



## 'YES, WE CAN': THE USE OF DEICTIC UTTERANCES IN THE INAUGURAL SPEECH OF PRESIDENT NANA ADDO DANKWA AKUFO-ADDO

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### Abstract:

The study examines President Nana Addo Dankwa Akufo-Addo's use of personal pronouns to create different identities and to sway public opinion, and support for a political goal in his inaugural address. The goal of the study is to identify the individual to whom the President is referring when he employs the personal pronoun 'I', 'me', 'you', and 'we'. The key emphasis of the study is to determine whom the President refers to when he uses the personal pronouns I and me, you, and us from the three-tier analytical framework of Fairclough (1980) thus description, interpretation, and explanation. The results suggest that the pronominal choices and their referent swing greatly depending on the context of the speech. The findings reveal the ideologies that Nana Addo aims to espouse. Again, the findings have far-reaching consequences for inaugural address research as a tool for understanding the relationship between rhetorical substance and style and the characteristics unique to presidential political and social perspectives.

**Keywords:** deixis, ideologies, inaugural speech, persuasive, responsibility

### 1. Introduction

President Nana Addo delivered his inaugural speech on January 7, 2017, at the Black Star Square in Accra, the capital city of Ghana. The audience numbered about 150,000 comprising Ghanaians and foreign dignitaries including twelve presidents from African and European countries. The eagerness of Ghanaians was greatly elevated to give a listening ear to the speech the President had for them. Owing to this reason, Nana Addo, knowing what the people of Ghana needed in

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times of crisis, gave the speech, inundated with great expectations for a better Ghana. President Nana Addo delivered his inaugural speech at a period Ghanaians were going through crisis (Kumi, 2017). The power crisis had affected many businesses and invariably caused quite a number of them to cease operations to close and others had deployed their staff to cut down costs. Ghanaians therefore anticipated that the newly elected President would inspire hope and assurance for the task ahead. In the President's inaugural speech, the personal pronoun 'I' is used to express his personal profound appreciation to the populace and to welcome the various heads of state who attended the ceremony. He continued by expressing appreciation to the immediate past President of Ghana, John Mahama, for conceding defeat and then to all former presidents of Ghana for gracing the occasion with their presence.

Ghanaians expected the newly elected President to give hope and assurance for a better Ghana in the coming days, which he did by assuring Ghanaians of his intentions for good governance. He, albeit, promised not to disappoint them for having absolute trust in him. He notified the audience that the trust bestowed upon him would not be in vain. Nana Addo's profuse usage of pronouns, especially the use of the pronouns 'I' 'we' and 'our' places him at tangent as the audience. The President assures good governance by eliminating corruption, stressing that this can only be possible if 'we' work together and this is realised through his profuse use of the pronoun 'I' and 'we' to indicate his plans for eliminating corruption in the society. He encouraged Ghanaians that the best days are ahead, notwithstanding the challenges the country has sunk into; there is hope for a better Ghana. Nana Addo emphasizes the attitudinal change being pivotal in the country's development. He reiterates that change can only happen when Ghanaians change their attitude. He advised Ghanaians to be involved in the change, to be citizens: not spectators.

Nana Addo further continues his speech by pledging his allegiance and goodwill to the people of Ghana. He assures Ghanaians of his good intentions, emphasizing personal pronouns to show his willingness to build a better Ghana. This is the pledge of a newly elected president to indicate his willingness to work hard in transforming the country. He wraps up his speech by affirming his citizenship and giving hope to Ghanaians for a new and better Ghana ahead.

