A CRITICAL ANALYSIS OF DEICTIC REFERENCING: A CASE STUDY OF

SELECTED EDITORIALS IN *THE NAMIBIAN* NEWSPAPER

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ABSTRACT

The focus of this study was to analyse deictic referencing in editorials, and particularly, the way in which the editor employed five types of deixis in 30 selected editorials published between June 2016 and June 2017 in *The Namibian* newspaper. Additionally, the study pursued to identify the predominant deictic referencing and its contribution to cohesion and coherence in the text.

This was a qualitative, desktop research in which the process of data analysis involved organising the editorials as raw data for categorisation, based on the types of deixis, namely person, place or spatial, time or temporal, discourse and social. The data analysis was informed by the Critical Discourse Analysis (CDA) theoretical framework. The CDA seeks to understand how and why certain texts affect readers and hearers. Therefore, this theory was found appropriate for this study as it sought an understanding of the use of language in communication by means of deictic referencing. The non-random sampling technique was employed purposively to select 30 of 50 editorials, while textual analysis was considered the appropriate method for this study.

The findings revealed that the five types of deixis were employed in all the sampled editorials. The study found that person deixis in the editorials was achieved through the first, second and third person pronouns. On the other hand, time or temporal deixis was achieved by means of deictic words. However, place or spatial deixis, achieved by means of adverbs and demonstrative pronouns, stood out as being frequently employed in order to locate both writer and addressee in space and identify the direction of motion towards or away from the place of the inscription event. It was also discovered that discourse deixis was achieved by means of *this, these* and *that*, whereas, social deixis was achieved by means of relational and absolute social deixis.

The study concludes that the editor's employment of deictic referencing intended to facilitate the reader's understanding of phrases or words that could not be fully understood without additional, textual information. This study provides readers with an idea of the way in which the communication of editorials can be understood more clearly by means of deixis. This suggests that writers should strongly consider the audience whenever they employ deictic referencing.

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DEDICATION

This thesis is dedicated to the late Mbushandje Saara Mahenge Jesaya-Shaduka and my late mother, Helaria Litwaleni yaHamundjebo-Mweulyao, for the way they nurtured, treasured and inspired me to be the person I am today. May their souls continue to rest in eternal peace.

DECLARATION

I, Saara Ndapwowike Hangalo, hereby declare that this study is the true reflection of my own research and that this work, in whole or part, has not been submitted for a degree in any other institution of higher education.

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CHAPTER 1

INTRODUCTION

1.1 Background of the study

Language is a tool that human beings use for communication. The transmission of thoughts, ideas, messages and information through speaking or writing, reaches the intended person by means of this tool. It is, therefore, justified to acknowledge that communication has an important role to play in human life. Eragbe and Yakubu (2015, p. 94) demonstrate that, in communication enterprises, the meaning of words and expressions vary, to some extent, depending on the context, for example, the newspapers, in which they are utilised.

Meaning and context are important concepts which mark the body of the study in both semantics and pragmatics. While semantic meaning is independent of context, pragmatic meaning is dependent on context. Rodman and Hyams (2003) are of the opinion that Pragmatics studies the use of language in communication especially the relationship between utterance and sentence as well as the context of situation in which they are used. Contexts are known in different types. The linguistic context, which is known as co-text. The co-text is the set of words that surround the lexical item in question in the same phrase or sentence. Another context is the physical context in which language is used and this influences the interpretation of discourse. In linguistics, words and expressions that require contextual information are called deixis. The functions of these words are context-dependent and subjective and their interpretations are normally determined by the time, place and person involved in the communication.

The Namibian newspaper is one of the daily newspapers in Namibia which publishes editorials. Editorials are related to the preparation of material for publications, these published editorials present the writer's opinion regarding interesting information about issues of concern where deixis is utilised. Hanks (2011) defines deixis as "a linguistic evidence of how what is said is grounded in the context of the situation in which it is said. It provides an interface linking language and situational context" (p. 315). Crystal (2010, p. 127) indicates that deictic referencing comprises those features of language which refer directly to the personal, temporal or locational characteristics of the situation within which an utterance takes place. As a result of the concept of employing deixis in the selected editorials and the indirect referencing to sources of information, the researcher proposed a study that employed critical discourse analysis to analyse deictic referencing in *The Namibian* newspaper's editorials of the period between June 2016 and June 2017.

1.2 Statement of the problem

According to Levinson (2006), deixis concerns ways in which language encodes features of the context regarding the utterance or speech event, as well as the way in which the interpretation of the utterance depends on the analysis of the context of the utterance. Literature reveals that deixis refers to universal features of language that are normally not recognised, even though they are critical for people's ability to understand a language. Despite this theoretical importance, deixis is one of the most empirically understudied fundamental area of pragmatics and its boundaries are not yet clearly understood.

The concept of employing deixis in written language is intended to convey information; therefore, the description of their references should be clear in order to avoid ambiguity. Thus, this study aimed to investigate the way in which editorials utilised deictic referencing to create the intended understanding for readers.

Scholars, such as Weber (1992), Eragbe and Yakubu (2015), as well as Green (1992), conducted studies on deixis and deictic referencing in different fields of study and countries. However, there is no study conducted on deictic referencing in Namibia. Consequently, the proposed study attempts to fill this gap.

1.3 Research objectives

This study sought to achieve the following objectives:

(a) To identify and discuss the predominant deictic referencing applied in writing the editorials in *The Namibian* newspaper;

(b) To investigate meaning in the identified, prevalent deictic referencing and

(c) To discuss and explain how deictic referencing contributes to cohesion and coherence in communication.

1.4 Significance of the study

This study will play a major role in exploring how deictic referencing is employed in *The Namibian* newspaper editorials, as well as examining the extent to which the use of deictic referencing enhances the comprehension of the readers.

The findings of this study will enhance the writers and readers' consciousness and broaden their understanding of the use of deictic referencing as a way of meaning creation and transfer. Finally, this study will contribute to the field of sociolinguistics in Namibia.

1.5 Limitations of the study

Findings of the study cannot be generalised as the study is limited to *The Namibian* newspaper only. It is also limited to only 30 selected editorials between June 2016 and June 2017.

Another limitation in this study is that the researcher did not anticipate that the process of finding deixis from the editorials would be time consuming.

1.6 Delimitation of the study

The study is confined to the editorials, and limited to 30 editorials published between June 2016 and June 2017. This hampered the crucial contributions that other articles from *The Namibian* newspaper might have generated.

1.7 Outline of the thesis

This study is divided into five chapters which are subdivided into title and subtitles. Chapter One provides an overview of the whole thesis; it gives the introduction, orientation of the study, statement of the problem, research objectives, the significance of the study, limitations and delimitation of the study.

Chapter Two reviews the literature related to the analysis and the use of deictic referencing in texts from different genres. The review is arranged according to the following titles: The role of deictic referencing, related studies and conclusion. This chapter is further divided into the following subtitles: pragmatics, deixis, types of deixis (person, place or spatial, time or temporal, discourse and social), definition of referencing, context, and deictic referencing.

Chapter Three provides an outline of the research methodology employed in this study. The chapter is outlined as follows: the research design, population, sample, procedure, data analysis, as well as research ethics.

Chapter Four discusses the findings of the study. Firstly, the definitions of Editorials by different scholars and then the analysis of the types of deixis.

Chapter Five concludes the study and suggests recommendations

1.8 Conclusion

This chapter acts as an introduction to the thesis. It presented the background of the study, as well as the problem statement, research questions, the significance, limitations and delimitations of the study.

Chapter 2 presents the related literature reviewed. It also discusses the theoretical framework underlying the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The purpose of this literature review is to highlight the research studies that are relevant to this study. This review is arranged according to the following subtopics: pragmatics; a definition of deixis; person, place, time, discourse and social deixis, referencing and context, as well as other related studies to support the analysis.

The researcher consulted international literature in order to review the existing work and provide information regarding the types of deixis and the employment of deictic referencing in different works, such as short stories, reports, manuscripts, poems, novels, among others. It appears that there is a lack of studies done about deictic referencing in different genres, both nationally and internationally regardless of the fact that the editor has been writing for years. There seems to be no local literature relative to the analysis of deictic referencing, particularly in editorials. As a result, this study was aimed at exploring the use of deictic referencing in editorials.

This chapter also explains the Critical Discourse Analysis (CDA) theory. It justifies employing CDA as a theoretical framework.

2.2 The role of deictic referencing

The reviewed literature reveals that there are various genres where deictic referencing is employed. These range from short stories, reports, manuscripts, poems to novels. It is also evident that deictic referencing is made use of in the aforementioned works to express the relationship between the real life environment around us (time frame, physical location, people involved and so forth) and what we say (the linguistic terms used). This is reinforced by Gjergji (2004) who indicates that "deictic referencing is used to bring together past, present and future and overcoming cultural differences and their distortion in meaning transfer and creation by using Ismail Kadare's novel *The broken April* as a unique text to analyse in these terms".

The term deixis in traditional grammar describes linguistic elements which specify the identity or placement in space or time of individual objects related to the participants in a verbal interaction. In the English language, *this* for instance is centrally used to identify a specific object given in the immediate special proximity of the speaker who utters the form (Hank, 1990, p. 5). This is not only true in verbal communication but it is similar in writing. The fact that the terms, such as *this*, are used to refer to different things on different occasions imply that the meanings in contexts are also supposed to be different. Deictic words do not identify referents by extra-linguistic means; rather, they identify referents by creating those referents as directs in a deictic situation. This makes the deictic words and their accompanying gestures key indicators in references, for instance *this book*, *that star* and the like. According to Clark (2003), deictic words and pointing are parts of a system of communication that establishes joint and shared attention. For example, a message on the office door *back in 10 minutes* is relative to the time it was written and one will not know the particular time unless he/she knows the coding time. If

someone tells you on the phone, *I am right here,* you will not know where he/she is unless you have additional evidence directing you to the location indicated by the adverb, *here*. Consequently, common ground is necessary for communication to succeed.

Deixis comprises fundamental symbols that cause referencing to happen whenever a linguistic sign receives part of its meaning from the linguistic context. Thus, deictic referencing could be a linguistic representation that may be vital for the interpretation of the utterance.

Deictic referencing in Namibia deserves a critical investigation, specifically the way in which it is applied in editorials which is one of the most powerful instigators for change in a community and should be understood correctly. This is because deictic referencing is also a powerful way of clearing the communication in describing and explaining more fully by pointing out, thus, referring mainly to the background and the environment.

2.2.1 Pragmatics

The term, Pragmatics, is derived from the Greek word *pragma* which means action. It is a word that describes a philosophy of doing what works best. The word has historically described philosophers and politicians who were more concerned with the real world application of ideas than with abstract notions. Therefore, Pragmatics can be defined as a study of language use where people express a variety of meanings with a range of people or people examine how others convey different kinds of meanings by means of language. According to Crystal (2008), Pragmatics is the study of a linguistic phenomenon from the point of view of its usage properties and processes. It is a branch of linguistics which focuses on how utterances communicate meaning in context, and indicates the relationship between forms of linguistics and the users.

Concurring, Levinson (2006), states that Pragmatics is the study of the relationship between language and the context, which is the basis for understanding the meaning of language. Pragmatics comprises deixis that has a connection with certain words or sentences that change because of the context. Such change of the context in sentences is often caused by the change of situation, which includes person, time and place. Given the above definitions, one may conclude that Pragmatics deals with the relationship between language and context which is relevant to the grammar in writing. Pragmatics could, as well, largely be associated with the process of employing language in communication and the interpretation of statements, words and texts in circumstances that occur between the writer and the reader.

Yule (2010, p. 127) claims that "Pragmatics is the study of what the speaker means or speaker's meaning". Yule divides Pragmatics into four definitions. The first definition states that it is the study of what the speaker means, in other words, what people mean by their utterances has more to do with what the words or phrases mean in those utterances. Secondly, Pragmatics is the study of contextual meaning. It is about the way that speakers manage what they want to say in obedience with whom they are talking to, as well as where and when the utterance is uttered. The interpretation of what people mean in a particular context and how the context influences what is said is an essential component in this study. Thirdly, Pragmatics is the study of how more is communicated than is said. The study explores how a great deal of what is unsaid is known as part of what is communicated. It shows how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. The last definition regards Pragmatics as the study of the expression of relative distance. The assumption is that the closeness or distance between the listener and speaker determines how much needs to be

said. Looking at these definitions, one may conclude that communication depends on the meaning of the words expressed, what the speaker or the writer means with such expression and, significantly, the context in which it is said. In other words, the intended meaning and the purpose of the action are carried out.

On the other hand, Griffiths (2006, p.1) states that "Pragmatics is concerned with the use of these tools in meaningful communication. It examines how linguistic resources are used in communication, investigates a speaker or writer's intention and a hearer or reader's interpretation, and deals with words, utterances, texts and how they are used by humans in communication". From the contextual point of view, Pragmatics is the interpretation of the meaning of a person in a particular context and the influence of context on such speech. It is utilised to explore the way a listener or a reader assumes a word expressed by the speaker or stated by a writer in order to come to an interpretation of the speaker or writer's intended meaning.

Cruse (2006) states that Pragmatics deals with the meaning coming from the use of a language in a particular situation. He claims that the following belongs to Pragmatics: politeness phenomena, reference and deixis implicatures, as well as speech acts. From the statements above, the researcher draws the conclusion that Pragmatics is the study of meaning where the language usage qualifies the interpretations of the specific conditions and the way that meaning is communicated in a text.

