

Exploring Deixis Expression in Ex-Prime Minister Imran Khan's CNBC Interview (2020): A Linguistic Analysis

Uzair Ahmad^{[a],*}

^[a] Department of English language & literature, Abdul Wali Khan University, Mardan, Pakistan.

* Corresponding author.

Received 25 August 2025; accepted 11 November 2025

Published online 26 December 2025

Abstract

The present research examines the deixis terms spoken by Ex-Prime Minister Imran Khan during his talk with CNBC in 2020. Deixis is a linguistic phenomenon that holds significance in political discourse as it aids in the interpretation of meaning that is dependent on the surrounding context. This study aims to analyze the language used by Ex-Prime Minister Imran Khan during the interview in order to discover the forms, patterns, and functions of deixis phrases. This study utilizes the deixis theory framework to analyze how the Ex-Prime Minister use language markers such as personal pronouns, spatial adverbs, and temporal references in order to establish a connection, convey significance, and achieve communication goals during an interview.

This study examines the intricate characteristics of political communication and interpersonal tactics by evaluating the nuances of deixis expressions. Additionally, it provides insights into the strategic linguistic choices used by political figures during interactions with the media. This method has significant ramifications for the fields of pragmatics, discourse analysis, and political communication studies. Furthermore, it enhances our understanding of the linguistic dynamics present in political interviews.

Key words: Deixis; CNBC interview; Political discourse; Communication strategies; Discourse analysis

Ahmad, U. (2025). Exploring Deixis Expression in Ex-Prime Minister Imran Khan's CNBC Interview (2020): A Linguistic Analysis. *Studies in Literature and Language*, 31(3), 7-15. Available from: <http://www.cscanada.net/index.php/sll/article/view/13860>
DOI: <http://dx.doi.org/10.3968/13860>

1. INTRODUCTION

Deixis provides the most direct line of sight into the linguistic structures that reveal the nature of the connection between language and its environment. Deixis primarily focuses on how languages encode or grammaticalize aspects of the speech event's or utterance's context, and by extension, how that context is analyzed in order to understand the utterance (Levinson, 1983). In light of the foregoing, I have decided to use the following text from an interview with President Imran Khan that aired on CONSUMER NEWS AND BUSINESS CHANNEL: Ex-Prime Minister Imran Khan asserts that the United States must step in over Kashmir, but cautions that resorting to military force is never the way to resolve the conflict. He acknowledges that 2019 was a challenging year for the Pakistani economy, but asserts that genuine reforms were "the only way to get out of the boom and bust syndrome which has been plaguing us for thirty years. "He claims that people are suffering as a result of the many actions that we would conduct. "At this time, our focus should be on expansion and the provision of employment opportunities."

Due to the critical importance of deixis in the field of language studies, the researcher specifically concentrated on explaining this topic. For effective comprehension, several phrases and expressions rely on the context in which they are used. This phenomenon is known as deixis (Carron, 1992, p.22). The study of language cannot disregard deixis if one has this condition, as everyday language is abundant with deixis. According to Levinson (1983, p.54), deixis is the primary way in which the connection between language and context is demonstrated in the structures of language. Levinson has recognized five forms of deixis: person deixis, spatial deixis, temporal deixis, discourse deixis, and social deixis. Deixis is a term that is present in both oral and written communication. The objective of this study is to elucidate the utilization

of deixis in spoken language. Deixis in spoken language involves the recognition of a person, a location, and a time. This recognition occurs because the listener is familiar with the person being mentioned by the speaker, and the exact moment when the speaker utters certain words is evident.

In order to prevent any misconceptions, it is imperative that we also address the topic of references in the process of acquiring knowledge about deixis. According to Yule (1996, p.17), reference is the action of a speaker or writer using language to help a listener or reader identify something. The use of language is inherently connected to the speaker's intents and perspectives. There are two types of references: Endophoric reference and Exophoric reference. Anaphora and Cataphora are the two different sorts of Endophoric references. Anaphora is seeking for their interpretation in the text. Cataphora is anticipating their interpretation in the text.

Language is a means of communicating with one another; without it, no human being can survive in this world. Every day of our lives, we utilize language to connect with people and the larger community. Language is a set of words or signals that individuals use to communicate their feelings and thoughts to one another. When discussing feelings and thoughts, it is important to consider the meaning of the terms. The meaning is connected to speech contexts such as greetings and greeting elements, context, purpose, illocutionary acts, speech, time, and location. Deixis, according to Levinson (1983), can also be defined as the position and identification of individuals, objects, events, processes, or activities that are being discussed or referred to in relation to the dimensions of space and time when uttered by or to the speaker.

