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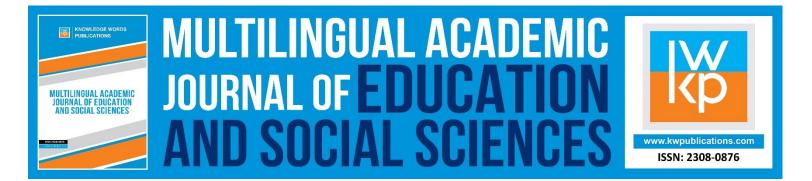
Significance of Deixis in Presidential Inaugural Speeches from East Africa

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Abstract

Human communication is intentional. Speakers seek to achieve desired intentions through language. Presidents use deixis to perform specified roles to achieve desired effects during inaugural delivery. Deixis is a notion in pragmatics that explains the significance of context in interpreting meaning. Based on Hanks 2005 Deictic Field Theory this study sought to establish the role and effect of deixis in selected inaugurals from East Africa. The study adopted a descriptive analytic research design. The inaugural texts were downloaded from the internet. AntiConc 3.5.8 textual analysis software was used to facilitate data mining. The software facilitated the identification of various extracts in which deixis was used. Each extract was examined to establish the role and effect of the deixis used. The findings were presented in comparative tables and descriptive write-ups. The findings show that presidents in East Africa used deixis in their inaugurals to perform specific roles and achieve desired effects. They used person deixis to identify communicative agents, to establish inclusive and exclusive groups, to signal solidarity or detach, and personal or social responsibility. They used spatial deixis to state the physical location the speaker, addressee or objects referred to in the speech setting. Temporal deixis expressed the time involved or referred to in the inaugurals. They used social deixis to express social status and ranking of the communicative agents and express realities such as togetherness and inclusivity. The presidents used deixis to achieve emotional, politeness, rapport, inclusive, cohesive, attentional and emphasizing effects.

Keywords: AntiConc, Context, Deixis, Linguistic Devices and Inaugural.

Introduction

Effective communication happens when information is interpreted correctly to convey the intended message and achieve the intended effect on the audience. Ideas and concerns in inaugural speeches are articulated and performed through the use of language. Language is the essential means through which human beings achieve effective communication (Sirbu, 2015).

Human beings use various linguistic devices to achieve effective communication among themselves. Speakers seek to use appropriate linguistic devices that appeal to the audience. Choosing appropriate linguistic devices in a communicative acts helps the audience to see, feel, understand, and recall concerns raised in the communicative act.

Presidents aim at attaining particular goals in inaugural performances. To attain such communicative goals they choose good communication strategies to achieve effective communication. Depending on what the presidents want to communicate and the effects they want to achieve presidents use deixis. According to Eragbe (2015), deictic expressions are used to perform certain functions in achieving effective communication. Deixis is an essential means that expresses the relationship between language and context in interpretation of meaning in pragmatics.

Deixis is a notion in pragmatics that postulates that linguistic features are correctly and meaningfully interpreted if there is adequate information regarding the parameters of the speech situation (Yang, 2011). Interpreting and analyzing how language is used in a communicative situation is based on understanding the contextual information in which a communicative act takes place. Dygjeri and Kazazi (2013) emphasize that the timing, the place, the speaker and other participants in a speech event play a significant role in communicating the intended message.

While performing inaugural speeches, presidents use language to articulate various concerns. To effectively such intentions requires that the presidents acquire and hold the attention of the audience to comprehend the information conveyed with ease. The presidents rely on the use of linguistic devices that appeal to the audience and invoke the desired effects. One key way of getting the attention of the audience and invoking desired feelings and behavioral responses on the audience is through the use of deixis. The deictic field theory by Hanks (2005), describes how speakers refer to themselves, the audience, and third-party entities in a speech event. Intentionally or unintentionally, presidents use deixis in inaugurals to achieve the communicative role of language.