2.2.2 Deixis

Deixis has a wide definition. Each expert explains deixis differently, based on their fields of study and the types of analysis carried out. Renkema (2004, p. 12), explains that the word deixis is derived from the Greek word *deiknymi* meaning *to show* or *to indicate* and employed to denote those elements in a language which refer directly to the discourse

situation. It is defined as the linguistic evidence of how what is said is grounded in the context of the situation in which it is said. Deixis concerns the ways that language encodes information about the context in which utterances occur, and the ways in which the interpretation of utterances depends on the analysis of the context (Strazny, 2005, p. 260). On the other hand, Silverstein (1976) defines deixis as the type of reference constituted by the meaning of a linguistic sign being relative to the extra-linguistic context in which the sign is used. The fact that the interpretation of the linguistic utterances may depend on both linguistic and non-linguistic context, makes features of human language fundamental. However, deictic referencing happens whenever a linguistic sign receives part of its meaning from an extra-linguistic context.

In addition to that, Shdhganga describes deixis as one of the most important notions in general linguistics and a vital link between the real life environments around us. The primacy of deixis is a principle that can be related directly to the primacy of gesture, attention and interaction in the acquisition of language, according to Lyons (2009). This simply means that in conversation a deictic expression tends to be accompanied by an indicative gesture, unlike in writing where it is accompanied by the deictic expression of words.

Matthew (1997) describes deixis "as the way in which the reference of certain elements in a sentence is determined in relation to a specific speaker and addressee and a specific time and place of utterance" (p. 27). This implies that deixis constitutes reference devices by means of which participants in a discourse are identified and the time and place of action specified. These devices enable participants in a discourse to give the reader a clear picture of the context in which language is used.

Lyons (2009) differentiates deixis from reference by claiming that, deixis is like reference with which it overlaps as it relates to the context of occurrence; however, deixis is both broader and narrower than reference. On the contrary reference can either be deictic or non-deictic, and deixis does not necessarily involve reference. According to Levinson (2006), deixis concerns ways in which language encodes features of the context of an utterance or speech event, as well as the ways in which the interpretation of the utterance depends on the analysis of its context. Thus, deixis constitutes universal features of language that are normally not recognised, even though they are critical to people's ability to understand a language. Despite this theoretical importance, deixis is one of the most empirically understudied areas, and its boundaries are not clearly understood. However, the concept of employing deixis in written language is intended to convey information. Consequently, the description of its references should be clear in order to avoid ambiguity. Deixis plays a major role in pointing out the different meanings words possess, even in cases where it is utilised in the same way but in different situations. Deixis is not as simple as one may perceive it to be as it shows important meanings expressed by the writer to enable readers to follow the text. In some cases the reader reads some discourse to obtain the real sense of the words since some words in a language cannot be interpreted directly. Therefore, it is important for people to learn about, and know, deixis, as well as to be able to identify deictic referencing in order to arrive at the same view between the speaker and listener or writer and reader.

2.2.3 Types of deixis

Different scholars classifies deixis into different kinds, based on their views and understanding. Research by Levinson (2006) divides deixis into five categories, namely person, time, place, discourse and social deixis (p. 101). Others, such as Dylgjeri and

Kazazi (2013), identify three types of deixis, namely person, spatial and temporal deixis (p. 97).

Although the researcher presents the picture of the aforementioned types of deixis by different linguists for consideration, the study focused on the five types of deixis as identified by Levinson (2006).

2.2.3.1 Person deixis

Person deixis specifies what the deictic referencing is to the speaker, as well as the recipient role of a referent. Besides that, it deals with transforming the role of the participants in the speech event in which the utterance is delivered. Levinson, (1983, p. 63), notes that "The category first person is the grammaticalisation of the speaker's reference to himself, second person is the encoding of reference to persons and entities which are neither speaker nor addresses of the utterance in question".

According to Renkema (2004), person deixis is realised by employing personal pronouns. The speaker as first person, *I*, directs the utterance to the listeners as second person, *you*, and could be talking about a third person, *he* or *she*. On the other hand, Yule (1996, pp. 9-10) explains that person deixis involves the speaker and the addressee, and operates in a basic, three-part division, namely first person (*I*), second person (*you*) and the third person (*he, she, it*).

First person (*I*). The first person is a reference that refers to the speaker or both speaker and referent grouped with the speaker, which is expressed in singular pronouns, such as *I, me, myself, mine*, and plural pronouns, *we, us, ourselves, ours, our*.

Second person (*you*). This is a deictic reference to a second person, regarded as in direct contact with the first person and being a listener, for example, *your, yours, yourself* and *yourselves*. In this sense, the use of the word *you* refers to the person who speaks to the

first person. According to Levinson (1983), second person deixis is the encoding of the speaker's reference to one or more addressees. Furthermore, second person normally refers to the person being addressed. In English, *you* is used in a much wider social context than it would represent a single, second reference in most other languages.

Third person (*He, She, It*). This is a deictic reference to a referent; not who is regarded as the speaker and usually refers to the gender of the entity that the utterance refers to, for instance, *he, she, it, they him, himself, her, herself.* Third person deixis may possibly be a person who is referred to by the first person and the second person, who does not correspond to any specific participating role in the speech event.

2.2.3.2 Place or spatial deixis

Place deixis is also known as spatial deixis. Place deixis is meant to indicate the location related to the location of the participant in the speech event.

According to Thomas (1995), place deixis, such as *here, there, this* and *that,* only becomes meaningful when you know where the speaker is standing or what the speaker is indicating. The purpose of spatial deixis is to indicate the place. The usage of *there* in writing is understood to locate the person who, in many cases, does not have a clear referent and is difficult to understand because people may not have any idea that *there* refers to the location. Although the description of the location seems to be the basic way of referring to an item by identification and location, it is important to remember that the location from the speaker's view can be mental or physical.

Grundy (2000) states that "there are three degrees of proximity by no means uncommon with some language distinguishing proximity to the speaker and to the addressee. They are: *here* (proximity), *there* (distal) and *where* (the archaic hither, hence, thither, thence, whence) left, right, up, down, in front, behind, come go, bring, take" (p. 28).

2.2.3.3 Time or temporal deixis

Time deixis is also known as temporal deixis, such as *now, then, next week, last month*, among others, and thus is an expression related to the point of time when the word is produced by the speaker. According to Meyer (2009), the principal reference point for time deixis is the present and the contextual time at which the utterance occurs. Thus, phrases, such as *in the morning, on time, at noon or by the evening*, can be markers of time deixis.

Although the adverbs employed by time deixis may be in order, their role is to indicate the definite time. Words, such as *now*, refer to the present moment, *then* refers to the time in question while *next week* indicates the coming or the following week.

Cruse (2006, pp. 179-180) claims that, "there are three kinds of time deixis; First is before the moment of utterance, second is the time of utterance and the third, which is the last, is after the time of utterance". By viewing these three kinds of deixis, one may say that they are identified through the tenses in which they are presented, namely the present, past or future tense.

2.2.3.4 Discourse deixis

Discourse deixis is also referred to as text deixis. It is regarded as an expression in which the reference is within the text. Levinson (1983, p. 85) defines discourse deixis as "an expression used to refer to certain discourse that contains the utterance or as a signal and its relations to surrounding text. In addition to that, discourse deixis is deictic referencing to a portion of a text relative to the speaker's current location in the text, such as *above, below, last, previous, proceeding, next or following*, normally employed in the text and *this, that*, *there, last, next*, normally employed in utterances". Deictic words used often

are the demonstrative *this* and *that*. *This* is used to refer to something that is nearby whereas *that* is used to refer to something that is far from the speaker.

2.2.3.5 Social deixis

The social deixis is concerned with the social information that is encoded in various expressions, such as relative status and familiarity. Levinson (1983, p. 89) defines social deixis "as concerned with the aspects of sentences which are reflected, established or determined by certain realities of participants or the social situation in which the speech event occurs". He further states that social deixis is connected to the social distinction with the participant who has a role. According to Levinson (1983, pp. 90-91), social deixis is divided into two basic kinds, namely relational, social deixis and absolute, social deixis. Levinson (1983) continues that the relational, social deixis is deictic referencing to some social characteristics of the referent apart from any relative ranking of referent or deictic referencing to a social relationship which is close to the text. It is revealed through a certain relationship.

1. Speaker and referent (addressee honorifics by referring him)

2. Speakers and addressee (addressee honorifics without referring him)

3. Speaker and bystander (bystander or audience honorifics)

4. Speaker and setting (formality levels or social activity)

    Absolute, social deixis is expressed in certain forms of address which include no comparison of the ranking of the speaker and addressee. The forms are:

1. Authorised speaker (forms reserved for certain speaker)

2. Authorised hearer (restriction of the most title, for example, Your Honour)

On the other hand, Cruse (2006) indicates that "social deictic is an expression whose function is to indicate the position of the referent on the scales of social status and intimacy relative to the speakers" (p. 166). From the aforementioned explanations, social deixis can be clarified as a deictic expression employed to indicate the social status of people in the community and classify them according to societal classes. This could mean that this kind of deictic referencing may only be understood by the target group.

2.2.3 Definition of referencing

A holistic understanding of the term referencing is significant to this study. Yule (1996, p. 115) defines reference "as an act by which a speaker or the writer uses language to enable a listener or reader to identify something". Furthermore, Yule claims that, in discourse analysis, reference is treated as an action on the part of the speaker or writer. He continues that reference could be divided into two parts, namely exophoric reference or situational reference and endophoric reference or textual reference. According to Halliday (1976), exophoric reference is defined as the reference points outwards from the text, linking the text to the environment. One must look to the environment in which the text occurs to interpret the meaning of the reference. Examples of exophoric reference can be seen in expressions like *I, mine, you*, and *we,* which point to things, the writer or the writer's position in the environment in which a text occurs. While endophoric reference is defined as the reference points inwards to the text. Interpreting the meaning of reference requires looking elsewhere in the text. Endophoric reference can either be anaphoric to the preceding text or cataphoric to the following text. Mey (1993) defines anaphoric "as pointing backwards to a referent that has already been introduced while cataphoric is pointing forwards to a referent that has not been introduced yet" (p. 58).

2.2.4 Context

The context significantly influences the completion and appropriateness of the meaning in a sentence because it provides the reader with the situation of where the specific piece of information originated. It is necessary to indicate the context in order to interpret a word or phrase that could otherwise be interpreted correctly in a number of ways. For that reason, deictic referencing cannot be separated from the context. Mey (1993) explains that "the context is more than just a reference, it shows how person, time and place take place to create a referent or how the speech event always refers to someone or something" (p. 41). The above definition is a clear confirmation that the role of context is important for the study of deictic referencing as it helps people to understand what is happening.

The researcher looked at the linguistic context meaning (context of language), as well as at the situational context meaning (context of the situation). According to Karthik (2013), linguistic context may be described as a communication that follows the phrase or sentence to be interpreted, whereas the situational context includes knowledge of the world, including the writer, the reader, third parties and their beliefs. In other words, situational context refers to each nonlinguistic factor that affects the meaning of the phrase or a sentence. In this sense, the meaning may be determined by the writer or reader's intention and expectation.

2.2.5 Deictic referencing

The study of Pragmatics enables researchers to explore the way in which the meaning beyond the words can be understood without ambiguity. This is qualified by the use of deictic referencing. This meaning is assumed because there is a certain common, contextual knowledge between the writer and the reader of the text. Gjergji (2003) explains that "deictic referencing occurs whenever a linguistic sign receives part of its

meaning from the extra-linguistic context, for example pronoun *me* refers to the speaker and it has a different meaning depending on who utters it". Gjergji continues that the demonstrative pronoun, *this*, selects a referent, as opposed to *that.* The past tense of verbs indicates that something is done at this location prior to the time of utterance, and the adverbs, for example, *yesterday,* restrict this time interval to the day before the day of utterance (p.139). Therefore, in order to understand and conclude the meaning of the text or the phrase in the text, it is necessary to know who said or wrote it, on what date and where it was said.

Referencing is done by utilising deictic expressions that show the location of an object in a discourse. Griffiths (2006) clarifies that deictic expressions are words, phrases and features of grammar that have to be interpreted in relation to the situation in which they are uttered. This simply means that deictic expressions provide the person with the location, time, as well as the place, in which the language is used. Whereas Saeed (2007) emphases on the roles that deictic devices play in a language. Saeed commits a speaker to set up a frame of reference around him/her. He also asserts that every language carries an implicit division of the space around the current speaker, a division of time relative to the act of speaking and, via pronoun, a shorthand naming system for the people involved in the talk.

Mathew (1997) defines deictic referencing is the way in which the reference of certain elements in a sentence is determined in relation to a specific speaker and addressee at a specific time and place of utterance. Based on the given description, it is understood that deixis comprises reference devices which indicate who is the reader, specifies the time, as well as the place of action. These devices also help the writer in a discourse to give the reader a clear picture of the context in which language is used.

Deixis can also be employed to differentiate between the available information that is perhaps related to a text where a referent was used and to indicate whether a participant plays an important role in the text.

2.3 Theoretical framework

In order to analyse the use of deictic referencing in the editorials critically, the study employed the Critical Discourse Analysis (CDA) theory. According to Wodak and Meyer (2011), CDA is a branch of linguistics that seeks to understand how and why certain texts affect readers and hearers. Teun (2007) posits that "CDA is primarily interested and motivated by pressing social issues, which it hopes to better understand through discourse analysis". Scholars, such as Van Dijk (2001) as well as Eragbe and Yakubu (2015) also employed the CDA theory to analyse the use of deictic referencing in their studies. By employing CDA, the researcher was able to scrutinise the use of deictic referencing in order to search for an understanding of the use of language in communication. This theory was, therefore, found to be relevant and appropriate for this study.

However, it seems that one cannot discuss deictic referencing without making reference to the theory of Pragmatics, because pragmatics is explained as language usage rules when the meaning is appropriate to the context and circumstances.

