



**THE INTENDED MEANING OF DEICTIC EXPRESSIONS IN BARACK
OBAMA'S FIRST INAUGURAL ADDRESS OF 20Th JANUARY 2009**

THESIS

Written by

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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
JEMBER UNIVERSITY**

2016



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THESIS

Presented to the English Department,
Faculty of Humanities, Jember University,
as One of the Requirements to Obtain
the Award of Sarjana Sastra Degree
in English Studies

Written by

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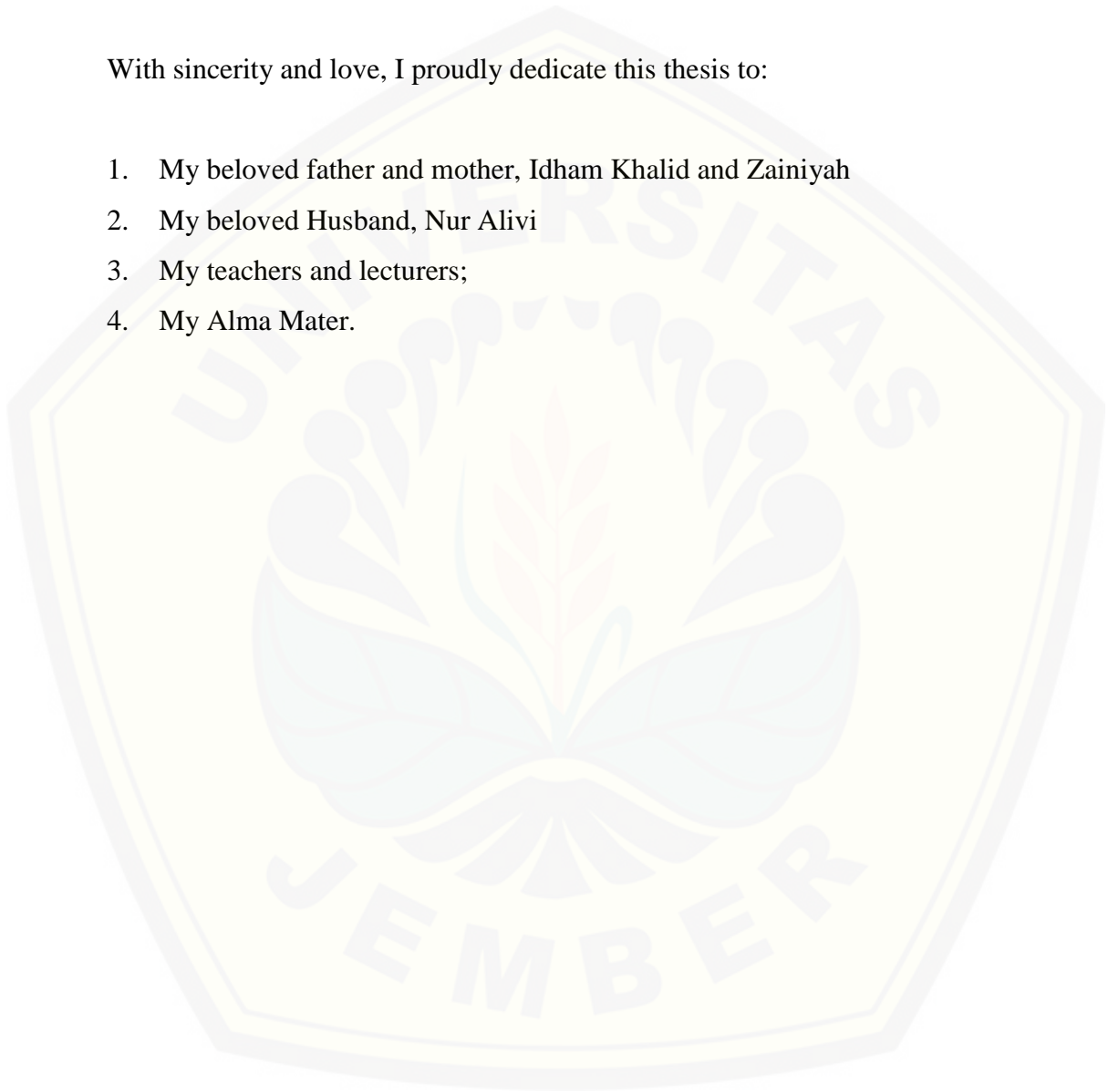
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2016

DEDICATION

With sincerity and love, I proudly dedicate this thesis to:

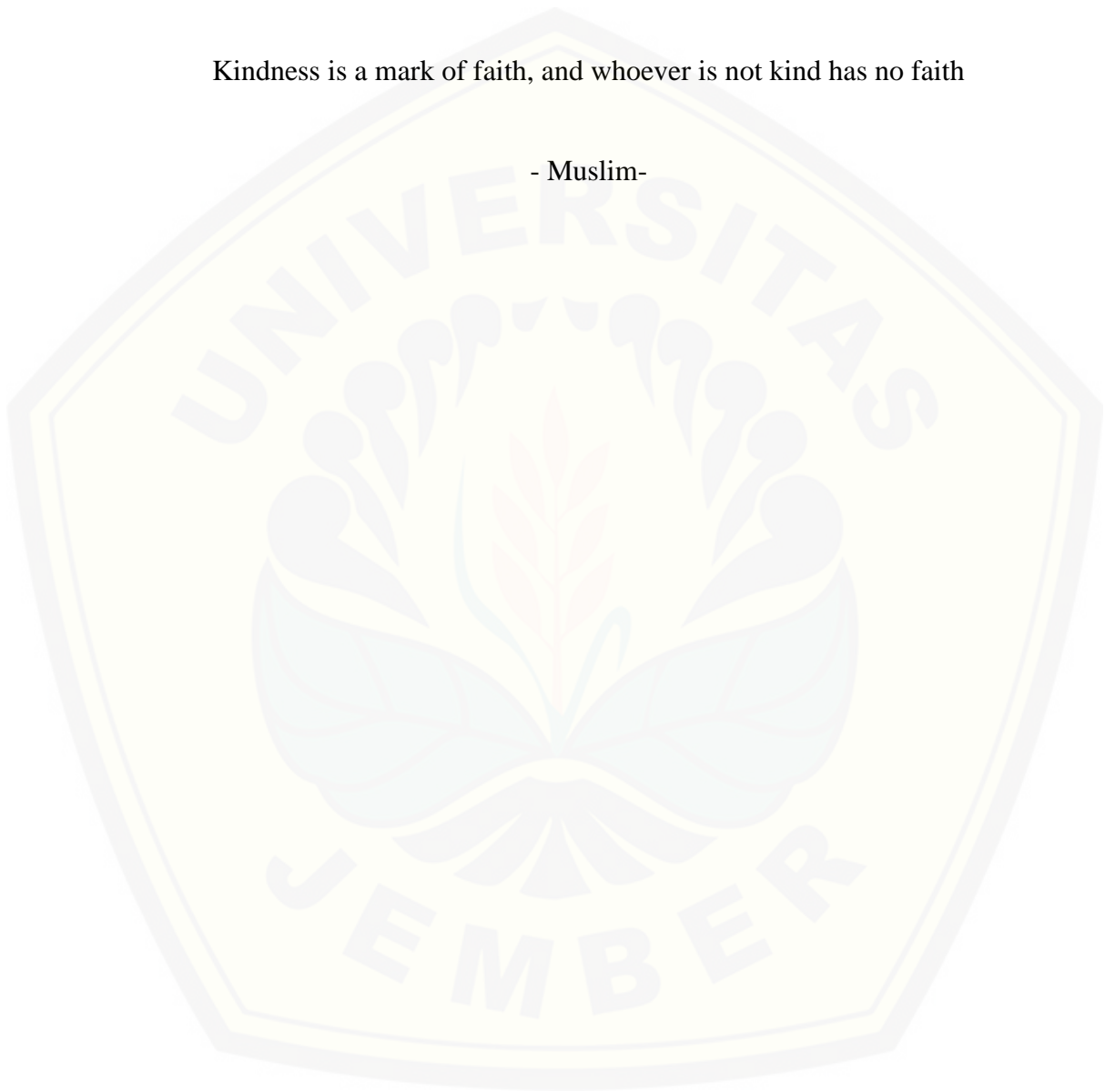
1. My beloved father and mother, Idham Khalid and Zainiyah
2. My beloved Husband, Nur Alivi
3. My teachers and lecturers;
4. My Alma Mater.