Global studies on the pragmatic analysis of inaugurals have been conducted, such as West (2014) and Ayeomoni (2012). West (2014) conducted a Rhetorical analysis of Obama's inaugural address. The study found that Obama used holy rhetoric in his inaugural discourse. Ayeomoni (2012) analyzed the Musa Yar Adua's swearing in discourse. The study found that President Musa Yar Adua used different pragmatic of acts of speech in his inaugural speech text. In the Kenyan Linguistic research on inaugurals, studies have focused on themes and rhetoric devices. Mutune (2018) evaluated Uhuru Kenyatta's second inaugural. In this study, she found that President Kenyatta used different rhetoric strategies to appeal to the ethical and emotional intuitions of the audience. Kepsa (2017) examined Uhuru Kenyatta's inaugural. The study identified ten key thematic concerns that the president outlined in his inaugural speech. This shows that gaps exist in Kenyan linguistic studies concerning deixis in inaugurals. The present inquiry aimed to further research on inaugurals by providing an in-depth analyses of the role and effect of deixis use in the selected inaugural speeches from presidents in East Africa. The objectives of the study were:

    i)   To establish the role of deixis in selected inaugural discoursers of presidents in East Africa.

    ii)   To investigate the effect of deixis in selected inaugural discourses of presidents in East Africa.

Literature Review

Deixis is a significant tool speakers use to achieve effective communication of their intentions. Deixis provides a common context between the speaker and his audience in a communicative act. It provides information in the domain of an utterance that helps in making clarifications and explanations. The use of deixis in human communication helps the audience to interpret the correct meaning of a communicative text. The audience rely on deixis to correctly interpret and comprehend the intended message. Presidents use different categories of deixis to perform specified roles and achieve desired effects

The Role of Deixis in Speeches

The use of deixis is a complex human activity which performs a key role in the effective communication of the intended message. Categories of deixis are used to perform multiple functions in different contexts of their use. Deixis provides the context that the audience rely on for proper and correct interpretation of the intended message. Deixis specifies an entity in the universe, locates its place and time, and relates it to other variables in a communicative situation. Deixis commits the speaker to set up a reference frame around himself or herself upon which others can be included or excluded.

Speakers use deixis to guide the addressee search for a particular-referred perception in a particular communicative act. Prasch (2016) posits that deictic words are expedient ways to guide the audience. They act as hints which supplement the orientation of the speaker to a particular perception. Deixis helps the audience to anchor information given to the context for meaningful interpretation. According to Adentunji (2006), deictic expressions help to anchor an act of speech to the context in which it is performed. Person deixis is used to identify and indicate the role of the sender distinct from that of the addressee or referent. Spatial deixis expresses the exact location of the speaker, addressee, referents or objects in the speech event. They provide information about the 'where' of events and occurrences in a communicative event.

By using temporal deixis, speakers appeal to the reality of the speech situation. Temporal deictics enable the addressee to react to the surrounding situations. They allow a speaker to address present issues at the time of utterance and point out a particular time in history. Temporal deixis shows the relationship between the past and the present. They provide relevant information concerning the 'when' of the events in an utterance.

Speakers use social deixis to signal society's hierarchical structure. To signal solidarity and politeness, they use titles of address and kinship terms. Senft (2014) observes that social deixis appears in utterances through person pronouns, honorifics, titles of address, kin-terms, and utterances of social acts such as greetings. Honorifics and other forms of address reflect power, age, seniority, and social positions of various agents in a communicative act. This helps to designate the social roles of the speaker and the audience. Presidents use social deixis in inaugurals to create trust and confidence. Deixis allows the president to call for unity and support from the citizens and opposition. Through deixis, the presidents can signal the audience to gaze upon traditional values that influence shared ideology. The choice of linguistic devices in a particular communicative event depends on the role they are used for and the effect the speaker wants to achieve on the audience.