2.4 Related studies

Eragbe and Yakubu (2015) examined the use of deictic expressions in Boko Haram insurgency in order to explore the incidences and functions of deictic expressions in the reports by the media. The results of the investigation show that media reporters use person, time or temporal and place or spatial deixis to locate the participants in discourse. The results also show that the spotting of participants in discourse via deictic expressions gives

the audience a clear picture of the incidence of insurgency reported, which later enhances cohesion and coherence in the discourse of Boko Haram insurgency reports.

Another study by Fatkhunurohmah (2013) analysed personal deixis in the form of words. The investigation was done on the Iron Lady movie manuscript, and the research findings of the study show that there are three types of personal deixis used in the Iron Lady movie manuscript.

The study by Lukmanto (2007) focused on deictic expressions, social deixis in particular, and made a comparison between the English and Javanese social deixis usage. Hassanah's (2006) analysis identified five kinds of deixis employed in the Gladiator movie manuscript, namely personal, place, time, discourse and social deixis. It was noted that the forms of deixis present in the Gladiator movie manuscript were distinguished based on their functions in the sentences. The researcher utilised the same types of deixis as identified by Hassanah (2006) and Levinson (2006), even though, the study was based on Levinson's (2006) five types of deixis.

Setyawati (2013) claims that deixis in the novel, *Emma*, by Jane Austen is taken from conversations conducted by characters and analysed by employing a descriptive, qualitative approach. The findings indicate that there are four types of deixis found in this novel, namely person, spatial, temporal and discourse deixis. This study employed a descriptive method and analysed the types of deixis by employing Levinson's (1983) theory.

Marliana (2013) looked at deixis in the transcription of the interview between Oprah Winfrey, President Barack Obama and the first lady, Michelle Obama. The outcome of the study shows that personal deixis establishes anaphoric or cataphoric relations, such as *I, he, she, we, they,* and *you*. For the time deixis, the transcription used *two and half years*

ago, today and now. For place deixis, the transcription mostly used locative adverbs of place, such as *here* and *there*. The transcription also has discourse deictic elements, such as *it, this, these, that, those*. Regarding social deixis, the interview used some terms for encoding the social relationship status, such as *Mr President* and *First lady*. A mixture of qualitative and quantitative methods were utilised as it was necessary to count how frequently the types of deixis occurred.

Additionally, Faricha (2017) studied deixis in the National Section of *The Jakarta Post*. The findings reveal that deixis in the National Section of *The Jakarta Post* consists of person, time, place, discourse and social deixis. The first person is used when the journalist wants to show the speaker who produces the utterance in the context. The second person deixis is used when the journalist wants to show the person identified as addressee in the context. The third person deixis is used when the journalist wants to show the referents not identified as the speaker or addressee in the context. Place deixis is used to describe a location relative to the location of the participant in a speech event as being shown in the context. Time deixis is used to point to a certain period of time when the communicator shows the utterances used by the speaker or writer and also the time of an event. Likewise, discourse deixis is used to refer to some portions of discourse that contain the utterance as a signal and its relation to its surroundings, whereas social deixis is used to indicate the distinct social roles between participants.

Uddin (2009) discussed deixis in the writing form of advertisements in *Time Magazine* and found that the pronoun deixis is often utilised in almost all advertisements and the personal pronoun, *you,* exists. Its pronoun refers to the readers or customers. Place deixis in the advertisement is *anywhere* in Siemens that could be interpreted as some places where readers need to use their mobile phones. Although, most of the studies in the

analysis of deixis are done on spoken pieces, the discussion by Uddin (2000) is an important study that was carried out on writing and this is comparable to this study.

Finally, Faizah (2009) also studied the deixis found in surah Al-Dukhan. The results indicate that deixis in surah Al-Dukhan is included in the three types of deixis namely, person, time and place deixis. In her research, the frequency of those three types of deixis, which appeared often, was person and time deixis.

Even though various researchers conducted studies on deictic referencing, their studies have been conducted in different subjects, and employed either different or similar theories. Reading through related studies, the researcher found that most studies focused mainly on analysing deixis in novels, poems and magazine, as well as reports. However, no record has been found of the analysis of deictic referencing in editorials, which is the focus of this study and a possible gap that needs to be filled.

2.5 Conclusion

This chapter highlighted research work of scholars whose focus is pertinent to deictic referencing, and explained the theoretical framework employed in this study. By reviewing literature in the area of deixis, the researcher was able to gain an understanding of deictic referencing. This chapter explained the types of deixis in different genres. The following chapter, Chapter 3, presents the research methodology employed to collect and analyse data for the study.

CHAPTER 3

METHODOLOGY

3.1 Introduction

The purpose of this study was to conduct a critical analysis of deictic referencing in editorials. This chapter gives an overview of the research methodology that was employed to collect and analyse the data. Creswell (2008) defines research methodology as a system for collecting data for a research project. Qualitative data were collected by means of desktop analysis in order to examine deictic referencing in editorials. This chapter is outlined as follows: research design, population, sample, research instrument, procedure, data analysis and, lastly, research ethics.

3.2 Research design

According to Kothari (2004), a research design is an arrangement of the conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose. A research study is a conceptual structure within which research is conducted. Kothari (2004), furthermore, explains that a "research design constitutes the blueprint for the collection, measurement and analysis of data which includes the outline of what the researcher will do from writing the research problem to the final analysis of data" (p. 31). This is emphasised by Bieger and Gerlach (1996) who point out that a qualitative research design is also concerned with gathering and analysing information available in print form. An editorial serves as a good example in this case. Thus, the qualitative research design was employed in this study to gather and analyse immeasurable data effectively.

Masson (2002) states that "qualitative research methods of data collection are both flexible and sensitive to the social context in which data are produced" (p. 3). This is supported by

Kothari (2004), who explains that "a suitable design or approach should be flexible, appropriate and economical". Therefore, the researcher found the qualitative research approach appropriate for the study because it minimised bias and maximised the reliability of the data collected and analysed.

Furthermore, Polit, London and Martinez (2001, p. 167) define research design as "the researcher's overall for answering the research questions or testing hypothesis". The above definitions may conclude that a research design is a plan and procedure the researcher employs from the general assumptions, detailed methods of data collection and analysis. These definitions also indicate that research design plans where, when and how data should be collected and analysed

Furthermore, scholars such as Batacherjee (2012, p. 113), define qualitative design as "a method of research which is heavily dependent on the researcher's analytic and integrative and personal knowledge of the social context where the data is collected", while Holloway and Wheeler (2010, p. 30) define a qualitative research approach as "a form of social enquiry that focuses on the way people interpret and make sense of theory experience and the word in which they live".

This study is a case study that is based on Cohen, et.al. (2007) who define a case study as "a study that provides unique examples of real people in real situations and enables readers to understand ideas more clearly rather than by simply presenting them with abstract theories or principles". Cohen, et.al. (2007), furthermore, explain that case studies "opt for analytic rather than statistical generalisation". For the mentioned explanations, a case study is deemed to be appropriate for this study because the study was investigative in nature and it sought to analyse the use of deictic referencing in editorials.

However, Polit (2010) disputes that the goal of most qualitative research is not to generalise the findings but rather provide a rich, contextualised understanding of some aspect of human experience through the intensive study of particular cases. This will be demonstrated in this study.

Cohen, et al. (2007) says that qualitative data analysis involves organising, accounting for and explaining the data. In short, it entails making sense of the data in terms of the participants, themes and categories. Based on this justification, the qualitative research design continues to be emphasised as appropriate for this study since the process of data analysis involved organising raw data in order to classify the type of deixis that was prevalently employed in the editorials. The process also involved managing the data by means of interpreting deictic references to create meaning and to understand what was being read. The researcher classified the selected editorials into categories together with their functions. These categories were generated by identifying the different types of deixis.

In order to analyse the editorials, the researcher adopted textual analysis as a methodology. Textual analysis is defined as "an analysis ideally for cultural, media and mass communication studies" (McKee, 2003). The purpose of textual analysis is to describe the content, structure, as well as the functions, of the messages contained in the text. However, in textual analysis it is vital to consider selecting the types of texts to be studied, acquiring appropriate texts and determining the particular approach to be employed when doing the analysis. Content analysis was then employed as the approach to textual analysis. According to Cohen, et al. (2007), content analysis is a process by which the many words of texts are classified into fewer categories. This approach was utilised to select respective editorials so that they could be categorised according to the types of deixis. This occurred

because the purpose of the content analysis was to diminish the materials in different ways.

The information that formed the foundation of this study was the original information taken from the editorials in newspaper texts. This is clarified by Bainbridge, Goc and Tian (2011), who state that "written texts include books, magazines and newspapers". Secondary data were also accessed to support the researcher in comprehending the primary texts and to be able to clarify the analysis. Secondary data were reference works taken from the literature review in the area of deictic referencing, and included books, journal articles and theses.

The advantage of textual analysis is that it is performed on a text and, because of that, people make an educated guess at some of the interpretations that might be made of the text. This assists the interpretation of the text in order to be able to obtain and understand its surroundings. Textual analysis attempts to understand the most likely interpretation of a text made by the people who read it.

In the process of reading, it is important to note that there are different methodologies which can produce different kinds of information, even if they are utilised for analysing similar or the same text. However, the researcher selected textual analysis which is more appropriate for this study.

3.3 Population

The editorials are published weekly on Fridays. There are approximately 50 articles per year. According to Battacherjee (2012, p. 65), all people or items (unit of analysis) with the characteristics that one wishes to study define the research population. While Burns and Grove (2003, p. 213) define a research population as "all elements that meet the criteria for inclusion in a study". This is also supported by Fox and Bayat (2007) who

stipulate that "a population is any or individuals that share the similar characteristics and represent the whole case that is involved in a study". Given these definitions, it is concluded that a research population appears to be the entire group that represents the parts that the researcher wishes to study. Thus, the population of this study was defined by all editorials which were the items and units of analysis the researcher intended to study.

The study focused on the editorials that were published between June 2016 and June 2017. The target population of the study was all the editorials published in *The Namibian* newspaper on Fridays between June 2016 and June 2017. Therefore, the population was 30 editorials that were published between June 2016 and June 2017.

3.4 Sample

Khotari (2004) explains sampling as "the process of obtaining information about the entire population by examining only a part of it; furthermore, sampling may also be referred to as the statistical process of selecting a subset (called a sample) of a population of interest for the purpose of making observations and statistical inferences about the population". It is significant to sample in order to bring the population to a manageable number as it is challenging, or rather impractical, to gather data from the entire population. It is sometimes undesirable to try and study the entire population.

The editor published approximately 50 editorials between June 2016 and June 2017. Although it was possible to study all the 50 editorials published during the aforementioned period, it is almost impossible to do an in-depth study of them all because the data should be managed and understood. It was also found that not all editorials contained a significant number of deictic referencing. During the reading process the researcher also noticed that a number of editorials contain similar deictic referencing which may create repetitive data

in the analysis. Therefore, it was necessary for the researcher to study those editorials thoroughly.

The research study employed a purposive sampling method to select 30 from 50 editorials published in *The Namibian* newspaper. Cohen, et al. (2007) explain that the reduction of copious amounts of written data to manageable and comprehensible proportions is one of the enduring problems of qualitative research. The non-probability sampling technique was, as well, considered to select the 30 editorials. Conversely, Battacherjee (2012) expresses that non-probability sampling is defined as a technique where some units of the population have a zero chance of selection or where the probability of selection cannot be accurately determined. Non-probability sampling employs a non-randomised method to draw the sample. The researcher deemed non-probability sampling as a useful, convenient and appropriate method of selecting the sample for the study. Findings established by means of non-probability sampling lack generalisability; however, the researcher found the technique appropriate, with the potential to generate valuable insights for this study.

In order to select the 30 editorials, judgement was made, keeping in mind the purpose of the study, as well as looking at the relevance to the research design and ensuring the true representation of the population. Purposive sampling is "a method of sampling where the researcher deliberately chooses who to include in the study based on their ability to provide necessary data" (Burns & Grove, 2003, p. 31). Creswell (2013, p. 300) defines purposive sampling as "a method of sampling used in qualitative research whereby the researcher selects individuals and sites for study because they can purposefully inform an understanding of the research problem and central phenomenon in the study". The sample of 30 editorials was established as acceptable for the objective of this study, which was to analyse the use of deictic referencing in editorials. The fact that a sample of 30 editorials

is selected from the 50 editorials published annually to represent the population is an indication that the manageable sample allowed the researcher to understand the circumstances surrounding the entire population clearly.

3.5 Research instruments

This study did not require any research instrument because the editorials were the source of primary data. Journal articles and books in the field of deictic referencing were also consulted to support the analysis. The sources that were consulted were regarded as secondary data, and they were studied to support the understanding of the primary text, as well as to clarify the analysis of the primary texts. The related academic literature that were studied included books, scholarly theses and articles.

3.6 Procedure

All Friday editorials dated from June 2016 to June 2017 were downloaded from *The Namibian* newspaper website under the archives feature. Each editorial was copied and pasted on a Microsoft Word document because it was impossible to download the editorials from the website since the website did not provide an option to download the editorials. The editorials were classified according to the types of deixis, namely person, time, place, discourse and social deixis as well as the functions these played in the text. An in-depth and critical analysis of the texts was then conducted.

The primary data were collected by reading the editorials from *The Namibian* newspaper. According to Khotari (2004), primary data are those data which are collected afresh and for the first time, and thus happen to be original in character. The main, primary source of data is also regarded as those collected or observed for the first time and always given in the form of raw material and original in character; however, literature related to deictic referencing which was regarded as secondary data was also reviewed and thoroughly

studied to provide an in-depth understanding of the use and functions of deictic referencing in the written texts.