MOTTO

Kindness is a mark of faith, and whoever is not kind has no faith

- Muslim-



DECLARATION

I hereby state that the thesis entitled *The Intended Meaning of Deictic Expressions in Barack Obama's First Inaugural Address of 20th January 2009* is an original piece of writing. I certify that the analysis and the research described in this thesis have not been submitted for any other degree or any publication.

I certainly certify to the best of my knowledge that all sources used and any help received in the preparation of this thesis have been acknowledged.

Jember, December 2, 2016

The Candidate,

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Jember, December 2, 2016

Ima Khairun Amala

SUMMARY

The Intended Meaning of Deictic Expressions in Barack Obama's First Inaugural Address of 20th January 2009; Ima Khairun Amala, 090110101097; 2016; 142 pages; English Department, Faculty of Humanities, Jember University.

The use of language may have different meaning. A speaker may mean something different of what the sentence means, or a speaker may mean something opposite than the sentence means or he may even mean something more than what the sentence means. However, there are several ways in linguistic study in interpreting the meaning of sentence. One of them is by relating the structure of sentence and the context in which they are used. The most obvious way in which the relationship between language and context is reflected in the structure, called deixis. Thus, this research deals with deixis. It examines the use of deictic expressions in the address. The purpose of this research is to find out the dominant type of deixis and to show the intended meaning of deictic expressions used in the address.

The object of this study is Barack Obama's *First Inaugural Address* since it presents deixis phenomena where almost in every sentence of the address contains deictic expressions. The data of this thesis are Barack Obama's *First Inaugural Address* script.

This research uses three steps in processing the data found. The first is identifying the utterances in the address script. The second is classifying the data into each type of deixis based on the theory of deixis by Levinson. The last is analyzing the data using deixis theory and context of situation to find out the intended meaning.

The results of this research show that Obama uses all types of deixis in his first inaugural address. However, the dominant type of deixis found in the address

are '*we-inclusive*' of person deixis with the total number of 140 (27.5%), simple present tense of temporal deixis with the total number of 132 (26%), and spatial deixis '*this*' with the total number of 32 (6.3%). These types of deixis respectively become Obama's context. In other words, the attention of Obama in his first inaugural address is proximal deixis. These kinds of deixis have intended meaning; 1) '*we-inclusive*' is the way to unite people, to get support from the people by making them as if the co-author of his speech; 2) simple present tense of temporal deixis is to emphasize how important the moment (the day) of Obama's presidential oath; 3) spatial deixis '*this*' is to show the greatness of his new government, to distance his government and predecessor, to show Obama's position while giving the speech, and to convince that Obama's government is the right one to have a new hope.

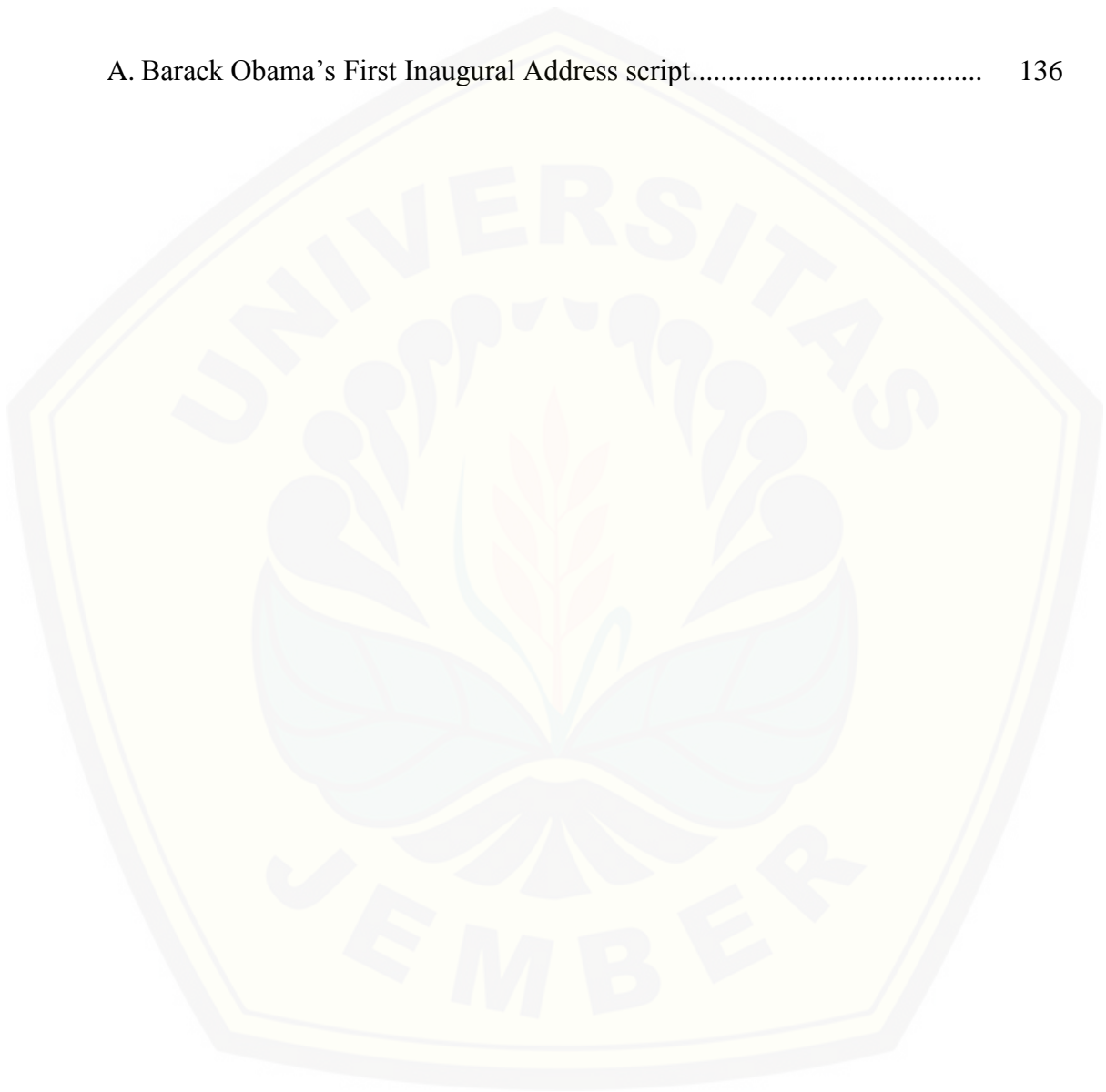
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CHAPTER 1. INTRODUCTION

This chapter provides the general idea of the whole thesis which consists of six sub chapters: the background of the study, problem to discuss, research questions, the scope of the study, the goals of the study and the organization of the thesis. The background of the study reveals the thought in conducting the thesis. It is followed by problems to discuss which explain the problem of the research analyzed in this thesis. The scope of the study concerns with the limitation of the study. The goals of the study are the goals that the writer wants to achieve in conducting the thesis, and the organization of the thesis shows how this thesis is organized.

1.1 Background of the Study

Language is a device by means of communication. By language people can easily deliver anything they mean. Therefore, the use of language has many purposes, such as to convince, to persuade, to order, etc. Language consists of several components, like sentences, phrases and words. Each component has a certain meaning when it is uttered by someone. Each sentence, phrase, or word may have more than one meaning when they are used. Searl (1979:118) argues that every sentence uttered by a speaker may have various meanings. For example, in uttering a sentence a speaker may mean something different from what the sentence means, as in the case of metaphor; or a speaker may mean something opposite than the sentence means, as in the case of irony; or he may even mean something more than what the sentence means, as in the case of conversational implicature and speech act. Hence, understanding meaning in a sentence is crucial to know the purpose of the speaker by saying that sentence.

In understanding the meaning of a sentence uttered by a speaker, there are several ways provided in linguistic study. One of them is by relating the structure of a sentence and the context at which it is uttered by a speaker. The structure of a

sentence and context are linked each other to gain the appropriate meaning of the sentence.

For example: (a) Put *it there* and bring *that one here*.