The Effect of the Use of Deixis in Texts

Effective communication both in written and spoken communicative texts is based on the ability of linguistic devices to invoke and stimulate desired effects on the audience. Meaning in human communication is shaped and conveyed by the use of linguistic devices. Deixis facilitates how the intended message is conveyed and how appropriate it is interpreted. The choice of deictic expressions in a speech has a great effect on the audience. According to Fairclough (2013), speakers use different linguistic devices to communicate with the audience to achieve certain desired effects.

The linguistic elements in an inaugurals affect the behavior and attitude of citizens towards a certain realities. Through deixis, presidents signal and establish in-groups and out-groups that eventually lead to inclusive and exclusive groups. Rivera (2017) argues that first-person plural deixis creates a feeling of cooperation, unification and collectivism. On the contrary first-person singular deixis create a feeling of distancing, and detach. They invoke a feeling of dejection separation and disconnection between the audience and the speaker.

The use of deixis achieves emotive effects. The use of proximal deictic terms such us 'here' does not only imply physical closeness but also reveals emotional closeness of the speaker to the audience. Proximal spatial deixis signals inclusivity, solidarity and togetherness. On the other hand, distal spatial deixis express detachment and exclusivity of the speaker from the audience or the issue or issues raised in the inaugural speech. Marmaridou (2000), observes that deixis is explicated in an idealized cognitive framework that creates a mental space in which the speaker and the addressee are present at a given time.

Besides, the use of social deixis achieves politeness effects on the audience. The use of honorifics, titles of address, and kin terms reflect whether the speaker, the addressee, or referents belong to the same or different social position and rank. Appropriate use of social deixis marks positive social identity and relationships. Inappropriate use of social deixis can lead to misunderstanding, serious tensions between the speaker and addresses.

Theoretical Framework

The investigation was founded on the Deictic Field Theory by Hanks (2005). The theory expresses how speakers refer to themselves and other communicative agents in a communicative speech setting, how they make reference to different objects in different spatiotemporal locations and the social relation communicative agents in in a speech situation deixis. The theory proposes that found in all languages are deictic expressions whose meanings are dependent on their contexts of use. In a communicative situation, there exists boundaries that constrain who can say what, or particular settings in which certain utterances can be made. In a deictic field, the speakers sets the boundary in which deictic terms will be used in a particular setting and how appropriately they will be interpreted to convey the intended message within a particular context.

Methodology

The inquiry embraced a descriptive-analytical research design. Creswell (2017) explains that, a descriptive evaluation of information entails examination of data to obtain facts and details upon which basic supposition can be made. The examination zeroed in evaluating the role and effect deixis in selected inaugural from East Africa performed from 2010 to 2018. Most recent

inaugurals delivered in English and accessible in the internet were considered in the study. Basing on this criterion, the sample size for this study comprised four inaugural speeches: Salva Kiir's inaugural speech of 21st May 2010, Yoweri Museveni's inaugural speech of 12th May 2016, Paul Kagame's inaugural speech of 18th August 2017, and Uhuru Kenyatta's inaugural speech of 28th November 2017. All selected inaugurals were used. According to Hennik et al (2017) saturated sampling allows the use all elements in the population until no new ideas arose that could alter the study outcome.

Document analysis was used in this investigation as the main data collection method. Babbie (2010), explains that document analysis involves the evaluation of content from written texts to make inferences based on the background of the inquiry. This involved identification the various extracts where deixis was used. The study incorporated the use of AntiConc 3.5.8 software for corpus mining. The software facilitated the identification of the extracts of the deictic terms in each inaugural discourse. The extracts were examined to establish the role and effects of deixis use through content analysis.

Results

The findings established that presidents in East Africa used deixis to perform specified roles during the inaugural speech delivery and achieve desired effects on the audience.

The Role of deixis in selected Inaugural Speech Texts

Each president used deixis to perform specific roles in the effective communication of the intended message. Each category of deixis had particular roles to perform as summarized in the tables below.