3.7 Data analysis

Data analysis involves organising data, conducting a preliminary read-through of the database, coding and organising themes, representing the data and forming an interpretation of the data collected (Creswell, 2013). Creswell further notes that data analysis in qualitative research consists of preparing and organising the data (text data as transcripts or image data in photographs) for analysis, then coding and, finally, representing the data in figures, tables or a discussion.

Cohen, et al. (2007) explain that qualitative data analysis involves organising, accounting for and explaining the data. Thus, making sense of data in terms of the participants, themes and categories. Since the analysis of data involved organising, accounting and explaining of the deictic referencing utilised in the editorials and making sense of data terms of categories by employing the types and function of deictic referencing for the analysis of the editorials, a qualitative data analysis was employed to analyse the data. The researcher made sense of the data in terms of the participants which were the editorials. The categories were composed of the types and functions of deixis in the written texts.

The researcher employed purposive sampling technique to select 30 editorials in order to be able to manage and gain a clear understanding of the phenomenon in terms of its scope. This was done in accordance with Cohen, et al. (2007) who clarify that the reduction of copious amounts of written data to manageable and comprehensible proportions is one of the enduring problems of qualitative data analysis. Since the reduction of data is the fundamental component of qualitative analysis, according to Cohen, et al., (2007), the editorials were reduced to ensure that the quality of the qualitative data was respected.

The study employed textual analysis as a method to interpret and analyse deictic referencing. Lockyer (2008) defines textual analysis as "a method of data analysis that closely examines either the content and meaning of the text or their structure and discourse". Hence, in the current study the data collected were organised in themes and categories, guided by the CDA.

3.8 Research ethics

Gay, Mills and Airasian (2009) explain that "sensitivity to possible sensitive issues that may arise during the study is critical to the success of the research" (p. 114). Therefore, ethical issues are practically, as well as morally, central to the research process (Desai & Potter, 2006, p. 123). In order to ensure the objectivity and reliability of the research study, the researcher acknowledged all the sources that were utilised to assist with understanding the study and interpret the data collected to avoid misinterpretation. The data collected were also exclusively utilised for the purpose of this study. Finally, informed consent was obtained from The University of Namibia's UREC prior to the research.

3.9 Conclusion

This chapter discussed insights into the research methodology employed in this study. The chapter also highlighted the purpose of collecting and analysing the data. A brief explanation of the research design, population, sample, instruments and procedure for the data collection and the method employed in the data analysis were given. Finally, the research ethics considered in this study were also addressed.

In the next chapter the researcher will present the data analysis of deictic referencing employed in the selected editorials in *The Namibian* newspaper.

CHAPTER 4

PRESENTATION OF THE RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the analysis and discussion of deictic referencing in the editorials published every Friday in *The Namibian* newspaper. The study sought to analyse deictic referencing in the editorials to establish the types, as well as functions, of deixis commonly employed in editorials.

Duyile (2005) defines editorial as "a comment or an argument in support of a particular policy, an action, or an idea whether expressed or latent. It can be an argument exhibiting the logical reasoning of the newspaper using the thoughts of the proprietor for the purpose of persuading the readers (audience) to kick against an idea, policy or an action based on facts available". Okoro and Agbo (2003) consider an editorial as "a critical evaluation, interpretation and presentation of significant, contemporary events in such a way as to inform, educate, entertain and influence the reader" (p. 125).

In addition, Hoffman (2007) defines an editorial as a "statement of opinion from an editor or publisher about you and your business" (p. 113). Iyorkyaa (1996) defines it as "a journalistic essay which attempts to: (a) inform or explain; (b) persuade or convince; (c) stimulate insight in an entertaining or humorous manner" (p. 14).

Based on the understanding availed by the definitions above, the data were analysed and findings interpreted in accordance with the created types and function of deixis. The types of deixis were person, place or spatial, time or temporal, discourse, as well as social deixis. Data are presented according to the themes by analysing the way in which each type of deixis was employed in each of the selected excerpts from the editorials. The functions of

deictic referencing, as well as the communication and understanding that the deixis convey, were explained.

Furthermore, data were interpreted by employing textual analysis as a component of the CDA technique in order to make an educated guess of some of the most likely interpretations (McKee, 2003). The interpretation was also based on the way that deictic referencing was employed in the editorials. In other words, data were analysed to identify the types of deixis and references in the editorials. The research, furthermore, explains how deictic referencing contributes to misunderstanding or understanding between the writer and the reader and, simply, how deictic referencing affects the communication between the writer and the reader.

The data obtained from the editorials were subjected to analysis by employing a qualitative method. Thus, no statistical method was employed in the analysis. Excerpts from the texts showing incidences of deictic expressions are provided and explained to support claims. In this section, prevalent deictic referencing identified from the editorials are discussed and categorised under the five types of deixis specified in the literature review. Results are consequently presented in the following order: person, place or spatial, time or temporal, discourse and social deixis.

4.2 Types of deixis

According to Adetunji (2006), the realisation of deixis in speech, and particularly in writing, is achieved by means of special linguistic pointers, called deictic expressions, also classified as indexical (a linguistic expression whose reference can shift from context to context) expressions or textual references. The main idea here is to indicate that referents are not identified without understanding their actual context.

Likewise, Mulderrig (2012) states that "the resolving of deictic expressions is performed by means of the contextualisation of a deictic item through the establishing of cohesive ties between this item and the context in which it is used" (p. 708). Thus, the types of deixis were analysed as indicated in the introduction and in the five types corresponding to the five categories of deixis discussed in the method of analysis.

The effectiveness of communication and understanding between the writer and the reader does not rely on what is being written, but rather on how it is written. Therefore, the methods that the editor utilised to arouse attentiveness and criticality in readers were to employ different types of deictic referencing. Despite the author's consciousness of deixis and references, the way in which the readers comprehend the text is equally important because their interpretation determines the effectiveness of the methods employed.

4.2.1 Person deixis

According to Levinson (2006), person deixis comprises personal pronouns, such as the first, second and third pronouns which are related to the grammatical categories of person and employed as a means of locating the referents in relation to the event that is taking place in the discourse. The texts subjected to the analysis exhibited the use of person deixis for locating the editor and his or her audience in the discourse. Person deixis involves the speaker (*I*) and the addressee (*you*) irrespective of whether in the spoken or written text and commonly expressed by constituents, such as pronouns, possessive affixes of nouns, as well as agreement affixes of verbs. For example, in a conversation, each person frequently changes from being *I* to *you*.

As classified by Levinson (2006), the first person pronoun and second person pronouns, like *I, me, mine, we, us, ours, you, your, yours,* are always deictic because they depend completely on the context for their reference. However, the third person pronouns are only

deictic when they are free but when they are bound, their references are identified from the linguistic context. Yule (1996) articulates that, "a third person (*he, she, it*) is a deictic reference to a referent (s) not identified as the speaker or addressee and usually applies to the gender that the utterance refers to, for example *he, she* and *they, him, himself, her, herself* (pp. 9-10). Thus, the following analysis shows how the first, second, as well as the third person deictic referencing are employed in the selected editorials.

4.2.1.1 First person (pronouns) deixis

First person pronouns are utilised by the writer to refer to himself/herself. In other words the writer uses the pronoun *I* to refer to himself or herself and therewith introduces himself or herself in the conversation. It is straightforward with the first person singular but complicated with the first plural person pronoun, *we,* to be interpreted by the addressee. "It is quite ambiguous as it can have three different meanings depending on the context. Firstly, *we*, could be the 'Royal We' used mostly by monarchs representing one person as the whole nation. Secondly, it could be the 'exclusive we' or 'inclusive we'" (Yule, 1996, p. 11). Thirdly, in the first case the speaker refers to himself and to one or several other people, excluding the addressee, and in the latter case the speaker points to himself, the addressee and even possibly to one or several other persons (Grundy, 2000, p. 27).

Although one may refer to the speaker in a different context, the first person pronoun in this context is a reference that refers to the writer or both writer and referent grouped with the writer. It can be expressed as a singular pronoun, for example, *I, me, myself* and *mine*, as well as plural pronouns, for example, *we, us, ourselves, our* and *ours*. The first person deixis can be divided into exclusive first person deixis (which refers to a group not including addressee) and inclusive first person pronoun (which refers to a group including the addressee). In order to establish how the first person pronouns were engaged in the

selected editorial from *The Namibian* newspaper, the following excerpts from selected editorials were analysed.

Excerpt 1: "Directors and managers were stone-faced in proclaiming it wasn't *me* and that the possible crimes and misuse was committed before *my* time" (*Editorial, 2016.07.22*).

Excerpt 2: "It is not the first time *our* politicians have rushed to change *our* fundamental law on spurious ground. They would like *us* to believe that the changes would strengthen *our* democracy. Instead, it often appears aimed at weakening the foundations. After all, fiddling with foundations is often more likely to weaken a structure. Please stop molesting *our* administrative system, raping *our* justice system and, in the process, weakening *our* democracy" (*Editorial, 2016.07.29*).

Excerpt 3: "In no way are *we* saying that Namibia's Olympic committee, including its president Abner Xoagub, sports Minister Jerry Ekandjo and his deputy Agnes Tjongarero or other officials are to blame for the crime Junias is alleged to have committed. Talks was even doing the rounds that one politician shouted at a journalist; 'why are you calling *me*? *I*'m not a rapist. Did *I* rape anyone?' The journalist alleged crime was deeming the politician important enough to get comment about the incident as the issue has cast a bad light on Namibia" (*Editorial 2016.08.12*).

Excerpt 4: "For months, if not years, reports have pointed to bad planning, lack of leadership and harmful squabbles among officials, which threatened to disrupt the country's participation in the Olympics Games taking place in

Rio de Janeiro, Brazil right across *our* shores on the opposite end of the Atlantic Ocean.

Excerpt 5: "Alas, the rape charges against 22-years old Jonas Junias, Namibia's flag-bearer during the opening ceremony should by now settle the debate that the wrong people are leading *our* athletics and damaging the country's hopes to shine again on the international stage" (*Editorial, 2016.08.12)*.

Excerpt 6: "Last week, this newspaper quoted Samora Machel's dictum that "for the nation to survive, the tribe must fall". *We* said that Vekuii Rukoro, now chief of a faction of the Ovaherero people, had fallen in status from being a national political leader in Namibia to now occupying a powerful position of fiefdom. *We* are shocked at the vulgar call of Rukoro who, in a recording on Otjihehero, ostensibly aimed at his subordinates said that, this current Ovambo government is putting their finger in Herero backsides. It is a deliberate attempt to provoke *us*.

In what could easily be construed as incitement to violence and the promotion of dangerous siege mentally among members of his group, Rukoro said that *we* are willing to die for what is *ours*.

It should be a worry for *us* when a person who inherits a leadership position is bestowed one by a deity control significant part of their lives. Those who rule over *us* should be elected by the majority, in a free and fair election. To arrest the spread of tribalism, *we* must embark upon a Namibia first campaign" (*Editorial, 2016.08.25)*.

Excerpt 7: "At the beginning of September, the minister of education, Katrina Hanse-Himarwa, said in the National Assembly that they were sympathetic and

considerate to the demands by teachers for better salaries. *I* am afraid that at this point, *we* are simply do not have more to give than what *we* offer, she explains" (*Editorial, 2016. 10.14*).

Excerpt 8: "In fact, the thief was shouting at the man who dared to report him saying "Wat worry jy? Dit is mos nie jou geld wat ek wil vat nie! It is not your money *I* was trying to take)". The criminal followed the man, threatening to stab him with a knife" (*Editorial, 2016.10.25*).

Excerpt 9: "The latest development of a certificate approving phosphate mining in *our* part of the Atlantic Ocean begs the question as to whether *we* are shifting away from the constitutional principles of maintaining *our* ecosystems and biological diversity. Why else plunge blindly into the unknown world of disturbing *our* marine life with mining that is not known anywhere else? Have *we* lost *our* way, or have *we* decided to change *our* principles? How was the ministry of mines able to issue a license for phosphate mining in the absence of consideration by the ministry of fisheries and that of environment have gone ahead in opposition to the ministry of fisheries to give a go-ahead to the phosphate mining company" (*Editorial, 2016.10.28*)?

Excerpt 10: "The invest in Namibia conference is aimed at attracting foreign investors. Perhaps that is why, despite an impressive programme over two and half days, there's hardly a buzz within the country. Or is the concern rather that *we* will market *ourselves* too well, and then fail to deliver" (*Editorial, 2016.11.04*)?

Excerpt 11: "Unless *we* walk the talk that Castro so clearly demonstrated, the beautiful speech Geingob delivered about conscience will have been betrayed by *our*

actions. The past 26 years of Namibia independence do not inspire any confidence that *we* have learnt much from the meaningful deeds of people like Castro, Nelson Mandela and Julius Nyerere.

We need to take care far-reaching steps to address basic challenges such as *our* penchant for chasing the bling-bling at the expense of providing high-quality education, health and better living standards overall" (*Editorial, 2016.12.02*).

Excerpt 12: "To Moses Shingo's apparent consternation, as he told The Namibian '*I* didn't think this would get out of control like this. The reason *I* touched her nipple was because *I* had heard that she was pregnant" (*Editorial, 2017.01.20*).

Excerpt 13: "*I* call upon the responsible (Ministry) officials to intensify their well-coordinated efforts and strategies to assist the farmers in fighting these worms" (*Editorial, 2017.02.03*).

Excerpt 14: "It is like putting a mouse in a cheese factory, then *I* eat *myself* to death said Mantashe" (*Editorial, 2017.02.10*).

Excerpt 15: "When *we* talked about the land issue, a long time ago in my thesis, *I* said Zimbabwe was delivering a child through Caesarean section…it might be painful at the moment but after a while the baby will have been born. Whereas *we* (refers to a country although we is understood to be a plural pronoun)(Namibia) are trying to expect the child to be delivered through the normal nine months period and now nine months have been 27 years, the Zimbabwe media quoted him" (*Editorial, 2017.05.05*).