From the example (a), some of words in the utterance, such as *it*, *that*, *there*, and *here*; rely on the knowledge of context in order to be interpreted. Without context it would be a vague sentence. Therefore, the relation between the structure of sentence and context is important in understanding the meaning. Those words like *it*, *there*, *that*, and *here* can be ambiguous if we are not aware to the context of the speaker. In English, there are still many words or expressions that need context to understand the meaning in a sentence. These words are called deictic words. Deictic word is also called deixis.

According to Levinson (1995:12) “deixis refers to the phenomena wherein understanding the meaning of certain words and phrases in an utterance requires contextual information” (in *Deixis in Modern Linguistics and Outside*). Moreover, Yule also describes deixis is the way to point out something by language. Furthermore he adds “deixis is clearly a form of referring that is tied to the speaker’s context” (1996:9). From these definitions, it means that deixis concerns on some words whose function is to point things out and need a context to interpret the meaning in a sentence. Although deixis is the most obvious way to express something by word, however deixis also can be a source of ambiguity. For example:

(b) A: *I cut this finger*’.

Based on the utterance (b), we know that the speaker means one of his fingers hurts. However, we have to consider which finger that the speaker means actually. The deictic word *this* in that utterance has a function to show which finger actually hurts. Unfortunately, we cannot directly know the meaning of the word *this* if there is no more information about *this*. Therefore to understand the meaning of the word *this*, it needs more deictic information of the speaker, such as holding a finger when he utters that expression. From this phenomenon, it can be said that the use of deixis does not always go straight. The use of deictic expression in a sentence cannot be simply understood without analyzing it.

Levinson (2004: 22) believes that “the analysis deixis is much complicated by their multi - functional role in language - they are often used not only to point things out, but to track referents in discourse”. It means that to analyze the meaning of deixis in a sentence does not merely by to know it from the function of the deixis itself that point things out. The meaning of deixis relates to the way how deictic expressions in a sentence are able to bring some references in which the meaning can be interpreted in discourse.

Moreover, Levinson says that most of deictic expressions often relates to implicit meaning (2004: 40).

For instance: (c) *John is standing here just now.*

The utterance (c) implicates that John leaves immediately before the utterance above is said or it implicates that John is not standing in the place where the speaker means anymore. Based on this phenomenon, the meaning of deixis in a sentence or utterance does not simply as it is. It needs more analyzing in order to understand the intended meaning of the deictic expression itself. Therefore, Levinson (2004:1) states that deixis is also a device to introduce the attention and intention of the speaker.

Those kinds of phenomena of deixis above also happen in Barack Obama’s first inaugural address. As we know that the election of Barack Obama becomes a history in the whole time of American era since he is the first African-American President in America. He was inaugurated as the 44th President of America on 20 January 2009. The new elected president Obama raises a new spirit to the citizen. It can be seen that there were so many citizen who were really enthusiast attended to the first Obama’s inauguration presidential ceremony. Inaugural ceremony is an important event for a new elected president to build the power, to address not only domestic issues, but also problems abroad. He also has to capable of drawing a clear-cut distinction between his new government and his predecessors. In the inauguration ceremony, Barack Obama has to convince the citizen that he is the right person to lead and to handle the job through his inaugural address. Thus, in his first inaugural address Obama uses many deictic expressions to convey all of his intention and attention. For instance :

I stand here today humbled by the task before us grateful for the trust you have bestowed....On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord.

In the piece of the speech, Obama used some deictic expressions in his utterance. It cannot be denied that the meaning of deixis in that utterance is broader when it is analysed based on deixis theory (Levinson: 1983) and the context of situation theory (Brown and Yule: 1983). Therefore deixis theory by Levinson and context of situation theory by Brown and Yule are adopted in this study to analyze deictic expressions found in Barack Obama's first inaugural address to find out the attention and intention of Barack Obama.

1.2 The Problem to Discuss

In the first inaugural address, Obama used deictic expression in each sentence he uttered. Every sentence uttered by Obama involves more than one deictic expression. It means that deixis is such an important element in Obama's first inaugural address because he used deixis in all sentences of his address.

1.3 Research Questions

This study focuses on three main problems. The research question is presented as the following questions:

1. What dominant type of deixis is found in the address?
2. What is the attention of Barack Obama in using such deictic expressions?
3. What is the intended meaning of the dominant type of deictic expressions found in Obama's address?

1.4 The Scope of the Study

In order to avoid strayed explanation in this thesis, it is necessary to limit the problem and theories. This study is a pragmatic analysis based on Levinson's deixis theory where the type and the usage of deixis used as a tool to analyze the data is in accordance with the context of situation in the address. The object of

this study is speech by Barack Obama in the first inaugural presidential ceremony in the form of written text in the speech script. The focus of this thesis is the sentences uttered by Barack Obama which involve deixis to imply meaning in the address.

1.5 The Goals of the Study

This study is conducted to achieve the goals mentioned as follows:

1. To find out the dominant type of deixis in Barack Obama's first inaugural address.
2. To find out the attention of Barack Obama in using such deictic expressions.
3. To reveal the intended meaning of deictic expressions found in Obama's address.

1.6 The Organization of the Study

This thesis is divided into five chapters: introduction, theoretical review, research methodology, discussion and conclusion. The first chapter presents the general view of the thesis, it consists of the background of the study, the problem to discuss, the scope of the study, the goals of the study and the organization of the thesis. The second chapter, theoretical review, provides brief description of theoretical framework related to the topic. The third chapter concern with research method applied in this thesis. Chapter four elaborates the result and discussion. It discusses the analysis of deixis on some sentences taken from the first inaugural address by Barack Obama script and the implied meaning in accordance to the context of situation. The last chapter is the conclusion of the analysis in this thesis.

CHAPTER 2. LITERATURE REVIEW

This chapter provides the theories related to the topic being discussed in this thesis. It consists of two sub chapters: previous research and theoretical framework. The previous research tells the readers about the former research that is related to the topic of this thesis. The theoretical framework provides the theories that are used in this thesis: Deixis, Type of Deixis, the Usage of Deixis, and the last is Context of Situation.

2.1 Previous Research

There are several researches which analyze the use of deixis as a tool to reveal a particular problem. The first research is a thesis written by Ekasari (2009). The purpose of this study is to describe the use of deictic expression in the drama. This study examines not only deictic expressions used but also the usage of deixis used by characters in the drama. Levinson's theory of deixis is used to analyze the data. This theory proposes five types of deixis ; person, temporal, spatial, discourse, and social deixis, and also there are five kinds of usage of deixis mentioned in this study; anaphora, cataphora, exophora, gestural, and symbolic. She uses mixed method because the analysis of data is not only descriptive in the form of words or utterances but also interpretative in the form of numerical. The result of this research shows that the drama used all types of deixis and the highest frequency of deictic expressions used in the play is person deixis. Moreover, this research also shows that the characters also used all types of usage of deixis in the drama and the highest frequency of the usage of deixis is exophora.

Second is a journal written by Sultan and Younis (2010). This study offers justifications for some poet's use of deixis in its elegies. This study aimed to describe a distinction between an illusion and a real life in some elegies by using deixis theory as an approach. Theory of deixis is used in this study because deixis provides phenomena of interchangeably between proximity and distance.

Levinson's theory of deixis (1983) also applied in this study to analyze the data. This theory proposes five types of deixis; person, temporal, spatial, discourse, and social. The writer used a qualitative method to analyze the data in the form of sentences. The results of this study explained that in elegies poets wandered between two worlds; the world of illusion when the ones whom they mourn over become close to them in the world of remembrances and the world of reality where they become far and distal. Hence, they use deixis to express this controversy. Such as, the person deixis '*you*', the place deixis '*here*' and the time deixis '*now*' are used to form the first world, while '*he*', '*there*', and '*then*' are used to refer to the world of death where everything is proximal in existence.

All studies above analyze the use of deixis. Those studies help the writer of this thesis to do research of the same field especially in term of theory which is used to analyze the data. However, those studies have differences. They used a theory of deixis to reveal a particular problem. The first study used deixis theory to describe deictic expressions in the utterances of the drama, while the second study used deixis theory to describe a distinction between an illusion and a real world in some elegies. They also used different type of research. The first research used mixed method, while second used only qualitative research. Meanwhile, this study provides and focuses on the use of deixis in Barack Obama's first inaugural address to find out the intended meaning and used mixed method to analyze the data.