### **1.1 A Brief Profile of Nana Addo**

Nana Addo Dankwa Akufo Addo was born on 29<sup>th</sup> March 1944 in a Ghanaian royal and political family. His parents were Edward and Adeline Akufo-Addo. His father was the third Chief Justice of Ghana from 1966 to 1970 and the Chairman of Ghana's non-executive President from 1970 to 1972. Nana Addo Dankwa Akufo-Addo attended the Government Boys' School in Adabraka and then the Rowe Road School (now Kinbu) in Accra Central for his elementary schooling. At Lancing College in Sussex, England Nana Addo studied for his O-level and A-level exams. In 1962, after his return to Ghana, he taught at Accra Academy Secondary School before enrolling in the University of Ghana, Legon, to study Economics in 1964, getting a BSc (Econs) degree in 1967. He gained admission to study Law in the United Kingdom and was admitted to the English Bar -Middle Temple in July 1971. In July 1975, Nana Akufo-Addo was admitted to the Ghanaian Bar. When Akufo-Addo joined the People's Movement for Freedom and Justice in the late 1970s, he became involved in politics. He ran for the presidency of the

New Patriotic Party (NPP) in October 1998 but lost to John Kufour. In the 2000 election, Akufo-Addo was the leading campaigner for Kuffour. He served as the first Attorney General and Minister of Justice for the Kuffour's administration before moving on to the Ministry of Foreign Affairs and the New Partnership for Africa's Development (NEPAD). In 2008, he ran against the National Democratic Congress (NDC) flagbearer, John Atta Mills, in a highly contested race, which he, Nana Akufo-Addo, lost. During the 2012 national election, Nana Addo, again as candidate for the party was contested this time by John Dramani Mahama who was a stronger candidate for the NDC party. John Dramani was proclaimed the winner despite Akufo-Addo's appeal against the results.

At the heat of the 2016 presidential election, his (Nana Addo's) party had nominated him for the third time. During his campaign, he centered his campaign message on economy issues, vowing to reduce the unemployment rate and stabilize the country's foreign exchange rate. This message acted as a catalyst that pushed him through the election to defeat the incumbent, President Mahama, upon receiving 53.83 percent of the votes as against Mahama's 44.4 percent, thus becoming the 5th President of Ghana's 4th Republic. Nana Addo was sworn into office on January 7, 2017. He gave an inaugural speech and a persuasive one to convince Ghanaians of what to expect from him. In his speech, he used personal pronouns and this article seeks to examine the use of these personal pronouns and the rippling effect and import on the people of Ghana.

## **1.2 Summary of the Presidential Inaugural Address (January, 2017)**

His Excellency, Nana Addo-Dankwa Akufo-Addo opened his inaugural Presidential address by expressing his gratitude to the Almighty God for the opportunity and blessing bequeathed on him by all Ghanaians as the elected President of Ghana. He further expressed his profound appreciation to the various Heads of State present for the ceremony. Nana Addo also demonstrated his gratitude to John Mahama, the former President of Ghana for conceding defeat, then to all ex-presidents of Ghana for gracing the occasion. He finally thanked all Ghanaians for the extraordinary show of confidence conferred on him, reassured them of his intentions for good governance, and promised not to let them down.

Nana Addo-Dankwa in his main speech promised to deepen democracy through good governance and prevent corruption. He disclosed that this could only happen if Ghanaians were united and worked towards change for a better Ghana. By this act Ghanaians will be restoring integrity into public life, creating affluence, and returning happiness to the populace. These can only be affected if Ghana's educated and skilled population would avail themselves to efficient work in order to compete strongly with the global economy. He reiterated that change can only happen when the populace changes their attitude as Ghanaians.

He ended his speech with a pledge to all Ghanaians, emphasizing his proposals of ameliorating the pain of Ghanaians. He pledged to advance his conviction with civility, serve the public interest, speak for greater justice, call for responsibility, and live by these pledges. Nana Addo thanked the Almighty God and Ghanaians for making him the President. The inaugural speech was filled with appreciation, expositions of ideological plans as to the new

government's direction they intend to take, and subtle criticisms against the outgoing government.

### **1.3 Purpose of the Study**

This study aims to carry out a critical discourse analysis of the inaugural speech presented by President Nana Addo-Dankwa Akufo Addo concerning deictic devices used. CDA, Fairclough's Three-tier framework has been espoused to indicate the relationship between descriptive, interpretation, and explanation in language, power, and ideology. In view of the significant use of personal pronouns, this study focuses on examining the use of 'I' / 'we' / 'us' / and 'you' / 'they' / 'them' as frequently used in the inaugural address.