Excerpt 16: "We can only hope that the latest borrowing is truly aimed at long-term solution for the core problems of our economy rather than short-term relief, which will deepen Namibia's crisis" (*Editorial, 2017.05.12*).

Excerpt 17: "Namibia needs to take a multiple-pronged approaches to stop the decline in our moral attitudes. If we cannot protect the vulnerable among ourselves, including plants and the wildlife, it is only a matter of time before people literally cannibalise one another" (*Editorial, 2017.05.26*).

Excerpt 18 "*I* am confident that the succeeding generations will have the courage to dedicate themselves to the next phrase of *our* struggle; to end poverty and inequality. This noble goal can also be achieved through unity and commitment. *We* must hold hands with *our* brothers and sisters not only in Namibia but across the globe, to reach this goal. These were the words of our late liberation struggle giant, Herman Andimba Toivo ya Toivo in a message for the Namibia's special supplement to celebrate his his 90th birthday.

In *our* supplement two years ago, *we* pointed out how Swapo politburo members Kazenambo Kazenambo and Peya Mushelenga had been highly critical of the party for the lack accorded to Ya Toivo" (*Editorial, 2017.06.23*).

Excerpt 19: "*We* suspect that they have realised that Namibian has dollar lying around in the information ministry for the film industry, and will not be surprised and their first project that their first project might be centred around Mugabe and *our* former President Sam Nuyoma. That is how those who want to milk the country always pitch it using Nuyoma's name" (*Editorial. 2017, 06.30*).

Excerpt 20: "But let *us* be honest and fair, most of the crime in Namibia cannot and should

not be blamed on Chinese nationals. However, to ignore the involvement of

Swapo's struggling comrades in the plundering of *our* national resources is

to fail *ourselves* in warning against simmering tension and danger.

China this week announced it will ban trade in ivory. How come *our*

government has not lobbied that the decision extends to saving *our*

endangered rhino population, consideration the illegal trade in rhino horns is

sustained primarily by the Chinese" (*Editorial, 2017.01.06*).

Following is the list of the first personal pronouns as analysed from the excerpts provided

above and the way they are employed in the selected editorials:

In Excerpt 1: *me and my* refer to the directors and managers as they proclaimed;

In Excerpt 2: *our* refers to the Namibian politicians, law, democracy, administrative and

justice while, *us* refers to the Namibian people;

In Excerpt 3: *we* refers to the Namibian athletics, their fun and the author inclusive while

I refers to one politician who shouted at the journalist;

In Excerpt 4: *our* is a first person plural that refers to the Namibian shores.

In Excerpt 5: *our* refers to the Namibian athletes;

In Excerpt 6: *we* and *our* refer to Rukoro and his group or his supporters;

we and *us* also refer to Rukoro's group and himself included;

In Excerpt 7: *I* refers to Minister Katrina Hanse-Himarwa while *we* probably refers to the

management of the Ministry of Education of which the Minister is part or the

members of the National Assembly since it seems that the Minister was

speaking in the National Assembly;

In Excerpt 8: *I* refers to the thief who is not a writer or an author but was directly quoted by the author;

In Excerpt 9: *our* refers to the Namibian part of the Atlantic Ocean;

we refers to the Namibian people in decision-making positions in the Ministry of Mines and Energy, as well as in the Ministry of Fisheries;

In Excerpt 10: *we* and ourselves refer to the Namibian nation which is inclusive of the author;

In Excerpt 11: *we* and *our* refer to the Cuban Nation and other audiences addressed by President Geingob during Castro's funeral;

In Excerpt 12: *I* refers to Moses Shingo, the alleged school principal;

In excerpt 13: *I* refers to Minister John Mutorwa;

In excerpt 14: *I* and *myself* refer to the ANC Secretary General Mantashe, as quoted by the writer;

In excerpt 15: *I* refers to President Geingob and *we* refers to Namibian including himself;

In excerpt 16: *we* refers to the Namibian nation including President Geingob who the addressor in this regard;

In excerpt 17: our is the first person pronoun which refers to the Namibian nation including the writer;

In Excerpt 18: *I* refers to Herman Toivo ya Toivo who was also quoted by the editor;

our to the Namibia people himself included which he referred to as brothers and sisters in the Editorial;

we to the Namibian nation;

In Excerpt 19: *we* refers to the author, including the concerned group;

our refers to the former Namibian President;

In Excerpt 20: *our* refers to the Namibian government and endangered Rhino population.

> The use of the first person pronouns in the above excerpts was analysed by the identification of the sentences or statements where the pronouns were employed, namely those that seem indistinct and complicated to comprehend and those that create confusion among readers.

Some of the first person pronouns in the excerpts are so confusing that the reader may be unable to spot who are the referent and who the addressee, for example, "Directors and managers were stone-faced in proclaiming it wasn't me and that the possible crimes and misuse was committed before my time". The analysis discovered a challenge in discerning the addressor and who he/she was addressing.

Excerpt 7: "I am afraid that at this point, we simply do not have more than what we offer" she explained. This statement seems unclear. The author reports that the Minister began by including herself. Although the author uses *they* to report what the Minister uttered in the National Assembly, the addressees in this case were teachers, one may be uncertain as to who '*we*' was referring to. Whether the Minister used *we* to refer to both members of the National Assembly including herself or the executive management of the Ministry which is also inclusive of herself. Besides that, the Minister seems to bring the teachers' demands closer to where she put herself. However, the Minister employed the deictic idea of silencing the teachers but still used the first person singular, *I*, to show a strong stance and challenge them. These confusions contribute to misinterpretation and, consequently, the misunderstanding of the content.

There is evidence of the first person pronoun, (*I*), which refers to the speaker himself or herself. However, in this context "Wat worry jy? Dit is mos nie jou geld wat ek wil vat nie! It is not your money I was trying to take", *I* does not refer to the writer but to the

person who was quoted by the writer. An element of confusion is also identified in this statement. In this instance, misinterpretation may lead to delusion and uncertainty, if the reader is not aware of deictic referencing. It might be difficult to realise to what those pronouns are referring.

The researcher can, finally, conclude that, even if the use of *I* was noticed, it is imperative to mention that there is a substantial use of *we* (the first person pronouns marking number or plural) and *our* or *ours* (possessive pronoun) in the above excerpts. This also indicates that the writer often included him- or herself in the referents.

4.2.1.2 Second person (pronoun) deixis

According to Stirling and Huddleston (2000), personal pronouns are so called because they are the ones to whom the grammatical system of person applies. This is a system whose terms are differentiated by reference to the utterance-act roles of the speaker and addressee. Stirling and Huddleston explain that the second person deixis is utilised for the addressee or a group of, at least one, addressee, but not the speaker. Furthermore, the second person singular can be utilised as non-referential (generic use) *you* which is commonly used as a less formal variant.

Based on the given definition, it can be concluded that *you* does not refer to a specific person but is employed to refer to people in general whether the person referred to is male or female, or refers to one person or many people. The excerpts below are provided as examples of the way in which the second person pronoun was engaged in the selected editorials.

Excerpt 1: "Talk was even doing the rounds that one politician shouted at a journalist: "Why are *you* calling me? I'm not a rapist. Did I rape anyone? The journalist's alleged crime was deeming the politician important enough to get comment

about the incident as the issue has cast a bad light on Namibia" (*Editorial, 2016.08.12*).

Excerpt 2: "We agree with Geingob that using tribal and racial quotas for positions at the highest level of government defeats the purpose of National leadership. Worse, it feeds the false narrative that only someone from *your* own village can take care of *your* own well-being" (*Editorial, 2016.12.06*).

Excerpt 3: "We look forward for a better 2017, we will not be comfortable to wish *you*, our readers, customers and other stakeholders, a prosperous new year" (*Editorial, 2016.12.23*).

You in the above first excerpt is ambiguous; it is also unclear as to what the utterer meant and to whom he was referring. This presumes that it may be meaningless if the context, where the deictic referencing is employed, is not considered. The reader may interpret it as if it refers to the writer, especially if he or she is not aware of deictic referencing. However, it is obvious that the editor quoted the speaker who refused to comment on the allegation, not because he had committed the crime but because he should not be answerable to questions since he serves in the committee.

You is also utilised by the speaker in reference to whom the writer is talking. From the data above, *you* appears to refer not to the readers of the editorials but to one politician as mentioned in the excerpt; hence, it is written in direct or quoted speech.

In the second excerpt, the second person pronoun *your* is a possessive adjective which refers to the possessive adjective pronoun of the concerned group, inclusive of the author whose names are not mentioned. Similarly, that second personal pronoun, *your*, in the utterance above is furthermore employed as a substitution to the people referred to as *we* in the extract.

It was also analysed that this statement, "we will not be comfortable to wish you, our readers, customers and others stakeholders, a prosperous new year" could be structurally correct if either *you* or *readers, customers and other stakeholders* is used instead. At present, the statement seems awkward and grammatically wrong, although the structure did not necessarily make it difficult to the readers to understand the message that the editor wanted to put across.

From the data above, it could be concluded that there is rather little employment of the second person pronoun in the editorials.

4.2.1.3 Third person (pronoun) deixis

The third person pronoun is normally used when two people do not refer to themselves while talking but when there is a third person to whom they are referring. This occurs in both speaking and writing. In some languages, the third person is observed to refer to entities different from the writer and the reader. Since these pronouns are not directly involved in the utterance, they are not necessarily considered deictic. They are *he/she/it/they/him/himself/her/herself*. The following excerpts from the selected editorials point towards the way the third personal pronouns were analysed.

Excerpt 1: "Article 81 says: A decision of the Supreme Court shall be binding on all person in Namibia, unless *it* is reversed by the Supreme Court itself, or is contradicted by an Act of Parliament lawfully enacted" (*Editorial, 2016.07.29*).

Excerpt 2: "Geingob, who is not known for sympathies with tribal politics or allegiances, faced opposition to *his* candidacy in *his* own party because *he* was seen as a 'kwangara' a derogatory term the Aawambo use for those who do not look like them or speak their languages.

In what could easily be construed as incitement to violence and the promotion of a dangerous siege mentally among members of *his* group, Rukoro said, we are willing to die for what is ours.

It should be worry for us when a person who inherits a leadership position or is bestowed one by a deity controls significant parts of our lives. Those who rule over us should be elected by the majority, in a free and fair election" (*Editorial, 2016.08.25*).

Excerpt 3: "Rukoro back then sounded hurt that Riruako's faction of the ovaherero called *him* a puppet of the Swapo government, and yet *he* vowed not to be detracted by this type of cheap politics, in *his* quest for unity and harmony. *He* was even confident to have put in place structures to sustain new-found unity that would leave no room for Riruako to be smoke kind of ayatollah as paramount chief"

Excerpt 4: "Aochomub poured cold water over Tweya's assertions that government will control the media, but *he himself* has a history of blaming the media for media tarnishing the country's image. *His* boss, President Hage Geingob, likes to portray himself as a champion of transparency, both making an effort to connect with the citizenry and recognising the importance of the media.

If the President feels as strongly about media freedom as *he* and *his* spin doctor would like us to believe, *his* government's spokesman, Tweya, should know *him*. There would not be this embarrassing discord between State House and the information ministry" (*Editorial, 2016.09.02*).

Excerpt 5: "The party whose ticket Tweya sits in parliament has a history of threatening to muzzle the media. And successive information ministers have made *it* their business to warn the media against what *they* deem to be insults against

political leaders. An array of information and other ministers who filled the 'Spy Bill' in 2009, regularly warned the fourth estate not to insult political leaders. However, Geingob was the one who posted questions from this newspaper, and *his* answer to us about *his* assert declaration on Facebook because *it* was not published in the way in which he wanted *his* viewpoint portrayed. *He* has still not answered the follow-up questions sent to *him* at the end of June 2015" (*Editorial, 2016. 09 02*).

Excerpt 6: "Is the President in cahoots with *his* vowed friends or is *he* simply unable to act again people doing the opposite of what *he* professes? *It* is public knowledge that the wheeler-dear, Knowledge, Katti, who is behind the phosphase mining project, is a close friend of the president. Geingob *himself* was instrumental in attracting to Namibia the Omani business people, who are Katti's partners in this latest deal. Shifeta is clearly a favourite of the President, as *he* was not sanctioned for giving public funds to Ernest Adjovi of Kora awards infamy before any work was done. Adjovi, too happened once to be Geigob's personal friend" (*Editorial, 2016.10.21*).

Excerpt 7: "In a spirited campaign, Shanghala has pushed for setting up of an insurance parastatal called Nasria (National Special Risks Insurance Association). Shanghala claimed *he* wanted to make Nasria a parastatal *it* was set up as an association not for gain because *it* occupies a gap in business that private companies could or would not fulfill.

Namdia is doing exactly what *they* have claimed were the reasons the government decided to go dabble in diamond deals against De Beers. They alleged De Beers was secretive and keeping the country in the dark about the

true value of *its* gemstones. Namdia has been doing a number of undercover deals since *it* was set up in the middle of this year" (*Editorial, 2016.11.18*).

Excerpt 8: "Under the most difficult of circumstances that would have destroyed any other country, such as the economic embargo imposed on Cuba by the United State and the assassination attempts on *him*, Castro managed to build Cuba's education and healthcare systems into some of the best models in the world, underlined by a quality that even many developed nations aspire to. Hunger and poverty were the more or less eliminated by a sense of making sure that some didn't become outrageously wealthier than others" (*Editorial, 2016.12.02*).

Excerpt 9: "Once a progressive nationalist, deputy minister of land reform Bernadus Swartbooi is the latest of the country's leaders showing they are prepared to drive a wedge between entire ethnic groups, playing with a powder keg, which we all know that once *it* ignites, *its* effect will spread like a veld fire no one can extinguish.