Table1: The Role of Person Deixis in the Selected Inaugural Speech Texts

Inaugural speech	Role of Person Deixis in the Speech
Kagame	Identify the speaker as the deictic center.
	Express personal believes
	Signal realities such as unity, collectivism, and solidarity
	Express institutional identity
	Establish inclusive and exclusive in-groups
	Create trust and confidence
	Refer to the addressee.
	Refer to third party entities mentioned in the speech.
Kiir	Identify the speaker as the deictic center.
	Express personal views, opinions, and attitudes
	Express authority, and power
	Express self-involvement and commitment
	Establish inclusive in-groups
	Express exclusion, detach and distancing
	Express institutional identity
	Identify different addressees in different contexts
	Express relationships that exist between the speaker and other communicative agents
	Refer to third persons or entities.
Museveni	Identify the speaker as the deictic center.
	Express personal views, opinions, and attitudes
	Express power and authority
	Express personal involvement and commitment
	Signal solidarity and collectivism
	Express shared responsibility
	Establish inclusive and exclusive in groups
	To express exclusion**,** detach, and distancing
	Refer different addressees
	Refer to third persons or entities.
Uhuru	Identify the speaker as the deictic center.
	Express personal views and attitudes
	Express power and authority
	Express personal involvement
	Signal unity and togetherness
	Express institutional identity
	Establish group membership and inclusive in-groups
	Refer the addressees in different contexts.
	Express exclusion detach**es** and distancing.
	State facts
	Express politeness

	Refer to different addressees in different contexts within the inaugural speech.
	Refer to third persons or entities.
	Avoid repetition and redundancy in the speech.

Source: Research Data (2021)

The results of the inquiry displayed in table 1 above shows that presidents in East Africa used person deixis to perform multiple roles in achieving effective communication of the intended message.

Table2: The Role of Spatial Deixis in Selected Inaugural Discourses.

Inaugural Speech	Role of Spatial Deixis in the Inaugural Speech
Paul Kagame	To state the exact location of speaker during the inaugural speech
	To emphasis a particular issues or issues within different contexts in the inaugural speech
	To connect and link ideas in the inaugural speech to achieve coherence
	Make reference to time
	Grab attention of the audience
	Make reference to third person referents and other entities within a particular context
	Make reference to a particular concern or concerns mentioned in preceding sentences in particular contexts
Salva Kiir	To state the exact location of the speaker during the inaugural speech
	Mark a distal or proximal region referred to in the inaugural speech
	Emphasize a particular issue or issues raised in different contexts within the inaugural speech
	Express temporal locations such as 'now' (present) and 'then'(past)
	Signal progression of the speech
	To link and connect related ideas or concerns within the inaugural speech
	Express contrast
	Make reference to particular individuals, mentioned within the inaugural speech

Yoweri Museveni	To state the exact physical location of the speaker
	To make reference to the location of different addressees, referents and other entities mentioned within the inaugural speech
	To emphasis a particular issue or issues raised within the inaugural speech
	To point back to an issue or issues raised in the preceding sections
	To make reference to certain individuals mentioned
Uhuru Kenyatta	To state the location of a particular referent
	To state the deictic field
	To emphasize a particular issue or issues
	To provide spatio temporal situatedness
	To make explanations and clarifications
	To link ideas
	To signal progression of the discourse
	To refer back to certain realities raised in preceding sections
	Grab audience attention
	Refer to individuals addressed and referred to

Source Research Data (2021)

The outcome of the inquiry presented in table 2 above shows how presidents in East Africa used spatial deixis to perform multiple roles in achieving effective communication of the intended message.

Table 3: The Role of Temporal Deixis in the Selected Inaugural Discourses

Inaugural Speech	Role of Temporal Deixis
Kagame	Express what is expected to happen in the future
	Focus the audience attention
	Emphasizes particular concerns
Kiir	Express spatiotemporal relations
	Express past, present, and future
	Link past to the present
	plans and intentions
Museveni	Express spatial, temporal relations
	Express future, present, and past
	Focus audience attention
	Link past to the present
Uhuru	Express spatial, temporal relations
	Mark past, present, and future time
	Express contrast
	Emphasize particular entities

Express his past relationships with particular addressees that are still existing
Express future intentions, plans, and promises

Source: **Research Data (2021)**

The data presented in table 3 above shows that the presidents in East Africa used temporal deixis in their inaugural speeches to preform different functions.