### **1.4 Objectives of the Study**

The following were set out for the study:

- 1) To identify the prevalent deictic devices used in the inaugural speech,
- 2) To identify the pronouns with the core political ideological structures in the speech and explain how they relate to social structures.

### **1.5 Research Question**

With the above objectives in mind, we framed these questions to guide the study:

- 1) What are the prevalent deictic devices used in the speech?
- 2) How do they correlate to society's socio-cultural and political issues?

## **2. Literature and Framework**

### **2.1. Deixis**

According to Yule (1996), Deixis is a method of pointing involving language. Deixis is exhibited by deictic expressions, which are the words and phrases that indicate pointing in a direction to or from the speaker. Purwo (1984) claimed that deictic words do not have a precise referent since it depends on who is speaking, where, and what they are saying (p.1).

In English Language, deictic phrases include terms like 'you', 'us', 'our', and 'I'. There are three types of deixis, according to Yule (p.9): person deixis, spatial deixis, and temporal deixis. For the purposes of this study, only Person deixis will be discussed since it aids semantic analysis in determining the context of an utterance.

#### **2.1.1 Person Deixis**

Yule (1996) opines that person deixis uses deixis to point to persons. According to Ingram (1983), the first person, second person, and third person are the three significant grammatical differences used to point. However, it is vital to highlight that deixis is egocentric, meaning that the speaker becomes the focal point and connects everything from his perspective. (Lyon, p. 638, 1977). In other words, a speaker employs the three fundamental grammatical differences as person deictic statements based on his point of view.

Numerous researchers have also studied political speeches using various linguistic models, especially critical discourse analysis. In a comparative analysis, on the use of first-person pronouns, Basal and Bada (2011) opined that while some scientific writers preferred inclusive 'we', others believed that exclusive 'we' was the preferred option. Basal and Bada asserted that pronoun use is a significant characteristic of scientific writing and should be part of the curriculum for learners to use them effectively in their writings.

In another paper, Hasan (2011) employs the CDA approach to critically analyse President Hosni Mubarak's speech considering the usage of in-group and out-group pronouns in political discourse. The results of their study indicate that personal pronouns are related to power and solidarity. The results further suggest that some political leaders use first-person pronouns to coax their audience into accepting their opinions and actions on revolutions, crises, and contentious issues. That premise presumes that politicians' ideas are shared by the audience, suggesting that they will agree with the speaker's position and policy plans.

He concludes that pronouns can attach or detach one from what is uttered. The implication is that Nana Addo and his government will be deeply involved in the progress of concrete projects to create a sense of developmental progression and continuity. Bello (2013) using CDA analyses President Jonathan's presidential declaration speech to delve into his use of personal pronouns in his political discourse. He confirms that politicians do not use pronouns as person deixes or anaphoric references only because they allude to alignments with positive realities but that pronouns are used to position self and others within the horizon of political interest and associations. Nana Addo then stated that presidents are not tin gods and should not be forced on the citizenry who cannot refute them. They should be gradually ushered into the lives of the people to portray a sense of belongingness. Similarly, Makutis (2016) and Basal and Bada (2011) utilize CDA to corroborate that it is very significant to use pronouns in political speeches. According to Makutis, politicians use a variety of pronouns to persuade and equivocate their audience. Thus, extrapolating those pronouns is imperative in understanding political speeches due to their persuasive nature.

In another study, Ekawati (2014) postulates personal pronouns in presidential speech text portray how presidents associate with or disassociate themselves from actions taken at different times and spaces. The argument is that the use of inclusive 'we' in presidential speeches as referent is an indication of solidarity, identity and likewise a sign of responsibility between the speaker and the audience (Makutis, 2016; Ekawati, 2014).