Swartbooi's attack that *his* ministerial boss, Utoni Nuuyoma, was allowing the settlement of northerners from as far as Zambezi in the southern part of Namibia covers deeper tension. *It* is like Ovaherero chief Vekuii Rukoro, who disapproves of the Ovambo government but is still yearning for *its* approval. And *it* follows on many a broadside salvo against Aawambo for allegedly taking up most of country's resources" (*Editorial, 2016.12.09*).

Excerpt 10: "*He* should make *his* own words count and not be seen to be saying one thing while acting differently. For instance, Geingob should never have allowed *himself* to profit from the insidious ethnic–driven campaign that *it* was about

time for a non-Oshiwambo president. *He* did not put a stop to those public debates (ignited by former minister Kazenambo Kazenambo and several of *his* supporters until the tribal sentiments had flared.

Besides, it is apparent that the President is becoming more and more comfortable distancing *himsel*f from some kind of decisions that were taken by previous Cabinets in which *he* served as Prime Minister or minister. Yet, *he* also talks of the collective when it suits *him*. With the Swartbooi debacle out of the way, we once again call on the President to let *his* actions speaks louder than *his* words" (*Editorial, 2016.12.16*).

Excerpt 11: "President Hage Geingob *himself* said that *he* dusted off documents during the brainstorming for a bank for small and medium enterprises, and got the ball rolling for it to happen. As such, *his* neutrality could be compromised if *his* name comes up in the hearing, or if *he* is implicated in one way or the other. This is not to say that we accuse *him* of being complicit in any of the dealings under investigation".

Excerpt 12: "It is just rational that government would take a dim view, as do private organisation, of *its* representatives and officers taking to social media to vent anger their department or bosses, whether administrative or political and would seek to clamp down on such outburst or conduct in order to preserve their image and reputation.

A recent US legal opinion on the issue states: There is a point at which a person's speech is considered to be entirely *his* or *her* own, not representative of the government. A public employee speaking on matters of public concern is allowed to express" (*Editorial, 2017.06.16*).

Except 13: "In essence, McLeod-Katjirwa admitted that Khomas has a 'poo' problem, when *she* said the Gammams Waste Water Works cannot cope with the increased volume of sewage in the city" (*Editorial 2016.07.01*).

Excerpt 14: "Esau hasn't eaten *himself* to (at least not yet), but the analogy is apt. *he* was once a firebrand anti-apartheid trade unionist. Even last year the minister gave us a glimpse of what it mean to stand up for what was right when *he* opposed Cabinet colleagues and the President's close allies by publicly railing against marine phosphate mining. Esau correctly said the actions of his counterparts went against the preservation of the fishing industry" (*Editorial, 2017.02.10*).

Excerpt 15 "World wars have been triggered by fights between a few individuals over romantic affairs. The Arab Spring's flare-up can be back to unemployed youth who set *himself* on fire when police barred *him* from selling sport Editorial" (*Editorial, 2017. 02.17*).

Excerpt 16: "We urge that Kawana and *his* fellow politicians to patriotise public interests above the so-called rivalries among politician, business people and other public figures. The powerful and the rich already have too much protection and may be privileges. It is the ordinary citizens who need to be safeguarded by mechanism as whistle-blower protection and access to information laws" (*Editorial, 2017. 02. 24*).

Excerpt 17: "He might be right about Swapo losing its ideology, but surely Pohamba is the wrong person to teach aspiring political leaders about getting things done. And to claim *he* did not know the country was in serious crisis is nothing short of confirmation that *he* has been sleeping at the wheel, and

did not notice many people wishing *him* good riddance, even as *his* second

term as President was starting" (*Editorial, 2017. 03.24*).

Excerpt 18: "The SSC is not alone in having officials placed in position of public trust,

but yet *they* would take questionable decisions without so much as care to

explain. Many simply don't think it is necessary to be transparent. And

when *they* bother to open up, *they* make it seem (as in this SSC case) that

they are doing society a favour, instead of humbly having the honour to

guard *their* own public resources" (*Editorial, 2017.04.07*).

Excerpt 19: "Despite the President having distanced *himself* from this latest Cabined

decision of preferring government media as he had tried to extricate *himself*

from the ban imposed on The Namibian in 2001 when *he* was the Prime

Minister – *his* words may end up merely lip service. Subsistence lies in the

laws, regulations and practices of the state sector, and others. In advancing

the one main driver of *his* prosperity programme with formula

accountability + transparency trust. The President ought to appreciate that

it is not convincing when he singles *himself* and *his* office out as living by

his promises, while allowing the rest of the government system that *he*

presides over to continue with old bad habits" (*Editorial, 2017.05.12*).

In Excerpt 1: *It* refers to Article 81;

In Excerpt 2: *his* is a possessive pronoun that refers to Geingob and '*he*' is a pronoun that

also refers Geingob;

In Excerpt 3: *him* and *his* are possessive pronouns which refer to Riruako while

His and *he* refer to Rukoro;

In Excerpt 4: *he* and *himself* refer to Aochomub, *his* refers to President Geingob who in the excerpt if referred as Aochomub's boss whereas another use of *his* in the same excerpt refers to the president's spin doctor as well as his government's spokesperson;

In Excerpt 5: *It* refers to the history that threaten, to muzzle the media and *they* refers to the Minsters. *His* is used a number of times in the excerpt and refers to Geingob's answer, asset declaration on Facebook as well as his view points;

In Excerpt 6: *he* and *his* refer to the president, another *he* refers to Shifeta while *it* refers to the President's cahoots with his vowed friends;

In Excerpt 7: *he* refers to Shanghala while *it* refers to Nasria;

they refers to Namidia, while *its* is a possessive pronoun that refers to De Beers;

In Excerpt 8: *him* refers to the Cuban President, Castro;

In Excerpt 9: *it* refers to the wedge being prepared by Deputy Minister, Bernadus Swartbooi, while *its* refers to the effect of the wedge;

His refers to Swartbooi's boss, Utoni Nuuyoma whereas *its* refers to the so-called the Ovambo government.

In Excerpt 10: *He, his, himself* refer to Geingob while *it* refers to the campaign;

He, him, himself refer to the President;

In Excerpt 11: *Himself, he, his* refer to President Hage Geingob;

In Excerpt 12: *Its* refers to the government representatives. *His, her* refer to a person's speech in this context;

In Excerpt 13: *she* refers to Mcleod Katjirwa;

In Excerpt 14: *Himself, he* refer to Esau;

In excerpt 15: *himself, him* refer to the Arab Spring's flare-up;

In Excerpt 16: '*Him, himself*' refer to Kawana;

In Excerpt 17: '*He, him, his*' to President Pohamba;

In Excerpt 18: '*They*' refers to the SSC;

In Excerpt 19: '*Himself, he, his*' refer to the President.

Based on the analysis above, the editor prevalently employed third person pronouns. It appears that everywhere a noun or a reflexive pronoun was engaged, it would be a third person pronoun. This was probably done deliberately to avoid repetition. In the same vein, third person pronouns were engaged to inform the readers about the gender of the referents. However, it appears in the analysis that the gender of the addressee or referent was only exposed when it was in singular form and once it is used in plural form it is tends to be generalised.

Additionally, it was found that the third person pronoun generally provided little information about the referent. They neither referred to the speaker nor the hearer. According to Saeed (1997, p.178), it is important to note that the third person is quite unlikely the first or second person. It does not correspond to any specific participant role in the speech event. It is, therefore, reasonable to conclude that the engagement of the third person pronoun in the editorial is clear and easily understood by the readers.

During the analysis, the researcher found that the editors frequently employed third person pronouns because they seemed to be cumbersome and cut down on the repetition of nouns. Third person pronouns are widely employed in writing, for example, *he, she, it, his, hers, him, her* (singular) *they, them* and *their* (plural).

4.2.2 Place or spatial deictic referencing

According to Eragbe and Yakubu (2015), spatial deixis refers to the physical and social environment or simply the space around the participants in a discourse. In other words, there is always a division of space around the speaker or writer that is relative to the utterance. Place deixis can be deictically specified to the location of the participants at the time of speaking. The common place deictic words are adverbs *here* and *there*, the demonstrative pronouns *this* and *that*.

On the other hand, Levinson (1983) clarifies that "in most cases, languages indicate a two way referential distinction in their deictic referencing. Proximal that is near or closer to the speaker (here) and distal that is far from the speaker or the addressee (there)". This distinction is noted both in conversations as well as in written texts. This was achieved by analysing the following excerpts from the selected editorials.

Excerpt 1: "The further failure to anticipate *these* problems and deal with them decisively and in coordinated manner has bought us to *this* point. What about *those* who cannot afford *this* luxury" (*Editorial, 2016.07.01*)?

Excerpt 2: "*These* women, from the village where poverty truly lives, have seemingly lost hope and trust in people they call their leaders"

Excerpt 3: "Until we chop off the deepening roots of *those* who have captured the state, as well as *their* accomplices in government offices we can expect to see Namibia on its knees. By then, we will beg without having the luxury to choose" (*Editorial, 2016.07.08*).

Excerpt 4: "Then, we are told, the lawyer hired by the country's team could not communicate with the accused or team officials, and that allegedly accounted for Junius failing to get bail on the first attempt. Added to *that*,

the mother of boxer, Helmi Fales, only learnt from news media that her son was jailed and not sleeping peacefully in Rio's Olympic Village" (*editorial, 2016.08.12*).

Excerpt 5: "For *this* newspaper, which boldly adopted the country's name when it was perilous to do that, and campaigned for the existence of the Namibian nation, Rukolo's transformation over the past 25 years represents a nightmarish backwards step to tribalism, which can only lead to the disintegration of our democratic republic".

Excerpt 6: "Don't fear slashing the military, for example, as many as people *there* spend a lot of unproductive time simply being fed, clothed and sheltered. Rather invest in retraining skills and supporting them to take part in activities that will stimulate the economy and improve Namibia's work ethics" (*Editorial, 2016. 09. 09*).

Excerpt 7: "If we pause there, the current economic crises that we face could probably have been averted had our government been open and transparent about the challenges we face. Instead, journalists were being told that all is well, and *that* reporting on the real economic situation would do more harm to the country than failing to reveal the truth. For example, if rural communities know their councils have budgeted for a certain service which is not delivered, they can ask the right questions, and hold them accountable. Such councilors have a contract with the people, and access to information can only enhance the understanding of both parties to the importance of the roles they must play in such a relationship. Hopefully, *this* will lead to more action. *That* is unless politicians do not want to be asked the right questions, or be held to the

promises they made when canvassing for votes. Similarly, a small-business owner could get help to establish or expand if they have the information to access those services from public or private bodies" (*Editorial, 2016.09.30*).

Excerpt 8: "The government must start taking *these* difficult steps. Reduce the size of an unsustainable public service. For instance, it makes no sense why we have such a huge number of politicians and ruling elite in parastatals and chiefdom" (*Editorial, 2016.10.07*).

Excerpt 9: "Perhaps worse is the fact that Namibia has been performing poorly in terms of rankings that track countries on how easy they make to do business.

Let's work on getting serious investors who bring value to our country, rather than the many we have seen who simply came *here* to depend on public works tenders and use our citizens as the typical rent-a-dark-skin, while sucking the money out of the fastest rate" (*Editorial, 2016.11.04*).

Excerpt 10: "*There* have been cases of money laundering, fraud and outright mafia-style criminality by Chinese citizens. *There* are reports that Asian companies even bring in their own cement and other materials, which could have been sourced *in Namibia* and allowed to our money to circulate and create more value before leaving *these* shores" (*Editorial, 2017.01.06*).

Excerpt 11: "Yet people who preside over state resources must not be dismissive of cries for a share of *those* national assets, even though at times these may be framed in the most unrealistic terms" (Editorial, 2017.02.17)".

Except 12: "The ministry's decision to close school hostels a week earlier in order to save N$9 million is understandable. Even though *this* is a drop in the ocean of the

ministry 's N$ 11.8 billion budget, penny saved *here* and *there* can go a long

way" (*Editorial, 2017.04.21*).

Excerpt 13: "*This* period of school results being released should serve as a reminder for

Namibian adults to ask themselves the questions. What happens to all those

learners" (*Editorial, 2017.01.13*)?

Excerpt 14: "A lot has been made of inter-tribal relations that have been simmering *among*

Namibians since independence without apparent resolution. But our political

leaders have to be brace themselves for another twist to racial tensions, aimed

at the fast-growth Asian migrant population in *Namibia*.

As it is, the Chinese have been getting a bad image because some of their

unscrupulous citizen have been involved in destroying Namibia's wildlife,

particularly rhinos, elephants, pangolins and fresh water fish. *There* have

been cases of money laundering, fraud and outright mafia-style criminality

by Chinese citizens.

There are reports in that Asian companies even bring in their own cement and

other materials, which could have been sourced *in Namibia* and allowed our

money to circulate and create more value before leaving these shores"

(*Editorial, 2017.01.06*).

Excerpt 15: "In fact, the government set up committee and other processes, such as the

'integrity conference' in the late 1990s, to provide for *these* accountability

mechanisms. Nothing has come of the witness protection idea until now.

Actually *those* questioning the government's political will for good

governance and accountability should be forgiven for thinking that yet

another weak law is being pushed to protect crooked public officials and the

well-connected. There are more crucial weaknesses in the bill that could render whistle-blowing a lame duck" (*Editorial, 2017.02.24*).

Excerpt 16: "Sampson and company should have left it *there*, and taxpayer would have applauded wholeheartedly. But he promise to publish annual financials about 15 years later [in violation of laws, standards and regulations] was made out as a side issue during a publicity event that the company held to justify why they are entitled to get bailout from the public's money every year" (*Editorial. 2017.05.19*).