Table 4: The Role of Social Deixis in the Selected Inaugural Discourses.

Inaugural Speech	Role of Social Deixis
Kagame	Mark social relations, ranking, and status between the speaker, his addressees, and referents. Create a sense of brotherliness and unity The express hierarchical structure of the society
Kiir	Express politeness Mark social ranking, relations, and status Express disapproval Create rapport and friendliness Establish certain realities such as inclusivity, shared responsibility, and belonging together Focus audience attention to a particular idea or ideas
Museveni	Encode social positions, relations, and status Express politeness Establish certain realities such as unity
Uhuru	Mark social position, ranking, and status Promote politeness Express power relations Establish certain realities such as togetherness and unity Establish rapport and friendliness Focus audience attention to certain realities

Source: Research Data (2021)

The results of the inquiry presented in table 4 above elucidate that social deixis was used in the selected inaugural discourses to perform different functions in achieving effective communication of the intended message.

The Effect of Deixis on the Audience
The results of the effect of each category of deixis on the audience is summarized in the tables below.

Table 5: The Effect of the use of Person Deixis in the Selected Inaugural Discourses.

Inaugural Speech	Effect of Person Deixis
Kagame	Emotive and cognitive effects
	Inclusive effects
	Empathic effects
	Manipulative effects
Kiir	Detach and distancing effects
	Inclusive effects
	Manipulative effects.
	Empathic effects
Museveni	Emotive and cognitive effects
	Distancing effects
	Inclusive effects
	Consolidating
	Cohesive effects
Uhuru	Manipulative effects
	Distancing effects
	Inclusive effects
	Rapport effects
	Critical thinking effects
	Emotive effects
	Emphasizing effects

Source: Research Data (2021)

The data presented in table 5 how the presidents in East Africa used person deixis in their inaugural speeches to achieve certain desired effects on the audience.

Table 6: The Effect of the use of Spatial Deixis in the Selected Inaugural Discourses.

Inaugural Speech	Effect of Spatial Deixis in the Inaugural Speech
Kagame	Semiotic effects
	Cognitive effects
	Emphasizing and Attentional effects
	Distancing effects
	Manipulative effects
Kiir	Semiotic effects
	Immediacy effects
	Attention-grabbing effects
	Manipulative effects
	Cohesive effects
Museveni	Semiotic effects
	Immediacy effects
	Emotive effects
	Cohesive effects
Uhuru	Immediacy effects

	Emphasizing effects
	Emotive effects
	Distancing effects
	Cohesive effects

Source: Research Data (2021)

The results of the inquiry displayed in table 6 above shows how the presidents in East Africa used spatial deixis attain desired effects.

Table 7: The Effect of the use of Temporal Deixis in the Selected Inaugural Discourses.

Inaugural Speech	Effect of Temporal Deixis
Kagame	Emphasizing effects
	Attention-grabbing effects
	Cognitive effects
Kiir	Attention-grabbing Effects
	Emphasizing effects
	Cognitive effects
	Cohesive effects
Museveni	Attentional effects
	Emotive effects
	Emphasizing effects
	Cohesive effects
Uhuru	Attention-grabbing effects
	Emphasizing effects
	Cognitive effects
	Cohesive effects

Source: Research Data (2021)

The results of the investigation presented in table 7 above show how president in East Africa used temporal deixis to achieve desired effects on the audience

Table 8: The Effect of Social Deixis in the Selected Inaugural Discourses.

Inaugural Speech	The Effect of Social Deixis
Kagame	Politeness effects
	Inclusive effects
	Rapport effects
Kiir	Politeness effects
	Inclusive effects
	Emotive effects
Museveni	Politeness effects
	Inclusive effects
Uhuru	Politeness effects
	Rapport effects
	Inclusive effects

Source: Research Data (2021)

The outcome of the investigation presented in table 8 above shows how the presidents in East Africa used social deixis to achieve desired effects on their audience.