Brandy (2001) also opines that, unlike third-person pronouns, 'I' is a term of self-reference and cannot be a substitute for a noun or name. The use of 'I' is significant in how a person refers to himself in speech and not only indexes the speaker (Marlone 1997). According to Marlone, 'I' supports the talk at the moment by revealing subjectivity and emphasising the speaker's position. Likewise, Beard (2000) elucidates that 'I', among other things, depicts an unobstructed, direct sense of personal involvement which is particularly useful when any good news is presented. This analysis indicates how 'I' has been used as the true reflection of the persona. It prefers private to institutional identities.

Concerning the use of the inclusive and exclusive 'we', Bello (2013), Sharndama (2015) and Ekawati (2014) use Fairclough's CDA three-dimensional framework to analyse various

political speeches. They supported Fairclough's view and opined that the use of the inclusive and exclusive 'we' is to share responsibility, and trust and establish how presidents associate with and disassociate themselves from actions they take themselves, and what their officers, or party engages in. They further explain that the inclusive 'we' as a referent indicates solidarity, personal bond, and friendship between the speaker and the audience. Thus, politicians and presidents use inclusive and exclusive "we' and 'I' sentences to share responsibility with their audience to avoid subjectivity.

Sharndama (2016) also uses critical discourse analysis and states that the in-group personal pronouns 'we', 'us', and 'our' encourage the principle of inclusion and support collectivity and unity of purpose. On the other hand, Purcia (2015) uses stylistic analysis to look at deictic expression used by President Benigno Agnino III and concludes that the use of 'we' and 'I' deixis is to persuade the audience and avoid misinterpretation.

## 2.2 Analytical Framework

The linguistic approach chosen for this study is Critical Discourse Analysis (CDA), with its roots in critical linguistics and theories. CDA, according to Fairclough (1995), is the systematic exploration of frequently ambiguous causation and determinant links between discursive practices, texts, events, and larger social and cultural structures, relations, and processes. This method of studying language use and textual practices focuses on the interaction of language, power, and ideology in textual discourse. CDA, according to Dijk (1998), is a field concerned with the study and analysis of written and spoken material to uncover the discursive causes of power, dominance, inequality, and bias. It looks at how these discursive materials are kept and reproduced in different social, political, and historical situations. In recent times, the goal of CDA, according to Dijk (2003, p.352), is to investigate "*how social power abuse, dominance, and inequality are enacted, reproduced, and contested by text in the conversation and the social and political context.*"

Fairclough (1989, 1992, 1995) established a three-tier paradigm for applying CDA to political discourse, widely used among critical discourse analysts. This framework examines texts, relationships, and social practices at the local, institutional, and societal levels. The framework therefore describes, interprets, and explains political dialogue. Fairclough (1989) postulates that a text can be studied at the descriptive level by looking at the text's lexical, syntactical, and textual structures at three distinct levels of analysis: experiential, relational, and expressive.

The experiential value is a 'cue to and trace' of a text's or a writer's presentation of their experience of the natural or social world. Nevertheless, the logical value concerns the social relationships that discourse texts perform. In contrast, the expressive value is concerned with the text producer's assessment of their actuality and the projected social identities. For the sake of this research, the experiential and intellectual values of analysis will be emphasized.

The second stage of the analytical framework, interpretation, is primarily concerned with the final products of descriptive analysis and a resource for interpretative analysis. The values of textual features are only recognized when they are reflected in social interaction, this happens.

In other words, texts are created and analyzed against the backdrop of common-sense assumptions and inter-textual chains available to members.

Explanation is the third and final stage of Fairclough's three-tier system. Fairclough's explanation hinges on the relationship between interaction and social environment, the social determination of the production process and interpretation, and their social effects (Fairclough, 1989).

### 3. Methodology

President Akufo Addo's inaugural address was obtained from My Joy Online via <http://www.myjoyonline.com/news/2017/January7th/full-text-president>.

The address comprises 2692 words. The search function in Microsoft Word was used to search for the personal pronouns in the speech. Next was the measure of the frequency of occurrence of each pronoun and whom these pronouns refer to. The frequency of occurrence is presented below in Table 1.

