as the works carried out by regional and local authorities.

34. Concerning vocational training, the 11 July 2018 law paves the way for the modernization and standardization of training. Vocational training centres of excellence are now operational *in* Douala, Limbe and Sangmelima. Last year, approved public and private training entities admitted some 40 000 trainees.

35. *There* are plans to create no less than 500 000 jobs in 2019. The Government will pursue the operationalization of a forward planning job management system. The strategic thrusts of the Priority Action Plan of the National Employment Policy will continue to be implemented.

36. Access to vocational training will be improved by diversifying sectors and increasing training in new centres. The level of training will be improved through the establishment in Yaounde of the National Institute for Trainer Training and Programme Development.

37. What *I* have just said underscores the laudable efforts made by the Government to provide *our* youths with quality training and to facilitate *their* integration into working life.

38. *My* dear young compatriots,

39. The past few years have not been easy for *our* country in both the economic and security spheres. Thanks to the virtues of *our* people, particularly *their* courage and spirit of selflessness, *we* have not only overcome *our* challenges, but have also continued to forge ahead. *Our* youths can learn from *this* example.

40. *In conclusion*, *I* would like to remind *you* that challenges help to strengthen *one's* resolve. For *my* part, rest assured that *I* am determined to pursue with *you* *our* common vision of a democratic, just and prosperous society. Such a society is possible only in a Cameroon that is united in *its* diversity.

41. *I* count on *you*.

42. Happy Youth Day to *you* all!

43. Long live *Cameroonian youth*!

44. Long live *Cameroon*!