Discussion
The role of Deixis s in selected inaugural speech texts

The examination of the features of the study established that presidents from East Africa used deixis in inaugurals to achieve effective communication. Each category of deixis had a particular role to perform in each selected inaugural. Deixis provided a means of referring to the speaker, addressee, referents and objects in regard to the relations between them as proposed in the Hanks (2005) Deictic Field Theory. The presidents used four categories of deixis to provide the appropriate context for conveying and interpreting the intended message. Each category of deixis had particular roles to perform in different contexts of its use within the inaugural.

The findings of the examination of the role of person deixis in inaugurals from East Africa established that the presidents used person deixis in their inaugurals to identify the communicative agents in the speech situation. Hanks's (2005) deictic field theory on which this study is grounded describes how speakers use certain linguistic features to refer to themselves, to address particular referents and mention certain objects in a speech setting. First-person deixis was used to refer directly to the speaker as an individual or as spokesperson of a particular group. Second-person deixis encoded the reference of the addressee or hearer. Third-person referred to other persons, entities or objects mentioned in the inaugural speech. The presidents used person deixis to signal certain realities that they intended to communicate to the audience such as collectivism versus individualism, self-responsibility versus social responsibility, and inclusion versus exclusion.

The findings from the analysis of the role of spatial deixis in inaugural discourses by presidents in East Africa established that spatial deixis provided the context for correctly comprehending the intended message. Spatial deixis provided information about the exact

location of communicative agents, objects, and referents and expressed physical relations between them. 'Here', 'this' and 'these' are understood as referring to a point close to the speaker, while 'there', 'that' and 'those' are understood as referring to a location away from the speaker. Spatial deixis provide information about the 'where' of an utterance for correct and meaningful interpreting of the intended message. Spatial deixis plays a major role in constructing rhetorical space that defines the speaker's situatedness at the moment of speech delivery.

The results of the study established that presidents in East Africa used temporal deixis to achieve effective communication. The Presidents used temporal deixis to focus the audience attention to particular realities. They expressed the 'when' of the speech event and the 'when' of the occurrences mentioned in the speech. According to Chovance, (2014) temporal deixis links the speaker and the audience to a particular moment when concerns raised occurred. Temporal deixis points out particular events in history necessary for correctly interpreting the conveyed message. Temporal deixis encoded proximal and distal relations between an object or referent and the deictic center. The present temporal deixis expressed a location near the deictic center through terms such as, 'today' and 'now'. The past temporal deictics indicated a time distal and 'away from' the deictic center through deictic terms such as 'ago', and 'last'. Future temporal deixis expressed a time away from the deictic center through deictic terms such as 'next', 'tomorrow', 'will', 'shall' and 'future'.

The results of the examination of the role of social deixis in the selected inaugurals established that presidents from East Africa used social deixis in their inaugurals to achieve communicative goals of language. The presidents used social deixis to establish power relations between themselves and other communicative gents in the speech setting. Social deixis was used as a form politeness. According to Hromádková (2014) appropriate use of social deixis is considered a form of politeness. By using titles of addresses such as 'ladies and gentlemen', 'Your Excellency', 'honorable' and many others, the audience, addressees, and referents are appropriately addressed concerning their; seniority, age power, and social position. Social deixis expressed the hierarchical structure of society. The presidents used different social deixis in their inaugural speeches to refer to different addressees and referents as governed by their social ranking and the relations between them. To promote unity and togetherness the presidents used kinship terms such as 'brothers' and 'sisters'.