**Table 1:** Personal pronouns used in Nana Addo's Inaugural Speech

Pronouns	Frequency	Percentage
We	64	35
Our	60	33
I	31	17
Us	16	9
You	8	4
Me	3	2
Total	182	100%

Then a search to see how many recurrences of each pronoun were found in the speech. Various usage of the pronouns has been explored in this work. One hundred and eighty-two pronouns have been used in this speech. 'We' occurred 64 times in the address while 'our' appeared 60 times.

These pronouns were chosen specifically because they are the most intriguing from a political standpoint, and they reveal the circles of the speaker. They are also fascinating since they can include and exclude the audience and distinguish oneself from others. They are only a few words, yet they have the power to alter the impact of a speech on the audience.

#### 3.1 Data Analysis

Fairclough's (1989) three-tier framework is used for textual analysis: description, interpretation, and explanation. CDA, according to Fairclough (1989), is a technique of analyzing discourse that emphasizes description, interpretation, and explanation. Pronominals can be employed to denote collectivity and individuality (Fairclough, 2003). They also refer to oneself or another or polarise representations of in-groups and out-groups (Dijk, 2001; Fairclough, 2003)

This research was carried out in two parts. The first was a textual analysis to discover where the pronouns 'we', 'our', 'I', 'us', 'you', and 'me' were used in the inaugural speech. The

context-specific examples of pronominal options gave how these pronouns were utilised. The results section offers sample illustrations, with brief explanations of specific pronouns used and who the pronouns represent.

### 3.2 Descriptive Level

The main question that guided the study was: What are the prevalent deictic devices used in the speech and do they correlate to society's socio-cultural and political issues? This analysis seeks to respond to this question.

#### 3.2.1 Exclusive 'we'

Many researchers have categorised 'we' into two; inclusive and exclusive 'we'. Harwood (2005c) clarifies the difference between inclusive and exclusive 'we'. "*The reason the exclusive/inclusive ambivalence can be politically advantageous for the writer is that they can swing between exclusive and inclusive usage, sometimes even in the same line, to produce a variety of effects*".

The exclusive/inclusive 'we', according to Harwood (2005c), can be exploited by writers/speakers to achieve their rhetorical goals. Exclusive 'we' is used when the writer uses the first-person plural for himself /herself and his political party.

Nana Addo uses exclusive 'we' to refer to himself and his government to make promises of goodwill and assurance for the whole nation.

*"'We' will reduce taxes."*

*"We will rekindle the spirit."*

*"We will work with our neighbours."*

Fairclough (1989, p.127) elucidates "*The rhetorical implication is that the audience must share the Government's views as being the only correct ones.*" This is what President Nana Addo seeks to achieve. Through the exclusive 'we', we presume the speaker is addressing the people on behalf of his government. The use of 'we', both inclusive and exclusive and its interpretation, depends on a particular context of use and the inferences to be drawn based on the mutual knowledge of the speaker and interpreter.

#### 3.2.2 Inclusive 'we'

Similarly, Fairclough (1989) accentuates that when 'we' is used by a leader inclusively as part of the lead, it integrates the leader to 'the people', possibly as a humbling tactic. The extracts presented below exemplify how inclusive 'we' is brought to the fore for political effects:

*"We have worked with our national constitution for years..."*

*"We must devolve more power with corresponding resources to the base of our political system".*

*"We must trust the individual and collective wisdom and good sense of our people".*

*"We must restore integrity in public life".*

*"We must create wealth and restore happiness to our nation".*



The inclusive 'we' is used to make the audience feel like part of the people of Ghana "We" refers to all Ghanaians (the President inclusive). Out of the sixty-four (64) 'we' used in his speech, the majority are used inclusively, and this inclusive 'we' collectively refers to the speaker/writer, the reader, and the community or audience. President Nana Addo makes use of the inclusive 'we' to refer to himself and the people of Ghana. He frequently uses this strategy to encourage solidarity and convince the audience to work together as a team by producing apparent collective utterances.

From the inaugural speech, 'we' has been analyzed according to inclusive 'we' and exclusive 'we' concerning the standard peculiarity between them.