2.2 Theoretical Framework

The ways of interpreting the speech or text may vary from one situation to another. But one can easily understand the meaning of the speech by considering the structure of the language and the context. Here, deixis is used as the way of obtaining the interpretation of speech. Hence this chapter provides all information about how we can understand the meaning of a speech or utterance through the use of deixis.

2.2.1 Deixis

Deixis is an example of pragmatic explanation in understanding linguistic phenomena. It is the most obvious way in which the relationship between language and context is reflected in the structure (Levinson, 1983:54). Deixis originates from Greek word 'deiktikos' which means 'pointing'. It is defined as the way to point something by language (Yule, 1969:3). Webster dictionary defines deixis is "the pointing or specifying function of some words (as definite article and demonstrative pronouns) whose denotation changes from one discourse to another". (<http://www.merriam-webster.com/dictionary/deixis>). It means that deixis relates to some words which have function to show or to refer something and it does not have constant meaning, the meaning may change depends on the discourse.

According to Levinson (1983:55) deixis "concerns the relationship between the structure of language and the context in which they are used". Moreover, Fillmore (1997: 59) also defines that deixis is "a lexical items and grammatical forms which can be interpreted only when the sentences in which they occur are understood as being anchored in some social context". This indicates that deixis is not merely about certain words, but also a grammatical form in a sentence. In this point of views, deixis does not only have a function as grammatical form in a sentence, but it also has the same duty of the certain words to specify something. Thus, deixis refers to any words and grammatical forms which are used to identify something in a sentence or utterance and need context to interpret the meaning.

Deixis basically happens in verbal communication because it relates to the speaker's context (Yule, 1996: 9). Every deictic expression which is uttered in verbal communication may have a fix meaning but it needs more information to interpret the intended meaning of it. It means deixis in an utterance actually has broader interpretation than what is said. Here, speaker's context is important to give more information to make it easy in interpreting the meaning of deictic expression. The context may include; who is speaking, where and when the

deictic expression is being spoken, the current location in the discourse, etc. However the explanation of context will be more discussed in the next discussion. Beside the importance of speaker's context, there is also other aspect to give more information in interpreting the meaning of deictic expression which is occurred in verbal communication. That is the deixis use. Levinson (2004: 22) believes that "the analysis deixis is much complicated by their multi - functional role in language - they are often used not only to point things out, but to track referents in discourse". It means the interpretation of deixis does not simply as it is, but more complex than it is when it relates to the way how deixis is used to track a reference in discourse. For instance:

(a) *Hey you, you just scratched my car with your Frisbee.*

(Levinson, 1983:71)

In the utterance (a) above, the speaker uses a kind of deixis, namely vocative, to call the addressee. The speaker applies vocatives by means he/she does not know who the addressee is. The aim of the speaker applies vocative deixis is to tell the addressee about something happens. '*You just scratched*', the speaker again applies deixis in his/her utterance, namely past tense of temporal. '*Just*' is a kind of temporal deixis which means something happens in a very short span before the speaker says the utterance. It implies that the speaker wants the addressee to be responsible about it. Therefore, the speaker applies vocative and temporal deixis in his/her utterance to tell the hearer to be responsible about a thing.

2.2.2 Distance and Egocentric

Deixis does not just refer to some words and grammatical form which have a function to point out something. However, it is also relates to "distance". Yule (1996:9) states "deixis is clearly a form of referring that is tied to speaker's context, with the most basic distinction between deictic expressions being 'near speaker' versus 'away from speaker". Moreover Semino also argues "deixis involves a subjective distinction between what is perceived as "proximal" to the deictic centre and what is perceived as "non-proximal" or "distal"(deixis and

fictional minds). It means proximal (near speaker) and distal (away from speaker) is subjective depends on the speaker's context or deictic centre. Deictic centre concerns on the speaker's here-and-now when he uttered the utterance. Lyons (1995:304) regards every act of utterance as occurring in a spatio-temporal context, or zero point, can be referred to as the here-and-now. The deictic centre is regarded as egocentric (Lyons, 1995:305). Egocentric typically the ego of the encoder represents the center of orientation (Semino Elena). It means egocentric represents the centre orientation of the speaker. Further, Levinson (1983: 63) states "it is generally true that deixis is organized in an egocentric way". Since deixis is tied to egocentric, that is way Levinson (2004: 1) believes that deixis is also a device to introduce the Attention and intentional of the speaker.

Egocentric or deictic centre is constituted as follows: (i) the central person is the speaker, (ii) the central time is the time at which the speaker produces the utterance, (iii) the central place is the speaker's location at utterance time or coding time, (iv) the discourse centre is the point which the speaker is currently at in the production of his utterance, and (v) the social centre is the speaker social status and rank, to which the status or rank of addressees or referents is relative (Levinson, 1983). Related to this study, the distance concept is used to find out the egocentric of Barack Obama in his first inaugural address. The egocentric of Barack Obama is very helpful to figure out his centre orientation (attention).

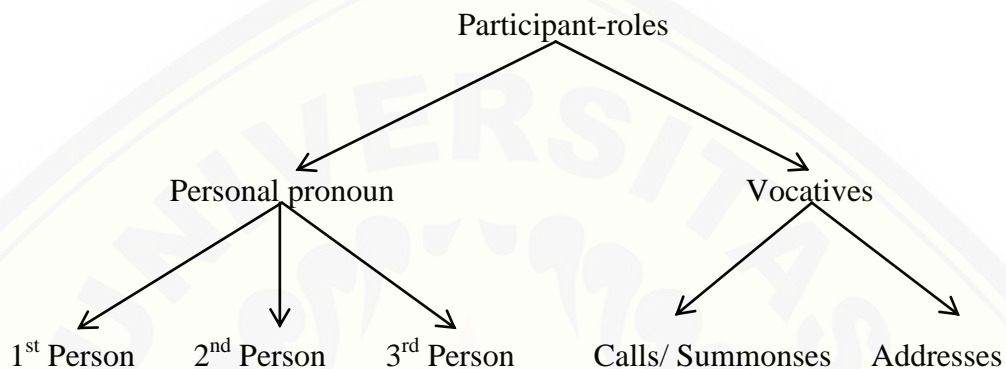
2.2.3 Type of Deixis

English has many words or lexical items which categorizes into deictic word. Besides, it also has a certain grammatical form or the structure which also involves to the category of deixis. Therefore, deixis type is divided into five categories according to Levinson (1983).

2.2.3.1 Person Deixis

Person deixis concerns on the participants in the speech event. Levinson (1983:68) states that person deixis is reflected directly in the grammatical categories of person which is described in the participant-roles. The participant-roles are divided into two major categories. The first is personal

pronoun which is divided into first, second and third person. The second is vocatives. Vocatives are noun phrase which are used to address someone, but they are not an argument of predicate. They only often used to accompany a sentence. Vocatives divided into calls/summonses and addresses (Levinson, 1983:69-71). These participant-roles can be illustrated by the diagram below:



Furthermore, Levinson (2004) explains more about the use of personal pronoun in deixis.

1. **First Person** is noun phrase refers to the speaker which symbolize (+S). Moreover, first person in the role-participants of speech event are not merely about who is speaking, but more than that. It is much of complex in the use of first person plural. The meaning of ‘plural’ in this case is not because the number of speaker is more than one when utters a sentence, but it deals with how the speaker bring himself in the speech event. ‘We’ is the notion for the first person plural. it is distinguished in several group as follows:

- i. ‘We (+S+A)’ includes the speaker and the addressee.

For instance: *Let’s go to the cinema!*

*Why are **we** waiting?.*

- ii. ‘We (+S+A+O)’ includes the speaker, the addressee and other

For instance: S1: ***We** supposed to go now.*

S2: *But she is still on her way.*

- iii. ‘We (+S-A) and (+S-A+O)’ includes the speaker and someone else/other in which the speech takes place, but does not include the addressee.

For instance: *We saw you in the garden this morning.*

We didn't invite you to the party tonight.

These different patterns of the use first person plural ‘We’ are called INCLUSIVE *we* {(+S+A), (+S+A+O)} and EXCLUSIVE *we* {(+S-A), (+S-A+O)} in many language.