Excerpt 17: "It is possible that the highly-ranked in government may ignore *this* editorial as rantings by hostile media. We can live with that. However, what we cannot stomach is the silence of men and women who one stood up against apartheid and other human right abuse, and whose consciences is now shaped instead by prospects of a bribe, a tender or a job. *These* are people who feel that having bread on the table is enough to ignore the wrongs committed by government. *There* was a huge uproar last year when we published a front-page photograph of a naked pregnant woman bathing in public" (*Editorial, 2017.06.09*).

Excerpt 18: "A recent US legal opinion on the issue states: *there* is a point at which a person's speech is considered to be entirely his or her own, and not representative of the government. A public employee speaking on matters of public concern is allowed to express his or her opinion. And thus, a governmental employer being offended by an employee's speech is not enough of a reason to curtail *that* speech. Against the background of *these* consideration, *those* who have taken more than a cursory look at the

Namibian government's Social Media Use Policy have labelled it fair and

relatively unthreatened" (*Editorial, 2017.06.16*).

The list indicated below shows the selected excerpts from editorials and the deictic

referencing commonly engaged by the editor.

In Excerpt 1: *these* is a plural proximal deictic referencing that refers to the problems in

the excerpt, *this* is a singular proximal that refers to the point, while *those*

is a plural and distal deictic reference that refers to the people who cannot

afford this luxury;

In Excerpt 2: *these* is a proximal and plural, place deictic referencing that refers to women

from the village where poverty lives;

In Excerpt 3: *those* refers to the people who have captured the state and their accomplices

in the state offices;

In Excerpt 4: *that* refers to the story that was told about the hired lawyer;

In Excerpt 5: *this* refers to the newspaper;

In Excerpt 6: *there* is a distal, place deictic referencing that refers to the people in the

military;

In Excerpt 7: *that* refers to reporting on the real economic situation while *this* refers to the

importance of the role the councilors play;

In Excerpt 8: *these* refers to the difficult steps mentioned in the excerpt;

In Excerpt 9: *here* is a deictic referencing that refers to the location, with respect to the

writer and near the writer.

In Excerpt 10: *there* is another deictic referencing that refers to the place that is far from

the writer;

In Excerpt 11: *those* refers to the national assets while, *these* refers to the people;

In Excerpt 12: *This* refers to the decision to close the school hostels a week earlier while *here* and *there* refer to the places where the money (penny) is saved;

In Excerpt 13: *this* refers to the period of school results being released while *those* refers to the learners;

In Excerpt 14: *among* Namibia and *in* Namibia are also place deictic referencing and *these* shores refer to the Namibian shores;

In Excerpt 15: *these* refers to the accountability mechanism while *those* refers to the people questioning the government's political will;

In Excerpt 16: *there* refers to where Sampson and company would have stopped with the information;

In Excerpt 17: *this* refers to the editorial;

Excerpt 18: *that* refers to the speech, *these* refers to the considerations and *those* refers to the unknown people who have taken more than a cursory look at the Namibian government's social Media Use Policy.

Although *the village* does not seem to be an example of deictic referencing, based on the context one could say it is utilised deictically. According to the analysis, it seems that the employment of the word *village* in the above excerpt really means the place. However, according to the context, it is undefined because it could be assumed that the word *village* may not refer to the specific village but may be used as a reference to each house in the country that is tormented by poverty. This may be similar to the employment of *Rio's Olympic Village*. Besides that the word *village* itself means a place relative to the context in this regard, correspondingly it shows another entity that may be related to the hotel in Rio where Junias was sleeping, and this may not necessarily be the correct dictionary definition of the word *village*.

This which was frequently employed in the above excerpts is a place deictic referencing and a proximal demonstrative pronoun that marks the singular, and it refers to the writer, as well as the situation.

Those in the above excerpts is also a place deictic referencing but in the plural form. Although it refers to something that is distant from the addressee or not close to the addressee, in this case, it might be pointing to the Namibian people who are involved in bad deeds and includes the people in high-ranked position in the government who assist them. The context clarifies that *those* refers to the people who may be known or not known to the writer. However, there is no clear evidence that provides such information.

Their employed in the same sentence refers to accomplices which was later substituted by *those*. It refers to Namibia as a country in the same sentence. *Its* knees may be misinterpreted and misunderstood since it is confusing. However, if the reader is completely aware of deictic referencing, it is apparent that it refers to either the knees of all Namibian people who will be affected or the knee of the leaders who are accountable to care for the nation.

There used in the following statement, "There have been cases of money laundering, fraud, and outright mafia-style criminality by Chinese citizen" indicates generalisation. It appears that the editor did not employ it to cause ambiguity but to clarify to the readers without pointing a finger at anybody or report specifically.

"If we pause there" is another practical example where the investigation reveals uncertainty. This is because readers who are unaware of deictic referencing may not understand to what *there* refers and may be unable to link it to the whole story to create meaning. This also implies that the familiarity about deictic referencing is vital since it helps the reader to comprehend the text in context.

Personal deictic words found in the excerpts above were *we, those, their* and *its*. It is clear that the editor applies the first personal pronoun *we* (plural) to mark the number. *We* refers to the Namibian people, including the author. In other words, *we* seems to refer to both the author and the reader. This appears to imply that, when one reads, what you read speaks to you or the person who is talking or talks to you; therefore, you become part of the audience, as well as the referents. Furthermore, *we* in the excerpt is often used to express solidarity, as well as to increase support among Namibian people since the purpose was to warn the political leaders.

4.2.3 Time or temporal deixis

According to Levinson (1983, p. 62), time or temporal deixis is a reference to the time relative to a temporal reference point. This point is the moment of the utterance at the time the text or written work is inscribed or the time of speaking. Moreover, Yule (1996) states that the forms of temporal reference are learned much later than deictic expressions like *yesterday, tomorrow, today, tonight, next week, last week, this week* (p. 14). For their interpretation, all these expressions depend on knowing the relevant utterance time.

Time or temporal deixis is notably based on a time relation, time period and the moment of utterance examples. Tenses are generally time related in connection to a given point in time and this is noticed in pre-event (future), present events (continuing events) and post events (past).

Following are excerpts found to demonstrate the use of time deixis in the selected editorials.

Excerpt 1: "This government's tendency to wait until problems have reached breaking points *before* they act is self-defeating. Just *this week* the President declare the drought an emergency" (*Editorial 2016.07.01*).

Excerpt 2: "It is as if *every time they* need to replenish their pockets, they dream up another expensive scheme, one which *often* benefits a few, rather than talking a long-term view to rescue Namibia from the crises *it* faces"(*Editorial, 2016. 07.08).*

Excerpt 3: "Global superstars like Frank Fredericks we so admire *today* perfected their craft during tender teenage years yet we expect Jamaica to wave a magic wand and cram athletics fundamentals, which take years to master and make good athletes out of Namibian adults" (*Editorial, 2016.05.01*).

Excerpt 4; "Out of four ministers who are part of a cabinet committee set up to oversee a process to decide whether phosphate mining should be allowed in Namibia waters or not. Esau, was the only one who learnt *this week* that the license was already granted, rendering his role useless. The government had placed a ban on the mining of this highly poisonous substance in 2012, and the moratorium was not due to expire until *around 17 September*, *last month*. The license was issued on 5 September. The minister of environment, Pohamba Shifeta, and his phosphate mining advocates, have tried to put in some assurance that if significant negative impacts have been proven to be associated with proposed mining such as operations will be terminated" (*Editorial, 2016.10.21*).

Excerpt 5: "*Yesterday* in the National Assembly, Prime Minister Saara Kuugongelwa-Amadhila confirmed that her Cabinet colleagues were highly divided" (*Editorial, 2016.10.28*).

Excerpt 6: "We are convinced that the investor's attraction conference *next week* will impress the delegates, and many may be wooed to come to beautiful Namibia" (*Editorial, 2016.11.04*).

Excerpt 7: "Considered in this light, one cannot help wondering whether the introduction of this policy, *at this time*, has a lot to do with what is playing out on the political landscape" (*Editorial, 2017.06.16*).

"*Last week*, this newspaper quoted Samora Machel's dictum that for the nation to survive, the tribe must fall".

Before and *this week* in the sentences above refer to the time relation. They mark the present tense, meaning that the event is continuing and it is a non-calendrical, time measure period. The two deictic expressions refer to the relationship of certain points of time when the text was produced by the writer, which in this case seems not to be the editor. There is also a reference to months, *last year, early June*, among others, which shows that this editorial is time centred. Additionally, the editor refers to emergency which indicates the urgency, that there is no time and this is also associated with time deixis.

On the other hand, the words *last week* employed in the selected excerpts is an adverbial of time deictic which refers to time that has already past. One could say that nearly every utterance or thought before it is put in writing is in some way dependent on the time of its production. It is, therefore, empirical for one to code the time from the moment of utterance. *Last week* consists of a deictic modifier *last,* as well as the non-deictic measure word, *week*. Therefore, the modifier *last* implies that the event happened before the coding time.

It appears that the editor frequently used time deictic expressions, such as *today, this week, at this time, next week*. One main reason for this could be because the editor wanted to focus his writing on issues that were currently happening in Namibia. Similarly, the editor used those time deictic referencing to make the nation aware of what other people thought about the happenings at that time in the country. Besides that, the editor also refers to

yesterday and *last night* which seems to emphasise where the nation was coming from and to make it realise that the matters are really significant and cannot be ignored.

4.2.4. Discourse deixis

Huang (2007) describes discourse deixis as concerned with the use of the linguistic expression in some utterance to point to the current, preceding or following utterances in the same spoken or written discourse (p. 172). Discourse deixis has to do with the encoding of reference to a portion of the unfolding discourse in which the utterance (which includes the referring expression) is located" (Levinson, 1985, p. 62). Relative to this context, this denotes that discourse deixis conveys references and phrases directly to the reader through the written text.

The above definition points out that it is significant to recognise that language is not only limited to the elements of the sentence, but the sentences are related to one another, either with the preceding or following sentence. Additionally, discourse is employed in a different sense to mean conventional ways of talking, such as academic discourse, which is from collections of repeated meanings. In this sense, individual texts may be said to be a recognition of an extensive discourse pattern.

According to Strokes, Wolff and Spaak (2015), discourse raises emotions, actions and particular beliefs from the decoder. This type of discourse includes advertisements, political speeches, religious sermons, legal oratory/law and editorials.

This was achieved by analysing the following excerpts as selected from the editorials.

Excerpt 1: "*This* government's tendency to wait until the problems have reached breaking point before they act is self-defeating. Just this week, the president declare the drought emergency" (*Editorial, 2016.07.01*).

Excerpt 2: "*These* transactions are done with apparent ease, and at the cheapest cost" (*Editorial, 2016.07.15*).

Excerpt 3: "*This* is despite the fact that the government spent more than N$10million in taxpayer money to sponsor the 10 athletes in Jamaica for three years" (*Editorial, 2016.07.01*).

Excerpt 4: "We are shocked at the vulgar call of Rukoro, who, in a recording in Herero, ostensibly aimed at his subordinates, said that *this* current Ovambo government is putting their finger in Herero backsides. It is a deliberate attempt to provoke us" (*Editorial, 2016.08.25*).

Excerpt 5: "*This* clearance certificate does not in any way hold the Ministry of Environment and Tourism accountable for misleading information, nor any adverse effects that may arise from *this* project's activities, writes environment commissioner Teofelus Nghitila. Instead, full accountability rests with Namibia Marine Phosphate and their consultant" (*Editorial, 2016.10.21*).

Excerpt 6: "*This* period of school results being released should serve as a reminder for Namibian adults to ask themselves the questions: what happens to all *those* learners? Do they simply fall into the abyss and disappear for good" (*Editorial, 2017.01.03*)?

Excerpt 7: "*These* are the rent-seekers to whom Esau has been dispensing patronage, using a national resource" (*Editorial, 2017.02.10*).

Excerpt 8: "*This* leak of CIA documents appears to dissolve for America's enemies a key advantage against the asymmetric threats of this new century: Better technology that provides better intelligence" (*Editorial, 2017.03.10*).

Excerpt 9: "*This* is a clear case of Zimbabwe taking advantage because nobody in the Namibian information ministry is learning from the past mistakes. *This* is the same censorship board which policies what Zimbabwean can watch on their televisions or in public, and is known for banning films, documentaries and art perceived to sexually explicit or critical of government" (*Editorial, 2017. 06.03*).

Excerpt 10: "*This* is why we urge Schlettwein to stick his word to refuse a bailout. Closing down SME Bank and starting afresh with a bank which will really serve small and medium enterprises is the way to go" (*Editorial, 2017.06.02*).

It was found in the above excerpts that *this* is concerned with linguistics expression in the word to point to the preceding word in the text. For example, in Extract (1) *this* precedes government's tendency, Extract (2) *these* precedes transactions, and Extract (3) *this* is followed by a phrase but refers to the 10 million spent by the government. The researcher finds that it is common and correct for such structures in English where the discourse deixis, for example, in this case *this*, is followed by a phrase which is not necessarily a referent. Nevertheless, this could be expressed as an indistinct statement which could be difficult to understand. In Extract (4) *this* precedes the current Ovambo government; Extract (5) *this* precedes the clearance certificates that do not hold the Ministry of Environment and Tourism accountable; Extract (6) *this* precedes the period of school results being released; Extract (7) *this* is followed by the leaks of CIA documents that appear to dissolve for America's enemies; Extract (8) *this* is followed by the case of Zimbabwe taking an advantage in the expenses of the Namibian Ministry of Information while in Extract (9) this is followed by the reason why Schlettwein is urged to stick to his word to refuse a bailout.