Wales (1996) affirms that 'we' is generally used to refer to the speaker and an arbiter who may or may not be present in the immediate situation. The use of 'we' can be exploited to share responsibility. President Addo-Dankwa, in his speech, makes use of pronouns of unity such as 'we', 'our', and 'us' (64 times, 60 times, 7 times, respectively) to express his intention to create a society of oneness and solidarity to his country. The abundant use of 'we', in general, refers to the President, his government, and the people of Ghana. It is observed that the use of the pronoun 'we' by politicians could be that was based on uncertainty that the decision they made may be viewed negatively. Therefore 'we' is used to spread responsibility and establish a sense of group togetherness among Ghanaians.

### 3.2.3 'Our' and 'Us'

'Our' is used 60 times, representing 33%, while 'us' is used 16 times, representing 9% of the total number of pronouns used by the President. They are also used to promote unity and belongingness.

*"Our nation is honoured by the presence".*

*"Our special guest of honour".*

*"Freedom and Justice" as 'our' motto".*

*"Our generation has to give meaning to this motto".*

*"Our journey has had some highs and unfortunately many lows".*

The use of 'our' in the above sentences indicates unity and solidarity among the people of Ghana.

The use of 'us' is demonstrated below.

*"Busia, Baffour Osei Akoto and others, who taught 'us' that fidelity to principles, courage, patience" resilience and collective action do yield results".*

*"It took 'us' a while, but the consensus on the multi-party constitutional rule has been established".*

*"Let us work until the work is done".*

*"There will be discipline in all sectors of our lives, and this applies to all of us".*

In some cases, anaphorically, 'us' has been used to refer to 'we', which represents Ghanaians as a whole and in other cases to individual Ghanaians.

*"It took us a while."*

*"Those who come before us."*

*"We will have to start with each of us."*

*"Responsibility on each one of us."*

According to Obeng (2002), 'us' is used in political speech to create a group identity, which affects the audience. President Nana Addo, therefore, uses this to bring out the oneness of the Ghanaian people since he (Nana Addo) had promised to work together with all Ghanaians to produce a better Ghana. All in all, 'us' is used as an inclusive device to inform the audience that they are knitted together and can forge ahead as a nation if they all show solidarity and unity and build a better Ghana.

### 3.2.4 "I" and "Me"

According to Fasulo and Zuccher Maglio (2002, p.112), *"The first-person singular pronoun, 'I' is in principle the least ambiguous among pronouns from a grammatical point of view. He elucidates it refers only to one person (unlike "we", whose members could be vague, and include or not include listeners) and does not risk misidentification"*. Further, in a pragmatic way, 'I' can refer to the status or role of the speaker, who can be the private person, or, in this case, the recently elected President, being a prominent citizen or a well-educated person.

The pronoun 'I' is used 31 times, representing 17% of the total number of pronouns in the speech when the sentence directly relates to him as a president. He uses 'I' sparingly to let Ghanaians understand that governance is not about himself but all Ghanaians. Nana Addo's use of the pronoun 'I' at the beginning or introductory part and throughout the speech to express his profound appreciation to the various heads of state who attended the ceremony, to the immediate past President for accepting defeat, showing appreciation to all former presidents for being with him at the moment and gracing the occasion and to all Ghanaians, assuring them of good governance which will forge Ghana ahead.

*"I salute the chairperson of the authority of Heads of State and Governments of Ecowas."*

*"I am deeply humbled by the exceptional mandate and extraordinary show of confidence."*

*"I will not let you, the people of Ghana, down."*

'I' is extensively used in the concluding part of the speech when Nana Addo pledges all Ghanaians an extraordinary show of confidence.

*"I ask you to be citizens: citizens not spectators."*

*"I assure you, my fellow citizens."*

*"I will advance my convictions with civility."*

*"I will serve the public interest with courage."*

*"I will speak for greater justice."*

*"I will call for responsibility."*

*"I will have it, as well."*

This was the pledge of Nana Addo in this inaugural speech. He also uses the pronoun 'I' at the concluding stage of the address to thank all Ghanaians and well-wishers for coming around to grace the occasion.