2. **Second Person** is noun phrase refers to the addressee which symbolize (+A). For the second person pronoun, English only has one lexical item to mention either singular form of second person or plural form of second person that is ‘you’. However Levinson (2004:113) says that “in some pronominal systems “plural” can be neatly analyzed as augmenting a minimal deictic specification with ‘plus one or more individuals’ (AUG)”. The second person plural may be differentiated by considering the lexical additions, e.g., *you people, you boys, you guys.*

- i. ‘You (+A+AUG)’ means the meaning of *you* is more than one person.

For instance: *You all* may leave now.

- ii. The use of second person plural also can be considered by the reflexive form.

For instance: *You have to find yourselves a new home.*

3. **Third Person** is noun phrase does not refer neither to the speaker nor addressee which symbolize (-S,-A) or (O). As related to the third person, gender distinction is manifested only in third person singular.

- i. (-S-A+O) singular relates to the gender, e.g., *he, she, and it.*

For instance: *He* saw himself in the mirror

She is five years older than him

- ii. (-S-A+O) plural relates to the number of other. In English this third person plural is *they.*

For instance: *They* know that you are here.

In addition, Levinson (1983: 71) also includes vocatives as the participant-roles which are divided into:

1. Calls/Summonses are “natural initial in the speech and it can be said as independent speech acts in their own right”.

For instance: *Hey you*, you just scratched my car with your Frisbee.

2. Addressees are “parenthetical and can occur in the sorts of location that other parenthetical can occupy”.

For instance: The truth is, *Madam*, nothing is as good nowadays.

Those kinds of participants-roles are used to identify person deixis in the sentences of Barack Obama’s first inaugural address. Further it also helps in analysing the intended meaning of Barack Obama uses such kind of participant-roles in each sentences he produced.

2.2.3.2 Temporal Deixis

Temporal deixis refers to the time at which the speech event occurs. Every language has ways of indicating event in time, although they may differ from one another. In English, time is such crucial element in a sentence or utterance to have a fix time point. For Levinson (1983:73) it is better to distinguish between *coding time* (CT) and *receiving time* (RT)”.

1. Coding time (CT) concerns on the moment of utterance (or inscription).

For instance: *This programme is being recorded today, Wednesday April 1st, to be relayed next Thursday.*

2. Receiving time (RT) concerns on the moment of reception. For instance:

This programme was recorded last Wednesday, April 1st, to be relayed today.

Considering the two times above, the focus of this research here is *coding time* (CT) because it analyzes the moment of utterances in Obama’s speech not analyzing a kind of dialog or conversation that probably need receiving time (RT).

Temporal deixis is tied to the time distance of an utterance which concerns on the span after CT. Fillmore (1997:68) relates it to the proximal

deictic time that is a term to identify a particular time as coinciding with, being close to, or being same larger time unit as CT. this proximal deictic time categorizes as follow:

1. Measures unit, e.g., *now*, *recently*, *soon*, etc.

The various meaning of *now* can be explained by the following example:

- a. To indicate something at the present time (adverb at present).

For instance: *she used to be a teacher, but **now** she works in publishing.* (Cambridge dictionary: third edition)

- b. Very immediately after.

For instance: *Drink it **right now**.*

- c. Very immediately before.

For instance: *We'll visit the mausoleum **just now**.*

- d. Infinite period.

For instance: *I am **now** working on a Ph. D*

2. Calendric unit, e.g., *Monday*, *day*, *week*, *month*, *year*, etc. this units are often followed by deictic modifier, e.g., *this*, *next*, *last*, etc.

3. Lexicalization can define as a lexical item which is lexicalized as a new lexical item. For example, in English instead of '*this day*' there is '*today*', instead of '*last day*' there is '*yesterday*', instead of '*next day*' there is '*tomorrow*'. For the day subdivisions English has '*this morning*', '*this afternoon*', but not '*this night*' rather '*tonight*' (Fillmore, 1997:70-71).

Beside the proximal time deixis, there is also grammatical expression of temporal deixis. However not all languages have a grammatical expression of temporal deixis. In English, grammatical expression is called tenses. According to Levinson (1983:77) tense "is one of the main factors ensuring that nearly all sentences when uttered are deictically anchored to a context of utterance". This means tense ensures that almost all sentences or utterances are deictic in which the interpretation depend on the context. Moreover, tenses are traditionally categorized as ABSOLUTE and

RELATIVE (anterior or posterior to a textually specified time). Absolute tenses include past vs. non past. Whereas relative tenses include pluperfect. Furthermore Levinson believes that the meaning of tense in utterances or sentences is often relates to the implicatures. For instance:

Believe it or not, Steve used to teach syntax.
(Levinson, 2004)

The sentence has an implied meaning that Steve does not teach syntax any longer or Steve teaches other subject, but syntax (Levinson, 2004:40).

Related to this study, those kinds of temporal deixis are used to classify temporal deixis used by Barack Obama in his first inaugural address. Beside that, they also helps the analysis of this study in term of implied meaning at coding time.

2.2.3.3 Spatial Deixis

Spatial deixis concerns the specified location of participant at coding time (CT). It relates to the place or location of ‘near speaker’ which is called proximal term and ‘away from speaker’ which is called distal term (Yule, 1996:9). Spatial deixis is not merely a term to name a various kind of place words. It relates the way of participant describes the location or may direction at coding time (CT).For instance:

*Place it **here**.*
(Levinson, 1983:80)

The utterance above indicates that the speaker ask someone to put something at the place where the speaker is pointing. *Here* is a word of place where the location is near speaker. However, the intended meaning of *here* is more than just it is, but based on where or the exactly place the speaker means, for example on the table. Thus *here* may be glossed as on the table which is near or close to the speaker’s position. Other example:

*Put it **here** and **this here**.*

The utterance above points the place where someone should put the things. Based on the utterance, there are two different positions shown by the speaker, but it is said in the same expression, that is *here*. The

expression *here* and *here* indicate the location near the speaker, but it may be in different point. Consider the expression “Put them here”. In this utterance, it is clear that the thing should be put in the same place which is expressed only by a single *here*. The intended meaning of *here* and *here* in the utterance above can be analyzed by considering how the speaker expresses the deictic word *here* in different way at coding time (CT). Hence the expressions of spatial deixis may have a fixed meaning, but they have different intended meaning when it relates to the way how they are used by a speaker at CT.

According to Levinson (1983: 80-83) there are three kinds of spatial deixis in English as follow:

- a. Adverbs of place, e.g., *here* and *there*.
- b. Demonstrative pronouns, e.g., *this* and *that*.

The shift of demonstrative pronouns is called empathetic deixis.

1. From *that* to *this* to show empathy
2. From *this* to *that* to show emotional distance

- c. Motion verbs, e.g., *come* and *go*.

1. Come is a verb toward the place of speaking

For example: *He didn't **come** home.*

2. Go is a verb moving away from the place of speaking

For example: *He is **going**.*

Those kinds of spatial deixis are used to classify the specific place/location in the sentences of Barack Obama's first inaugural address and to help this study in analysing the implied meaning of each spatial deixis used by Obama.

2.2.3.4 Discourse Deixis

Discourse deixis concerns on the use of expression that refers to some portion of discourse in the utterance itself (Levinson, 1983: 85). For instance:

I bet you haven't heard this story.

That was the funniest story I've ever heard.

(Levinson, 1983:85)

Those expressions *this* and *that* are not a demonstrative form in spatial deixis. *That* and *this* do not refer to a specific location, but they refer to some portion in that utterance itself. *This* may refer to the whole story that will be read after the utterance (forthcoming portion). *That* may also refer to the whole story that had been told before (preceding portion).

To understand that the utterance consists of discourse deixis, Levinson (1983:86) argues that discourse deixis expressions are often used to introduce a referent rather than it used to refer to the same entity thereafter. Therefore, the referent of discourse deixis can be obtained by considering the three ways:

1. The relation between discourse deixis and mention/quotation.

For instance:

A: That's a rhinoceros.

B: Spell it for me.

(Levinson, 1983:86)

It and rhinoceros are not the same entity in that dialog. But, it refers to the word of rhinoceros. In this case, it is an expression used to mention the word rhinoceros rather than used to replace the entity of rhinoceros.

2. Pronominalization/ pronouns of laziness

For instance:

The man who gave his paycheck to his wife was wiser than the man who gave it to his mistress.