The Effect of Deixis use in selected inaugural Speech Texts
The findings from the analysis of deixis use in the selected inaugurals from East Africa established that the presidents used deixis to stimulate desired effects on the audience. It was found that deixis was used to affect the behavior and attitudes of the audience to certain concerns raised in the inaugural speeches. According to Chovanec (2014), the choice of linguistic devices that speakers use is depended on their individual aims and objectives. One major objective is to invoke a certain desired effect on the audience. While delivering inaugural speeches, the presidents used deixis to create impressions that appealed to the personal attitudes of the audience. They used deixis to control and manipulate the feelings of the audience. Deictic expressions influenced personality judgment, changed the audience behaviors and thoughts to certain realities such as social decision-making, and cooperativeness.

The findings of the inquiry on the effect of person deixis in inaugurals from East Africa established that the presidents used person deixis to achieve emotive, cognitive, emphatic,

manipulative, distancing, inclusive, rapport effects and stimulate critical thinking on their audience, addressee, and different referents in different contexts within the inaugurals. According to Cramer (2010), speakers use person deixis to invoke nation-building feelings on the audience such as unity and togetherness. Deixis provided strong signals that the speakers use to communicate social issues. Person deixis elicited strong intergroup views that would lead to formation of inclusive and exclusive groups.

The results from the inquiry of the effect of spatial deixis in inaugurals from East Africa established that the presidents used spatial deixis to achieve semiotic, emotive, emphasizing, attention grabbing, distancing, manipulative and cohesive effects on the audience. The presidents used spatial deixis to create a mental space between them as speakers and their audiences. The speaker and audience shared a cognitive dimension of time and space that provided the situatedness communicative event in terms of time and location. The use of spatial in a written or oral texts achieves semiotic effects on the audience. Spatial deixis provides the appropriate signals that help the audience to interpret the intended message unambiguously. According to Hart (2015), the distance along the spatial axis is emotive. Ideas considered right are placed closer to the deictic center, while ideas that are considered wrong or illegal are placed in a remote position. Proximal spatial deictic expressions are used in an inaugural speech to express the speaker's empathy, while distal spatial deictic expressions are used to express the emotional distancing of the speaker from the addressee, hearer, or issues raised.

The findings from the analysis of the effect of temporal deixis in inaugurals from East Africa established that temporal deixis was used to invoke emphasizing, attention-grabbing, cognitive and cohesive effects on the audience. Each president used temporal deixis to create a mental space between him and the audience in which the speaker and audience shared a cognitive dimension of time and space. Temporal deixis provided the situatedness of the speech event. Every inaugural speech event had a particular time in which it was uttered. The temporal deictic expressions expressed the 'when' of the events or concerns raised within the inaugural speeches.

The findings from the inquiry of the effect of social deixis in the selected inaugural From East Africa established that presidents used social deixis in their inaugurals to achieve politeness, exclusive, inclusive, emotive, and rapport effects on the audience. The use of social deictic expression triggered certain cognitive effects such as togetherness and behavioral response such as cooperativeness in the audience, or referents, and addressee. The presidents used social deixis in their inaugural speeches to appeal to the personal attitudes of the audience. The appropriate use of titles of address achieved politeness effects on the audience.

Conclusion
The findings from the analysis of deixis in the selected inaugurals from East Africa established that deixis is a crucial linguistic device that speakers use to achieve effective communication. The presidents used linguistic devices to effectively attain communicative roles of language. Deixis is one significant linguistic device in inaugurals used to perform multiple roles and achieve multiple effects. The study agrees with Hanks (2005) Deictic Field Theory that explains how speakers use deixis to refer to themselves, the addressee, third party referents and objects in a communicative act. The choice of particular deictic word is determined by the aims and objectives the presidents seek to achieve, the message they want to convey, and the effects they want to create. Deictics

words are used to perform multiple roles in providing the context for interpreting meaning in inaugural texts. The presidents invoked and triggered intended feelings, attitudes and behavioral responses on the audience through deixis. This investigation restricted itself to pragmatics sub-field of linguistics. Further research can investigate deixis from other linguistic perspectives such as semantics and psycho linguistics. The findings of the study generated theoretical, empirical and research methodological information that would aid research in future studies on deixis.

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