*"I thank the Almighty."*

*"I am a Ghanaian."*

*"I thank you all my fellow citizens."*

'I' is used in sharing pleasantries with past presidents and other dignitaries present, that is, to welcome them, to make pledges to him as an individual, and finally, in giving assurance to prevent corruption and promises to move Ghana ahead.

'Me' is sparingly used in the speech.

*"I ask the legislature and Judiciary to join me."*

You my fellow citizens, who have entrusted me with this mandate, that I will advance my convictions with civility.

*"I thank you all, my fellow citizens, for making me the President of this beautiful country."*

'Me' is the other first person used by Nana Addo.

Me is used 3 times in the speech. Nana Addo first used 'me' to ask the legislature and Judiciary to join him in making Ghana better.

The subsequent use of 'me' is when the President expresses his appreciation to all Ghanaians for believing in him and electing him as President and finally to thank them for installing him, President.

### 3.2.5 'You'

'You' is used 8 times to represent Ghanaians present as the audience and Ghanaians at home. 'You' is used on a few occasions to make explicit references to the people of Ghana. The plural 'you' is used in all eight (8) situations as a wake-up call to Ghanaians to come together and change Ghana for the better.

*"I will not let you, the people of Ghana down."*

*"We will bring back to life the adventurer in you."*

*"Fellow citizens, you must be at the center of change."*

*"I ask you to be citizens."*

*"I assure you my fellow citizens."*

*"Calling yourself a Ghanaian you must mean."*

*"I thank you all."*

*"Thank you, Mr. Speaker, and my God."*

In the use of 'you' in this speech, there is the realization that Addo-Dankwa, a politician, tries to persuade and coax Ghanaians that 'Yes, we all can!', and he gives an impression of being a bond and part of Ghanaians. It is striking that all these sentences also use 1<sup>st</sup> person, which suggests a bond with 2<sup>nd</sup> person. What Fairclough (1989) refers to as "*synthetic personalization*". Fairclough (1989, p.52) defines this as a "*compensatory tendency to give the impression of treating each of the people "handled" and masses as an individual.*" Addo-Dankwa creates the impression that the people of Ghana realize that Ghanaians will have to come together to cause Ghana to metamorphose into a better country.

### 3.3 Interpretation Level

Interpretation in CDA, according to Fairclough (1989), is a combination of what is in the text and what is in the interpreter's mental or cognitive resource of recall or what is termed "members resources". Fairclough posits that different dimensions comprise the process of interpretation, but the most important or relevant part of the analysis of pronouns here is the situational and intertextual contexts.

Situational context relates to the immediate control under which discourse occurs. Does this situation delve into what is going on? Who is involved, and in what relation? What is the role of language in what is going on? The identities created in the pronoun analysis would be understood through such questions.

The speech discussed is by a newly elected president from the New Patriotic Party (NPP) during the inaugural ceremony. The people gathered listening were from all walks of life, with most of them being voters in the just-ended election and members from the various political parties. The relationship between the creator of the text and the immediate audience was a winner of votes addressing the givers of votes. This role unquestionably influenced the choice of pronouns and text to accomplish the political ambition. Pronouns used in this content are very significant because the speaker and the listener are influenced by their context in producing and interpreting the overall message.

On the other hand, the situational context can be presupposed with linguistic cues. The presuppositions can be ideologically predetermined and not necessarily shared. As Fairclough (1989) argues, the purpose of using presupposition does not belong to texts: they can be signalled by specific textual properties. The essence of using them is that they can pass what is simply ideological as truthfully objective in the analysis of pronouns.

### 3.3.4 Explanation Level

The fundamental intent of the explanation stage is to envisage discourse as part of a social process and what reproductive effects discourses can influence those structures in their sustenance or their change. Fairclough (1989) opines that when aspects of members' resources are drawn upon as interpretative procedures in producing and interpreting texts, they are

reproduced. According to Fairclough (1989), reproduction links interpretation stages to explanations. At this level, what is under investigation is the situational, institutional, and societal levels, which are social determinates to help shape discourse. Ideologies used are the elements of members' resources that are employed. Their effect is also considered. Thus, the discourse is positioned concerning situational, institutional, and societal levels.