(Levinson, 1983: 86)

The expression *it* in the utterance above is not co-referential with his paycheck, but it refers to the prior noun phrase, the paycheck of the man whose mistress got it.

3. Impure textual deixis

For instance:

A: I've never seen him.

B: That's a lie.

(Levinson, 1983:87)

In the dialog above, the expression *that* does not refer to any entity in the previous utterance. That refers to a statement made by A. Considering all examples above, it can be concluded that the referent of discourse deixis itself would be in some portions of the utterance itself.

Therefore, related to this study, those kinds of discourse deixis are used to identify discourse deixis in the sentences of Barack Obama's first inaugural address and to analyze implied meaning of them.

2.2.3.5 Social Deixis

Levinson (2004: 50) defines social deixis as follow:

“Social deixis involves the marking of social relationship in linguistic expressions, with direct or oblique reference to the social status or role of participants in the speech even”.

It means social deixis relates to the social information which is encoded in the social status in the utterance. Thus social deixis is much more to do with honorifics. Honorifics are a kind of tittle to address someone for showing or giving honor or respect. (Cambridge Advanced Learner's Dictionary: Third Edition). According to Levinson (1983) there are two basic kinds of socially deictic information. They are absolute and relational. In addition Levinson (2004) explains the parameter of social deixis as table follow:

Axis	Honorific Types	Other Encodings
(1) Speaker to referent	Referent honorifics	Title
(2) Speaker to addressee	Addressee honorifics	Addressee forms
(3) Speaker to non-addressee participant	Bystander honorifics	Taboo Vocabularies
(4) Speaker to setting	Formality levels	Register

(Adopted from Levinson, 2004: 51)

Here, Referent honorifics and addressee honorifics seems to be a same referent, but they can be distinguished by considering that referent honorifics is a referent to show honor which is uttered directly to the target. For example the use of T/V forms. Whereas, addressee honorifics can be conveyed without necessarily to the target, for example: *'The soup is hot'*. This sentence is uttered to show or give an honor to addressee who cooks the soup. The third is bystander honorifics/ taboo vocabularies used for signaling respect to non-addressee participant, for example: in Australian language *'Yeli Dnye'* to address parents or siblings of the spouse. The fourth is formality levels used to express something in formal situations, for example; in European language *'eat become dine'*, *'home become residence'*, etc. (Levinson, 2004: 53)

Other type of social deixis is absolute. There are two kinds of absolute social deixis. They are authorized speaker, for example; in Thai *khrab* is a polite particle that only be used by male speakers or *kha* that only be used by female speaker, and authorized recipients, for example; *Your honor, Mr. President*, etc.

Those kinds of social deixis is also used to classify and analyze the intended meaning of such kind of social deixis expression used by Obama in his first inaugural address.

2.2.4 The Usage of Deixis

The intended meaning of deictic expressions in a sentence or utterance can be obtained by considering the deictic information and the context of speaker

itself. Here, deictic information can be obtained by considering types of deixis applied in a sentence and the way how deictic expressions used in a sentence, namely the usage of deixis. Levinson (1983: 68) states that there are two kinds of the deixis usage as follows:

2.2.4.1 Deictic

- a. Gestural is the way of deictic expressions to point something by monitoring the speech event. For instance:

*“I hurt **this** finger”.*

(Requires gesture or presentation of finger)

(Levinson, 2004: 23)

- b. Symbolic is the way of deictic expressions used to point something that requires the knowledge of the basic spatio-temporal parameter of the speech event for the interpretation. For instance:

*“I like **this** city”.*

(symbolic usage: does not require gesture)

(Levinson, 2004: 23)

2.2.4.2 Non-deictic

- a. Non-anaphoric

For instance:

*“Do you remember **that** holiday we spent in the rain in Devon?”.* (Does not refer to the same entity before or after the sentence)

(Levinson, 2004: 23)

- b. Anaphoric refers to the same entity thereafter.

For instance:

*“The cowboy entered. **This** man was not someone to mess with”.*

(refers to the same entity; cowboy)

(Levinson, 2004: 23)

2.2.5 Context of Situation

Context of situation is other important element to interpret the intended meaning of deictic expressions used by Obama in his first inaugural speech. Thus, a theory of context by Brown and Yule is adopted in this research to obtain more understanding the importance of context in analyzing deictic expressions in a

sentence or utterance. According to Brown and Yule (1983: 41) there are several features of context which are needed to interpret the meaning of deixis:

1. Possible-world co-ordinate: this feature is to account for states of affairs which might be, or could be, supposed to be, or are
2. Time co-ordinate: to account for tensed sentences and adverbials like today or next week
3. Place co-ordinate: to account for sentences like here it is
4. Speaker co-ordinate: to account for sentences which include first person reference (I, me, our, etc.)
5. Audience co-ordinate: to account for sentences including you, yours, yourself, etc.
6. Indicated object co-ordinate: to account for sentences containing demonstrative phrases like this, those, etc.
7. Previous discourse co-ordinate: to account for sentences including phrases the latter, the aforementioned, etc.
8. Assignment co-ordinate: an infinite series of things (sets of things, sequences things. . .)

Since deixis is tied to the context of situation to interpret and to refer the intended meaning, thus those elements of context are applied to support the analysis of deictic expressions used by Barack Obama in his first inaugural address.

CHAPTER 3. RESEARCH METHODOLOGY

This chapter presents the research method and the procedures designed to answer the research questions. The discussion covers the type of research, research strategy, data collection, data processing and data analysis.

3.1 The Type of Research

This research applies both qualitative and quantitative research. The qualitative method is used in this research because it analyzes the data in the form of text (Obama's first inaugural address script). Whereas, the quantitative method is applied in this research because it analyzes the data in the form of numbers in each types of deixis which are used by Obama in his first inaugural address. Both of the research types are in line with the type of research which is proposed by Mackey and Gass (2005:2) that quantitative research generally followed by quantification of data and uses numerical as the analysis. While qualitative research generally is not followed by the quantification of data, the data cannot be easily quantified, and use interpretative rater than statistical (numerical) as the analysis.

3.2 Research Strategy

This study uses mixed method strategy because the research of this study uses both qualitative and quantitative. It deals with Denscombe (2007:107) who states that "the term "mixed method" applies to research that combines alternative within a single project". It means that the research strategy combines both qualitative and quantitative. Moreover Mackey and Gass (2005:4) propose that there are six mixed forms of research that considered being the types of mixed method. However, this study focuses on exploratory-qualitative-statistical form. Qualitative used to analyze and describe types of deixis used by Barack Obama in the form of sentences. On the other hand, statistical is used to get the frequency of dominant type of deixis used by Obama in his first inaugural address.

3.3 Data Collection

Dealing with this research, the data is Barack Obama's first inaugural address. The source of data is accessed from the internet to provide a wide range of information about Barack Obama's first inaugural address script. This data is taken or downloaded from <http://www.whitehouse.gov/blog/inaugural-address> document. This website is chosen because it officially provides all information about the government in the United States, including all speeches script by Barack Obama.

From the script, it is obtained 110 sentences in Barack Obama's first inaugural address script. All sentences contain deictic expressions. Thus, this study analyzes the population of the data in Barack Obama's first inaugural address.

3.4 Data Processing

There are several steps in processing the data in this research to achieve the analysis as follows:

1. Identifying

Identify all deictic expressions in the population of sentences.

2. Classifying

Classify all deictic expressions found based on the type of deixis proposed by Levinson (1983).

3. Quantification

Calculate all the deictic expressions in the table where each table provides the total number of type of deixis. After account them, the result of dominant types used by Obama can be found.

3.5 Data Analysis

There are two techniques in analyzing the data in this study. They are statistical and descriptive technique. Denscombe (2005:248) states that statistical is potentially used to analyze quantitative data in the form of numbers because numbers are particularly suited to measureable comparisons, while descriptive deals with meaning and patterns of behavior and is particularly suited to analyze qualitative data in the form of written words.

Related to this study, statistical in this study is used to get and analyze the frequency of types of deixis used by Obama in his address. It can be shown from the tabulation of the total number of each type of deixis in the form of table and provides interpretation. Meanwhile, descriptive is used to describe and analyze the intended meaning of Obama using such dominantly type of deixis in his first inaugural address by using Levinson's theory of deixis (1983) and the context of situation theory by Brown and Yule (1983). In this analysis, the egocentric of Barack Obama can be found after getting the dominantly types of deixis used and analysing the intended meaning of the utterances. The egocentric of Obama helps to find what actually Obama's attention and intention really is.

