CHAPTER I
INTRODUCTION

1.1 Research Background

Deixis, a fundamental aspect of pragmatics, refers to words or expressions that derive meaning from the context of their utterance. Social deixis, in particular, involves linguistic expressions that signal social relationships and roles between speakers and their audience, such as pronouns, titles, honorifics, and forms of address. These markers are deeply rooted in sociolinguistic norms and often serve as tools to express politeness, deference, solidarity, or authority.

As Brown and Levinson (1987) theorized, politeness strategies are methods speakers use to manage interpersonal relationships, mitigate face-threatening acts, and foster harmonious interactions. Social deixis aligns closely with politeness strategies because it helps navigate the social dynamics of power, distance, and solidarity, which are critical in public and political discourse.

This connection between social deixis and politeness strategies becomes particularly evident in political speeches, where language plays a crucial role in shaping relationships and conveying authority. In these contexts, social deixis is significant as political leaders use language strategically to connect with their audience, assert authority, and promote unity. Inauguration speeches, in particular, are ceremonial addresses that aim to unify a nation and establish the speaker's vision and ethos. The strategic deployment of social deixis in such speeches can reinforce respect, inclusivity, and solidarity.

Joe Biden delivered his inaugural speech on January 20, 2021, at a time when the United States was facing extraordinary challenges. The inauguration occurred only two weeks after the January 6 assault on the U.S. Capitol, an incident that exposed sharp political polarization and posed serious challenges to democratic institutions. At the same time, the country was still battling the COVID-19 pandemic, which had brought not only a health crisis but also widespread economic and social hardship. Against this turbulent backdrop, Biden's inauguration was more than a routine transfer of power, it became a powerful symbol of hope and

renewal. In his speech, he called for reconciliation, reaffirmed the principles of democracy, and urged Americans to embrace collective responsibility. This makes his address not only historically meaningful but also a valuable text for exploring how language, through the use of social deixis and politeness strategies, can help heal divisions and strengthen a shared sense of national identity.

This speech, provides a compelling case for studying social deixis as a politeness strategy. Delivered during a national division and crisis period, the speech was designed to address a diverse audience, spanning political, social, and cultural divides. By examining Biden's use of social deixis, through pronouns (e.g., "we," "our"), titles, and references to collective identity, it is possible to understand how he employed language to foster unity, respect, and inclusiveness while navigating the complexities of American sociopolitical relationships.

This study explores how social deixis functions as a politeness strategy in Joe Biden's inauguration speech. By analyzing the linguistic markers of social deixis, the research seeks to uncover how Biden's language choices reflect and reinforce his role as a unifying leader, mitigate potential face-threatening elements, and align with the broader goals of political communication. This analysis will contribute to understanding pragmatics and sociolinguistics in political discourse, particularly in the context of leadership and national identity formation.

The previous reading about deixis analysis that the researcher first obtained is from Hasmi (2013), "A Pragmatic Analysis of Politeness and Strategies Reflected in Nanny Mcphee Movie". This study examines the politeness strategies used by the main characters in Nanny McPhee within family discourse, aiming to identify the types of methods and their realization in character dialogues. Using a descriptive qualitative approach, data were collected from the movie script through note-taking and analyzed with triangulation to ensure credibility. The findings reveal four types of politeness strategies: Bald-on-record (31 instances), Positive politeness (46), Negative politeness (15), and Off-record (12), with Positive politeness being the most common due to the close relationships among the characters. These strategies are realized through various sub-strategies, such as claiming common ground (most frequent), giving suggestions, showing disagreement, being indirect, and inviting

conversational implicature. The frequent use of Positive politeness reflects the characters' efforts to maintain harmony and connection within the familial context.

Then, other previous research is by Luthfia et al. (2023), "The Analysis of Social Deixis Used on Instagram Comments in The Royal Family Instagram Account". This study examines the use of social deixis in comments on the royal family's Instagram account, highlighting how language conveys familiarity and social status in digital interactions. By analyzing relational and absolute social deixis, the study identifies how commenters express respect, social distance, or closeness in addressing royal family members. The researcher provides insights into how social deixis conveys social class and relational dynamics in online settings through a descriptive qualitative approach. This analysis demonstrates that even in digital communication, language reflects social hierarchy and nuances of interpersonal relationships.

The last previous research that the researcher obtained is from Nuryusticia and Nurrachman (2021), "Social Deixis on 'The Final Interview With The Obamas". This study analyzes the use of social deixis in The Final Interview with the Obamas, showcasing how language reflects social roles and relationships in a public figure's interaction. Through a qualitative descriptive method, the study reveals that all types of social deixis, as outlined by Levinson, are present, including relational deixis (between speaker and referent, addressee, bystander, and setting) and absolute deixis (by an authorized speaker or recipient). Additionally, the study identifies three functions of social deixis in the interview: differentiating social status, expressing politeness, and indicating social identity. These findings illustrate how social deixis in Obama's language conveys respect, social distinctions, and personal identity, highlighting its role in shaping public interactions.