It is found that discourse deictic referencing is the most prominent deictic category and the most predominant discourse deixis, *this* (singular) and *these* (plural), employed in editorials. According to the analysis, it appears that the editor employs *this* and *these* which are usually connected to the common nouns.

In conclusion, one could say that it is important for readers to be aware and knowledgeable about the use of discourse deictic referencing and be able to make a distinction between the employment of the deictic words referring to place deixis and expression words employed to refer to discourse deixis as they may look similar. This may aid the reader to understand the text in context.

4.2.5. Social deixis

Social deictic referencing indicates the way in which social rankings and participants of communication express relationships in the society through language. Levinson (1983) states that "social deixis concerns with the aspects of sentences which reflected or established or determined by certain realities of participants or the social situation in which the speech event occurs". He adds that "there are two basic kinds of social deixis information that seems to be encoded in languages around the world and these are; relation social deixis and absolute social deixis" (p. 90). In other words, social deixis is deictic referencing that shows social relationships and social levels. Likewise, it involves marks of social relationships with direct reference to the social status or role of participants in the speech event. Deictic referencing is clearly tied to the speaker's context, with the most elementary distinction between deictic expressions as being both 'near the speaker' and 'away from the speaker'.

Archer, Aijmer and Wichmann (2012) define social deixis similarly to Levinson. They do not limit the scope of social deixis to speaker and addressees but extend it to the

relationship between speakers, addressees, and also emphasise the roles and relationships in the communication (p. 27). They also divide deixis into two types: absolute expression (*Miss/Mr/Mrs*) fixed across contexts, whereas relational expression (honorific terms and kinship terms) are determined by speaker and referent, speaker and addressee or speaker and bystander. Huang (2007) adopts the same distinction but adds that absolute information in social deixis can be illustrated by forms that are reserved for authorised recipients (*Your Majesty, Mr President*) (p. 162).

According to Cruse (2000, p. 322), social deixis is exemplified by certain uses of the so-called TV (tu/vous) pronouns in many languages. It seems that social deictic referencing is employed to point out to a reference based on the class of the speaker and the person to whom he or she refers. Such deictic referencing is not too significant in English since it does not have distinct differentiation of referring to another person who has a high social level. The excerpts below are examples of the use of social deixis in the selected editorials.

Excerpt 1: "In no way are we saying that Namibia's Olympic committee, including its

President Abner Xoagub sports *minister* Jerry Ekandjo and his deputy Agnes Tjongarero or other officials are to blame for the crime Junias is alleged to have committed.

Then we are told by the lawyer hired by the country's team could not communicate with the accused or team officials, and that allegedly accounted for Junias failing to get bail on the first attempt. Added to that, the *mother* of the boxer, Helmi Fales, only learnt from the news media that her *son* was in jail and not sleeping peacefuly in Rio's Olympic Village' (*Editorial, 2016.08.12*)"

Excerpt 2: "This clearance certificate does not in any hold the Ministry of Environment and Tourism accountable for misleading information, nor any adverse effects that may arise from this project activities. Writes the environment *Commissioner* Teofelus Nghitila.

The *Minister* of Environment and Tourism and his phosphate mining advocates, have tried to put in some assurances that if significance negative impacts have been proven to be associated with the proposed mining such as operations will be determined.

Excerpt 3: "Is the *President* in cahoots with his avowed friends, or is he simply unable to act against people doing the opposite of what he professes (*Editorial, 2016.10.21*)"

Excerpt 4: "Yesterday in the National Assembly, *Prime Minister* Saara Kuugongelwa-Amadhila confirmed that her Cabinet colleagues were highly divided.

Now is the time the *Ombudsman* takes up his constitutional duties with vigour. And now is the time for the government leaders to remind themselves about our constitutional principles as the guiding light of what we are as a nation (*Editorial, 2016.10.28*)".

Excerpt 5: "It appears we have made ourselves unpopular by pointing out the dangers of brandishing the ethnicity, race and regionalism cards to solve the country's challenges. Supporters of fired *Deputy Minister* Bernadus Swartbooi refuse to appreciate The Namibian's point that, while he was right to refer to problems with the government's land and resettlement processes, he was wrong to reduce the issue to being a clash of one tribal or regional group against another (*Editorial, 2016.12.16*)".

Excerpt 6: "The adage if you fail to plan, you plan to fail was unfortunately proven true again when Khomas *Governor* Laura McLeod-Katjirua delivered her state of the region address in Windhoek on Wednesday" (*Editorial, 2016.07.01*).

Excerpt 7: "The school board and the principal, who is said to be Shingo's *wife*, clearly refused to act against the convicted sexual offender" (*Editorial, 2017.01.02*).

Excerpt 8: "However, halving the funding of the school to hostel to a measly N\$250 per child per year is too heavy a bombshell; more powerful that *US President* Donald Trump's mother of all bomb's experiment in Afghanistan (Editorial, 2017.04.21)".

Excerpt 9: "We said that Vekuii Rukoro, now *chief* of a faction of the Ovaherero people, had fallen in status from being a national political leader in Namibia to now occupying a power of position in a fiefdom. We are shocked at the vulgar call of Rukoro, who, in a record in Otjiherero, ostensibly aimed at his subordinates, said that, this current Ovambo government is putting their finger in Herero backside. It is a deliberate attempt to provoke us. This comes after local government minister Sophia Shaningwa gave Rukoro's rivals, the *Maharero royal house*, and permission on Monday to hold their red flag day commemorations on a plot which is subjected of an ownership dispute"

The use of *Ovaherero* and *Ovambo government* is aimed at indicating the social relationship. In other words, the two words constitute social relation deictic referencing. *Maharero royal house* is another social deictic word used to refer to the high societal ranking of a royal house. The royal house is used in the excerpt to show the power and authority of the referent.

Respect is one of the social norms in the Namibian society. These social values are relational, deictic expressions. In this context it appears that the editor respects the addressee and the referent. Examples of the relational social deictic referencing are present in some of the excerpts above as wife, son and mother. Furthermore, the analysis of the presence of the absolute social deictic referencing were derived from the excerpt above too. Amongst others are *Minister*, *Prime Minister*, *President*, *Commissioner*, *Ombudsman*, *Chief*, among others. This absolute deictic referencing may be referred to as formal or official-related respect.

The data also reveal that examples of absolute expression given in the academic definitions were not found in all selected editorials. This implies that the editor prefers to employ the status of the people he/she refers to rather than to employ what is known as salutation.

Based on the data, it may be concluded that absolute, social deictic referencing was prevalently employed in the editorials which designates that the editors focused mainly on the distinct social status.

In conclusion, Chapter 4 was an analysis and discussion of deictic referencing employed in the editorials that were analysed according to the types of deixis commonly utilised and their functions. The employment of deictic referencing was analysed based on the categories of deixis, namely person, place of spatial, time or temporal, discourse and social deixis.

Lastly, in the category person deixis, first, second and third person deixis was analysed. However, it appears that third person deixis was frequently employed by the editor.

CHAPTER 5

CONCLUSION

5.1. Introduction

This chapter concludes the study conducted to examine deictic referencing employed by the editor in editorials that were published in *The Namibian* newspaper on Fridays between June 2016 and June 2017.

The study developed out of the researcher's curiosity about the way that the employment of deictic referencing in editorials influence the understanding or misunderstanding (communication or miscommunication) between the writer and the reader. It was conducted by examining the prevalent use of different types of deixis and their function in the editorials. In addition to other texts, deictic referencing is a significant device in written texts and the editorial is not an exception.

The CDA was the theoretical framework employed in this qualitative, desktop study which employed content analysis as a method to analyse the selected editorials and meet the objectives of the study. This chapter, therefore, presents a summary of the findings and recommendations that are critical in illustrating how the study paves ways for a new perception regarding the use of deictic referencing. The objectives of this study were to:

(a) identify and discuss the predominant deictic referencing applied in writing the editorial in *The Namibian* newspaper;

(b) investigate the meanings of the identified prevalent deictic referencing and

(c) discuss and explain how deictic referencing contributes to cohesion and coherence in communication.

Teun (2007) posits that CDA is primarily interested and motivated by pressing social issues, which it hopes to understand better by means of discourse analysis. Unlike other discourse analysts, critical discourse analysts take an explicit sociopolitical stance. In this instance, it sought to identify how and why certain types of deictic referencing were frequently utilised, as well as to discover their contribution to the reader's understanding of the texts. Through the analysis of the deictic referencing employed by the editor, it aimed to uncover the hidden ideas that could influence the reader's view of the texts. The researcher had to look critically at the editorials in an attempt to demonstrate how the editor used the language in a way that could ideally be significant. Hence, CDA was seen as an effective tool for this document.

The study adhered to a qualitative research approach since the case study design was employed, which is a practical example of a qualitative research approach and case research. The editorials were the case for the study of deictic referencing.

The population of the study was not defined by people because it was not intended to study people, but it was rationally defined by the items as it pursued to study, namely the editorials, which were the items of analysis. The target population for the study was all 50 editorials from *The Namibian* newspaper which were published between June 2016 and June 2017, and written in English. The purposive sampling technique was utilised to select 30 editorials. Data from the 30 editorials cannot be generalised to the population of 50 editorials, neither can it be generalised to all other editorials because the non-probability sampling technique does not allow for the estimation of sampling errors; therefore, it may have been subjected to sampling bias because selection was non-random.

The qualitative data analysis method was employed to analyse data because the data involved organising, accounting for and explanation of the editorial's deictic referencing,

and it made sense of data in terms of themes by utilising the types of deixis as the themes of analysis for the employment of deictic referencing in the editorials.

These themes were made up by employing the types of deixis, namely person, place or spatial, time or temporal, discourse and social deixis.

5.2. Conclusion

The study revealed that the editor employed deictic expressions to refer to all types of deixis engaged in the selected editorials. Although deixis, particularly in written language, can often be ambiguous and may be misinterpreted by the reader, it is utilised to refer to the words and phrases that cannot be fully understood without additional textual information in order to facilitate the understanding. This suggests that deictic referencing is an important means that expedites the reader's understanding of the text because the text gains its significance in a given context partly from the deictic references which connect it to that context. The types of deixis are person, place or spatial, time or temporal, discourse and social deixis.

Based on the analysis, the study found that the editor's employment of the first person deixis *I* was limited and gave the impression that it was only employed whenever the editor used direct speech or a quotation. It was also established that the editor employed all five types of deictic referencing and their functions to establish the participant roles in the selected editorials.

The excerpts subjected to analysis show prevalent use of deictic referencing. Prevalent are person (first person in plural and third person), place or spatial and time or temporal deixis. The results of the analysis also reveal place or spatial deixis as the most frequently employed deixis in the selected editorials.

The results also show the use of prepositional phrases, for example, *around September* and *at this time* and others, such as *last week, next week* and the like.

Person deixis identified were mostly pronouns which were employed to locate the participants in discourse. In this occurrence, these personal pronouns either pointed to the leaders or people holding decision-making positions or the Namibian nation at large. For this reason, it is relevant for one to point out that people, particularly readers of editorials, should learn how to interpret the pronouns in situations where they are utilised.

The analysis of the selected editorials discovered that deictic referencing subjected to analysis were interpretable only in its linguistic, physical and situational contexts. This could be a confirmation that deictic referencing plays an important role in language because it serves as a linguistic representation, and the data are significant for the interpretation of utterances. Additionally, the editor's employment of deictic referencing has the ability to associate sentences with the appropriate context.

Furthermore, cohesion and coherence were achieved as the deictic devices were employed in order to connect with persons, places, time, discourse and social deixis in the texts. Cohesion and coherence stand as crucial elements of a text. According to Halliday and Hasan (1976), "cohesion does not concern what a text means but it concerns how the text is constructed as a semantic edifice, while coherence deals with how the writer logically presents the information to the intended reader correctly. It appears that, if there is no cohesion or coherence in writing then, the reader may have difficulties in understanding the text".

The words and phrases that fall into person, place, time, discourse and social deixis are interpretable only in relation to the context in which they are employed, but could mean something different out of a given linguistic or situational context. This may be because

unclear reference can cause the information conveyed by the writer to be ambiguous. Similarly, references in the text where the correct description is lacking often confuses the reader or even makes him/her not to understand that text.

In addition to that, the researcher found that the function of deictic referencing directed the reader to take cognisance of person, place, time, discourse and social deixis, and provided the reader with complete information about what the editor desired to communicate. The study also found that sometimes it was easy to understand the context of discourse if the reference was clear, but sometimes it was difficult to comprehend because of the lack of description in the text.

The ability to comprehend deictic referencing requires a special knowledge of context. That is why the types of deixis are crucial elements of pragmatics because they are closely related to the context of an utterance and the structure of language. It is advocated that writers have to consider the reader because if the reader does not have enough background knowledge about deixis and references, it may not be easy to understand the text. As seen from the above example, deictic referencing is not only present in literary works but in other pragmatic texts, such as newspaper editorials.

In conclusion, editorials employ all types of deixis; however, the aim may be ineffective when the readers do not understand them. Studying deixis and being aware of deixis means learning one aspect of natural language that requires such reference in order to know, at least, who is the writer or the reader, the time and place of inscribing in which the deictic terms are used.

5.3 Contribution to the knowledge

The researcher recognised the need to explore deictic referencing in written and spoken language, one that is rare and has not been explored much, particularly in Namibia. This

thesis is an eye-opener to editors, academic writers and editorial readers, as well as writers and readers in general, to be aware and interrogate the idea of deictic referencing in written texts, since it is through understanding deixis that one is able to comprehend the text in context.

Many writers cited in this thesis have presented analyses of deictic referencing in insurgency manuscripts. The study has presents a new way of employing deictic references in their writings. The study also sensitises both readers and writers, especially in Namibia.

5.4 Recommendations

The study reveals that words and phrases that fall into the types of deixis are interpretable only in relation to the context in which they are employed.

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