CHAPTER. 5 CONCLUSION

The conclusion leads that Obama used all types of deixis in his first inaugural address. However, there are some deictic expressions which Obama used most in the address. They are we-inclusive of Person Deixis, simple present tense of Temporal Deixis, and Spatial deixis 'this'. Those three kinds of deixis have a higher number than the other types of deixis found in the address. Fortunately, those three kinds of deixis are also included into proximal deixis. Therefore, this result of frequency shows that Obama gives attention to the proximal deixis which means Obama is aware to pick something out near himself, for example; today, now, this moment, this transition, this generation, etc. This result also answers the first question of research problem in this research that the dominant type of deixis found in the address are we-inclusive of person deixis with the total number of 140 (27.5%), simple present tense of temporal deixis with the total number of 132 (26%), and spatial deixis 'this' with the total number of 32 (6.3%).

As the result of the dominant types of deixis found is proximal deixis, it can be concluded that the speaker of the address focuses on what is near to him than away from him (distal). In other words, it can be inferred that Obama is aware to give attention to what is close to his condition, in this case is his government. Proximal deixis here is respectively becomes Obama's context because he used it most in his first inaugural address. Thus, the second question of this research can be answered that the attention of Obama in his first inaugural address is using proximal deixis.

However, deictic expressions used by Obama in his first inaugural address are not just for referring but they are also used to imply meaning. Therefore, from the result of data analysis in chapter 4 Obama tends to use deictic expressions to imply meaning. The intended meaning of deictic expressions used by Obama in his first inaugural address is various as follows:

1. The way to unite people
2. To get support from the people by making them as if the co-author of his speech
3. To emphasize how important the moment (the day) of Obama's presidential oath
4. To show the greatness of his new government
5. To distance his government and predecessor
6. To show Obama's position while giving the speech
7. To convince that Obama's government is the right one to have a new hope

All the intended meaning above shows that Obama really concerns on his new government. He used deictic expressions to build his new power in America but in symbolic way which means the meaning of those deictic expressions which are used can be figured out by knowing the context of situation for the interpretation. This result of the intended meaning answers the last question in this research question.

In sum, it can be concluded that the attention and the intention of Barack Obama in his first inaugural address are found from deictic expressions he used. This conclusion is expected to make people understand that the use of deixis is not only for referring but also to know the attention and the intention of the speaker.

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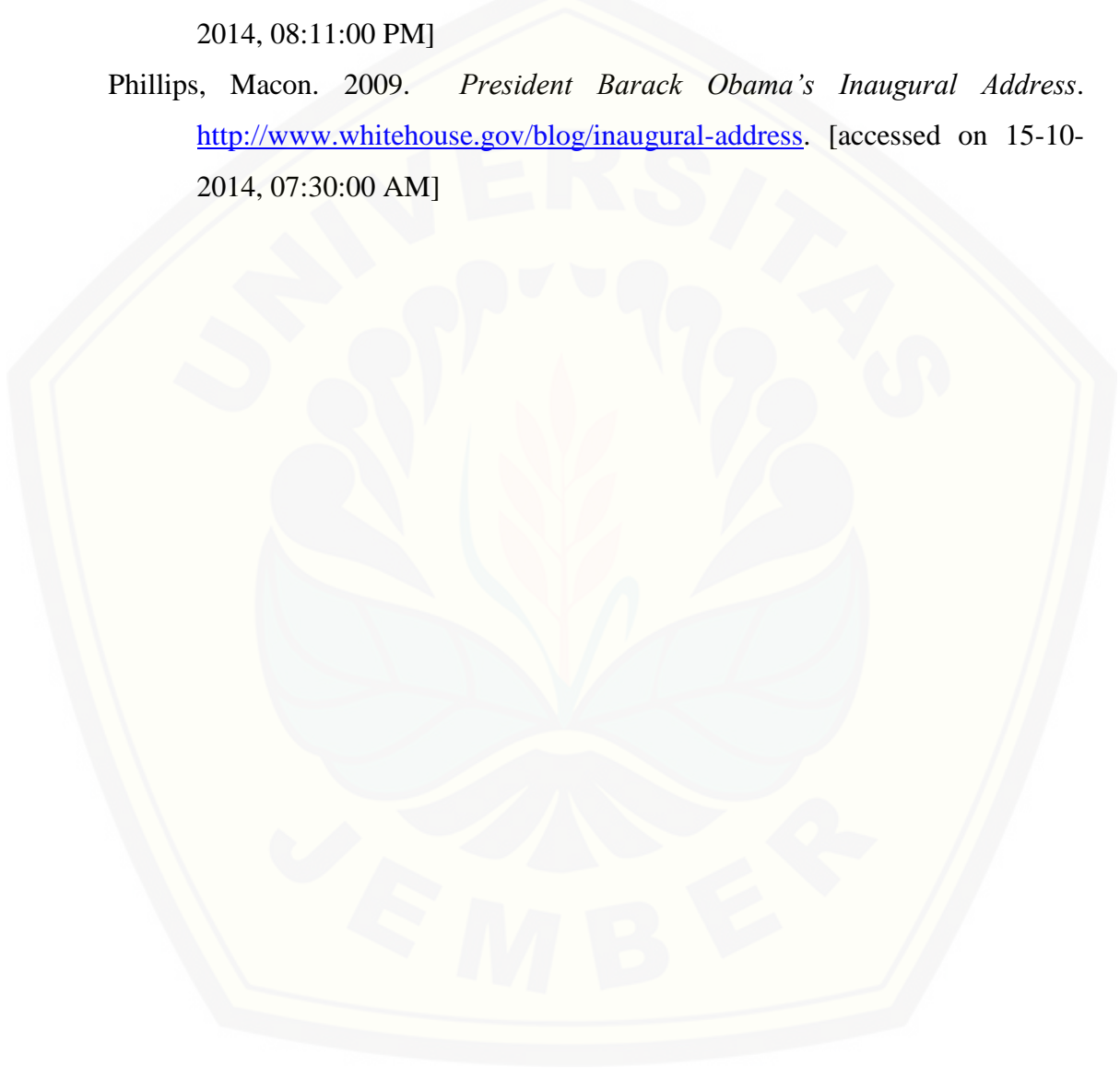
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Appendix

Inaugural Address

By President Barack Hussein Obama

[Macon Phillips, January 21, 2009; 01:27 PM EDT]

My fellow citizens: I stand here today humbled by the task before us, grateful for the trust you've bestowed, mindful of the sacrifices borne by our ancestors.

I thank President Bush for his service to our nation -- (applause) -- as well as the generosity and cooperation he has shown throughout this transition. Forty-four Americans have now taken the presidential oath. The words have been spoken during rising tides of prosperity and the still waters of peace. Yet, every so often, the oath is taken amidst gathering clouds and raging storms. At these moments, America has carried on not simply because of the skill or vision of those in high office, but because we, the people, have remained faithful to the ideals of our forebears and true to our founding documents.

So it has been; so it must be with this generation of Americans.

That we are in the midst of crisis is now well understood. Our nation is at war against a far-reaching network of violence and hatred. Our economy is badly weakened, a consequence of greed and irresponsibility on the part of some, but also our collective failure to make hard choices and prepare the nation for a new age. Homes have been lost, jobs shed, businesses shuttered. Our health care is too costly, our schools fail too many -- and each day brings further evidence that the ways we use energy strengthen our adversaries and threaten our planet.

These are the indicators of crisis, subject to data and statistics. Less measurable, but no less profound, is a sapping of confidence across our land; a nagging fear that America's decline is inevitable, that the next generation must lower its sights.

Today I say to you that the challenges we face are real. They are serious and they are many. They will not be met easily or in a short span of time. But know this America: They will be met. (Applause.)

On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord. On this day, we come to proclaim an end to the petty grievances and false promises, the recriminations and worn-out dogmas that for far too long have strangled our politics. We remain a young nation. But in the words of Scripture, the time has come to set aside childish things. The time has come to reaffirm our enduring spirit; to choose our better history; to carry forward that precious gift, that noble idea passed on from generation to generation: the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness. (Applause.)