Although many researchers have frequently conducted studies on social deixis, this study presents several distinct contributions. Unlike previous studies that examine social deixis in digital interactions or media interviews, this research focuses specifically on Joe Biden's inaugural speech as a high-stakes political discourse. It explores how social deixis functions as a politeness strategy to convey authority, unity, and respect within a unique socio-political context. This study

highlights the role of social deixis in shaping political rhetoric and influencing public perception, thereby underscoring its significance in contemporary political communication.

1.2   Statement of Problem

From the background of this research above, the researcher concludes that two questions will be the main focuses of this research, they are:

1. What types and functions of social deixis are present in Joe Biden's speech?
2. How is the politeness strategy shown using social deixis in Joe Biden's speech?

1.3   Research Purposes

Based on the formulation of the research question above, the researcher is intended:

1. To describe the types and functions of social deixis in Joe Biden's speech.
2. To analyze how politeness strategies are reflected through social deixis in Joe Biden's speech.

1.4   Research Significances

The study of social deixis as a politeness strategy in Joe Biden's inauguration speech holds both theoretical and practical significance. From a theoretical perspective, this research contributes to the field of pragmatics and sociolinguistics by deepening our understanding of how social deixis operates as a tool for politeness in political discourse. It extends the application of Brown and Levinson's (1987) politeness theory by demonstrating how social deixis functions in a specific communicative context, such as a presidential inauguration speech. Furthermore, it provides insights into how linguistic markers of social relationships, such as pronouns, titles, and forms of address, can be strategically employed to navigate power dynamics, establish solidarity, and foster inclusivity in public communication.

This research also enriches the growing body of work on political discourse analysis. By focusing on Joe Biden's inauguration speech, the study explores the intersection of language, leadership, and persuasion. It highlights how political leaders use language not only to convey policy and ideology but also to construct and maintain social relationships with their audience. This analysis has broader implications for understanding how rhetoric shapes public perception and national identity, particularly in times of social and political upheaval.

From a practical standpoint, this research provides valuable insights for practitioners in the fields of communication, politics, and leadership. For speechwriters, politicians, and public figures, understanding the strategic use of social deixis can enhance their ability to connect with diverse audiences and communicate effectively. The findings of this study can serve as a guide for crafting speeches that resonate with people across cultural, social, and political divides, fostering unity and respect in polarized contexts.

Moreover, this research has educational significance. It can be used as a resource in teaching pragmatics, sociolinguistics, and political communication, offering a concrete example of how theoretical concepts are applied in real-world contexts. By analyzing Joe Biden's speech, educators and students can gain a clearer understanding of the relationship between language and society, as well as the role of linguistic choices in shaping interpersonal and collective dynamics.

This research holds significance for advancing academic knowledge, informing professional practices, and enriching educational frameworks. It bridges the gap between linguistic theory and practical application, shedding light on the powerful role of language in shaping relationships, leadership, and national unity.

1.5 Definition of Key Terms

The following definitions clarify key terms used in this study, ensuring a comprehensive understanding of the concepts examined.

1. Pragmatics

A subfield of linguistics called pragmatics focuses on how context shapes meaning, including speaker intention, listener interpretation, and situational

factors. It also examines how people use language in real-life communication to ensure good interaction, considering things like deixis, implicature, and politeness strategies.

2. Deixis

Deixis describes words and phrases whose meanings vary depending on the context in which they are used. These linguistic elements refer to a particular person, place, or time about the speaker and listener.

3. Social Deixis

Social deixis is a type of deixis that signals social relationships, status, and hierarchy between speakers and listeners. It is commonly expressed through titles, honorifics, and pronouns that reflect social roles, power dynamics, and levels of formality. Social deixis helps leaders navigate relationships with various audiences in political discourse by demonstrating respect, authority, or solidarity.

4. Politeness

Politeness uses language and communication strategies to show consideration, avoid offence, and maintain positive social interactions. It is important in interpersonal communication because it helps speakers manage relationships, reduce threats (self-image), and encourage cooperation.

5. Politeness Strategy

According to Brown and Levinson (1987), politeness tactics are language practices used to maintain social peace and lessen actions that might endanger one's reputation. These include naked on-record (direct speech without mitigation), off-record tactics (using oblique or ambiguous language to prevent imposition), negative politeness (demonstrating deference and preserving social distance), and positive politeness (establishing rapport and expressing solidarity).

6. President Joe Biden

President Joe Biden is the 46th President of the United States, inaugurated on January 20, 2021. His inaugural speech serves as this study's primary data source, providing a formal and politically significant environment

where he employs social deixis and politeness strategies to convey unity, respect, and authority.