In this inaugural speech, the President has picked up many issues from the socio-cultural and political settings of the country, which help in projecting a good image of himself and achieving his political goals.

In delivering his speech, Nana Addo appealed to the religious sentiments of the people of Ghana for his speech to be considered genuine. *"The Ghanaian people give thanks to the Almighty God for the blessings, favour, and grace; He continues to bestow on them."* Holy Scriptures in Galatians 6:9 says, *"let us not become weary in doing good; for at the proper time, we will reap a harvest if we do not give up."*

The President in using these quotations, tries to project himself as a political messiah who is ready to solve all Ghanaian challenges. He makes efforts to distinguish himself from the past by painting it gloomy and juxtaposing himself with expressions that usher him as a revolutionary who has come to establish an optimistic development for the country.

The President also appeals to class sentiments by using personal pronouns associated with the downtrodden. In his speech, he indicates that he does not only associate himself with the poor, but he presents himself as one of them. The inclusive 'we' additionally helps to bring out the similarities between the President and the ordinary Ghanaian. Beard (2002) explains that political leaders use this display of humility as part of their campaign tactics.

## 5. Summary and Significance of Findings

This study aimed to analyze how personal pronouns are used to carry out a critical discourse analysis of the inaugural speech by President Nana Addo-Dankwa Akufo Addo's in relation to deictic devices used. The description level showed that the use of pronouns by politicians is not merely used as person deixis but about the positioning of self and others within the purview of political interests and associations.

Pronouns like 'I' and 'me' are used to index self which indicates association with positive realities of achievements, humility, and personal integrity as products to be used in exchange for political acceptance. The use of 'we' - involving all Ghanaians produces a sense of collectivity and belongingness, whereas 'us' signifies a group identity that affects the audience.

'You' depicts an air of personal closeness and bond with the addressee with the primary objective of achieving their confidence and friendship. The interpretation stage shows how many issues can be presupposed using linguistic cues in a situational context. The essence of the use of these cues is that they have the possibility to pass what is purely ideological as truthfully objective.

Explanation is the final stage, which indicates the socio-cultural practices drawn upon to gain legitimacy in the speech. Pronouns like 'we', 'us', and 'our', which place both the President and the audience on the same pedestal is, tactical; that is, it is intended to emphasize the socio-

cultural practices of 'belongingness' and 'communal closeness' as depicted in a traditional African setting. These personal pronouns portray the social alignment with the masses, which is seen as the truth. Therefore, the findings of this study have revealed that like other political speeches, pronouns used in the inaugural addresses of Nana Addo Dankwa are not aimed only at convincing or making the audience do what they reluctantly would have done but it is aimed at luring the audience to develop hope in the new administration.

### 5.1 Conclusion

Personal pronouns used in Nana Addo-Dankwa Akufo Addo's speech are 'I', 'you', 'we', and their inflections. The use of 'I' and 'me' is seen when he desires to express his personal qualities, authority, and involvement. 'You' is used to refer to the audience and to draw their attention to the fact that they can make Ghana a sought-after country if they all come together. The personal pronoun 'we' exclusive is used to state Nana Addo's identity together with others outside the audience. 'We' inclusive is used to state the collective identity and responsibilities between the speaker and audience.

### Conflict of Interest Statement

We, the authors of the research paper, titled: *'Yes, We Can', The Use of Deictic Utterances in the Inaugural Speech of President Nana Addo Dankwa Akufo-Addo*, hereby declare that we do not have any financial commitments or interests with any organization that could potentially create a conflict of interest with the research presented in this paper. Furthermore, we affirm that the research findings, conclusions, and interpretations provided in this manuscript are based solely on the data and analysis as reported therein. No conflicts of interest have influenced the content or outcomes of this research.

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