In reaffirming the greatness of our nation we understand that greatness is never a given. It must be earned. Our journey has never been one of short-cuts or settling for less. It has not been the path for the faint-hearted, for those that prefer leisure over work, or seek only the pleasures of riches and fame. Rather, it has been the risk-takers, the doers, the makers of things -- some celebrated, but more often men and women obscure in their labor -- who have carried us up the long rugged path towards prosperity and freedom.

For us, they packed up their few worldly possessions and traveled across oceans in search of a new life. For us, they toiled in sweatshops, and settled the West, endured the lash of the whip, and plowed the hard earth. For us, they fought and died in places like Concord and Gettysburg, Normandy and Khe Sahn. Time and again these men and women struggled and sacrificed and worked till their hands were raw so that we might live a better life. They saw America as bigger than the sum of our individual ambitions, greater than all the differences of birth or wealth or faction.

This is the journey we continue today. We remain the most prosperous, powerful nation on Earth. Our workers are no less productive than when this crisis began. Our minds are no less inventive, our goods and services no less needed than they were last week, or last month, or last year. Our capacity remains

undiminished. But our time of standing pat, of protecting narrow interests and putting off unpleasant decisions -- that time has surely passed. Starting today, we must pick ourselves up, dust ourselves off, and begin again the work of remaking America. (Applause.)

For everywhere we look, there is work to be done. The state of our economy calls for action, bold and swift. And we will act, not only to create new jobs, but to lay a new foundation for growth. We will build the roads and bridges, the electric grids and digital lines that feed our commerce and bind us together. We'll restore science to its rightful place, and wield technology's wonders to raise health care's quality and lower its cost. We will harness the sun and the winds and the soil to fuel our cars and run our factories. And we will transform our schools and colleges and universities to meet the demands of a new age. All this we can do. All this we will do.

Now, there are some who question the scale of our ambitions, who suggest that our system cannot tolerate too many big plans. Their memories are short, for they have forgotten what this country has already done, what free men and women can achieve when imagination is joined to common purpose, and necessity to courage. What the cynics fail to understand is that the ground has shifted beneath them, that the stale political arguments that have consumed us for so long no longer apply.

The question we ask today is not whether our government is too big or too small, but whether it works -- whether it helps families find jobs at a decent wage, care they can afford, a retirement that is dignified. Where the answer is yes, we intend to move forward. Where the answer is no, programs will end. And those of us who manage the public's dollars will be held to account, to spend wisely, reform bad habits, and do our business in the light of day, because only then can we restore the vital trust between a people and their government.

Nor is the question before us whether the market is a force for good or ill. Its power to generate wealth and expand freedom is unmatched. But this crisis has reminded us that without a watchful eye, the market can spin out of control. The nation cannot prosper long when it favors only the prosperous. The success

of our economy has always depended not just on the size of our gross domestic product, but on the reach of our prosperity, on the ability to extend opportunity to every willing heart -- not out of charity, but because it is the surest route to our common good. (Applause.)

As for our common defense, we reject as false the choice between our safety and our ideals. Our Founding Fathers -- (applause) -- our Founding Fathers, faced with perils that we can scarcely imagine, drafted a charter to assure the rule of law and the rights of man -- a charter expanded by the blood of generations. Those ideals still light the world, and we will not give them up for expedience sake. (Applause.)

And so, to all the other peoples and governments who are watching today, from the grandest capitals to the small village where my father was born, know that America is a friend of each nation, and every man, woman and child who seeks a future of peace and dignity. And we are ready to lead once more. (Applause.)

Recall that earlier generations faced down fascism and communism not just with missiles and tanks, but with the sturdy alliances and enduring convictions. They understood that our power alone cannot protect us, nor does it entitle us to do as we please. Instead they knew that our power grows through its prudent use; our security emanates from the justness of our cause, the force of our example, the tempering qualities of humility and restraint.

We are the keepers of this legacy. Guided by these principles once more we can meet those new threats that demand even greater effort, even greater cooperation and understanding between nations. We will begin to responsibly leave Iraq to its people and forge a hard-earned peace in Afghanistan. With old friends and former foes, we'll work tirelessly to lessen the nuclear threat, and roll back the specter of a warming planet.

We will not apologize for our way of life, nor will we waver in its defense. And for those who seek to advance their aims by inducing terror and slaughtering innocents, we say to you now that our spirit is stronger and cannot be broken -- you cannot outlast us, and we will defeat you. (Applause.)

For we know that our patchwork heritage is a strength, not a weakness. We are a nation of Christians and Muslims, Jews and Hindus, and non-believers. We are shaped by every language and culture, drawn from every end of this Earth; and because we have tasted the bitter swill of civil war and segregation, and emerged from that dark chapter stronger and more united, we cannot help but believe that the old hatreds shall someday pass; that the lines of tribe shall soon dissolve; that as the world grows smaller, our common humanity shall reveal itself; and that America must play its role in ushering in a new era of peace.

To the Muslim world, we seek a new way forward, based on mutual interest and mutual respect. To those leaders around the globe who seek to sow conflict, or blame their society's ills on the West, know that your people will judge you on what you can build, not what you destroy. (Applause.)

To those who cling to power through corruption and deceit and the silencing of dissent, know that you are on the wrong side of history, but that we will extend a hand if you are willing to unclench your fist. (Applause.)

To the people of poor nations, we pledge to work alongside you to make your farms flourish and let clean waters flow; to nourish starved bodies and feed hungry minds. And to those nations like ours that enjoy relative plenty, we say we can no longer afford indifference to the suffering outside our borders, nor can we consume the world's resources without regard to effect. For the world has changed, and we must change with it.

As we consider the role that unfolds before us, we remember with humble gratitude those brave Americans who at this very hour patrol far-off deserts and distant mountains. They have something to tell us, just as the fallen heroes who lie in Arlington whisper through the ages.

We honor them not only because they are the guardians of our liberty, but because they embody the spirit of service -- a willingness to find meaning in something greater than themselves.

And yet at this moment, a moment that will define a generation, it is precisely this spirit that must inhabit us all. For as much as government can do, and must do, it is ultimately the faith and determination of the American people

upon which this nation relies. It is the kindness to take in a stranger when the levees break, the selflessness of workers who would rather cut their hours than see a friend lose their job which sees us through our darkest hours. It is the firefighter's courage to storm a stairway filled with smoke, but also a parent's willingness to nurture a child that finally decides our fate.

Our challenges may be new. The instruments with which we meet them may be new. But those values upon which our success depends -- honesty and hard work, courage and fair play, tolerance and curiosity, loyalty and patriotism -- these things are old. These things are true. They have been the quiet force of progress throughout our history.

What is demanded, then, is a return to these truths. What is required of us now is a new era of responsibility -- a recognition on the part of every American that we have duties to ourselves, our nation and the world; duties that we do not grudgingly accept, but rather seize gladly, firm in the knowledge that there is nothing so satisfying to the spirit, so defining of our character than giving our all to a difficult task.

This is the price and the promise of citizenship. This is the source of our confidence -- the knowledge that God calls on us to shape an uncertain destiny. This is the meaning of our liberty and our creed, why men and women and children of every race and every faith can join in celebration across this magnificent mall; and why a man whose father less than 60 years ago might not have been served in a local restaurant can now stand before you to take a most sacred oath. (Applause.)

So let us mark this day with remembrance of who we are and how far we have traveled. In the year of America's birth, in the coldest of months, a small band of patriots huddled by dying campfires on the shores of an icy river. The capital was abandoned. The enemy was advancing. The snow was stained with blood. At the moment when the outcome of our revolution was most in doubt, the father of our nation ordered these words to be read to the people:

"Let it be told to the future world...that in the depth of winter, when nothing but hope and virtue could survive... that the city and the country, alarmed at one common danger, came forth to meet [it]."

America: In the face of our common dangers, in this winter of our hardship, let us remember these timeless words. With hope and virtue, let us brave once more the icy currents, and endure what storms may come. Let it be said by our children's children that when we were tested we refused to let this journey end, that we did not turn back nor did we falter; and with eyes fixed on the horizon and God's grace upon us, we carried forth that great gift of freedom and delivered it safely to future generations.

Thank you. God bless you. And God bless the United States of America.
(Applause.)