2. DEIXIS

Deixis, a term originated from Greek, refers to one of the fundamental roles of speech. Deixis is the process of understanding the meaning of particular words and phrases inside a statement that is sensitive to the context. Deixis refers to the way in which both the speaker and the listener are influenced by the specific location and time in which they are communicating. Deixis focuses on the correlation between speech and its surrounding environment. The term 'deixis' originates from a Greek word that signifies 'to exhibit' or 'to signify.' It is utilized to delineate the elements of a language that directly pertain to the context. According to Moore (2001, p.14), deixis is a prominent area of study in the field of language studies, and it has special importance for those learning a language. Nonetheless, it holds significance in the realm of conversation analysis and pragmatics. The term often used to describe this action is "verbal pointing," which refers to pointing with words. The language

manifestations of this act of pointing are referred to as deictic expressions, deictic markers, or deictic words. They are occasionally referred to as indexical as well.

2.1 Person Deixis

Personal pronouns, such as I, you, he, and they, exemplify person deixis. When a speaker uses the pronoun "I," they are making reference to themselves. For instance, when I, Josh, use the word "I" in the sentence "I went shopping yesterday," it refers to myself. The significance of the line will remain unchanged. The message is same if we reword the line as "Josh went shopping yesterday." If you utter the phrase, "I went shopping yesterday," the pronoun "I" in the sentence is used to allude to your own personal identity. This applies to all personal pronouns, with the most obvious examples being "I" and "you". Yule (1996, pp.9-10) defines person deixis as a linguistic phenomenon that encompasses both the speaker and the addressee. It may be further categorized into three distinct components:

First person deixis refers to the speaker or a group that includes the speaker. It is expressed by pronouns such as I, me, myself, my, and "mine" for singular references, and we, us, ourselves, our, and ours for plural references. Exclusive first-person deixis is a type of first-person deixis that specifically includes the person being addressed. It is a subset of first-person deixis. Second person (you): The terms you, yourself, yourselves, your, and yours are deictic references that specifically relate to the person or individuals being addressed in the second person deixis. Third person (He, She & It): Third person deixis refers to the use of pronouns that do not include the speaker or the person being spoken to. These pronouns, such as he, she, they, him, himself, her, and herself, often indicate the gender of the person being referred to.

2.2 Place Deixis

The speaker's location is referred to as place deixis. If I could simply state, "I am here," it would mean that I am now located in my office. Once again, we might substitute the intended meaning with "I am in my office." Come and go are two other verbs that benefit from place deixis. When I gesture in the direction of where I am right now and say "come," I mean just that. It sounds a lot like the word "go." Verbs like "come" and "go" are perfect candidates for location deixis. By "come," I mean to indicate in the direction of where I am right now. As per Levinson (1983, p.79), location or space deixis is all about defining where things are in relation to the speaker and the speech event. There are two basic methods to address objects: describing them or giving them names, and finding them. Deictically specifying them to the participants' locations at the time of speech is another option. Terms like this and these are proximal, meaning they are close to the speaker; terms like that and those

are distal, meaning they are occasionally close to the addressee. These terms can be used either alone or with other nouns.

According to Grundy (2000, p.28), proximity may be divided into three levels, and some languages differentiate between closeness to the speaker and proximity to the addressee. Illustrations of this notion include words like as “here” (indicating proximity), “there” (indicating distance), “where” (including archaic phrases like “hither,” “hence,” “thither,” “thence,” “wither,” “whence”), “left,” “right,” “up,” “down,” “above,” “below,” “in front,” “behind,” “come,” “go,” “bring,” and “take.” Place deixis refers to the spatial relationship between two participants in a speech occurrence.

2.3 Time Deixis

Time deixis refers to the specific moment a speech is spoken, such as “yesterday” on September 19, 2021. Levinson suggests that day and night, lunar months, seasons, and years are the basis for time calculation and measurement in most languages.

Grundy (2000, pp.31-32) highlights the tense system as a crucial aspect of temporal deixis, where the timing of an event is often determined by comparing it to its expression moment. Moreover, Yule (1996, pp.14-15) argues that the fundamental form of temporal deixis in English is the choice of a verb tense. The English language has two fundamental forms: present tense and past tense. The present tense is represented by the proximal form, while the past tense is represented by the distal form. Deictic items use references only ascertainable at the moment of speech, such as today, yesterday, next, now, then, in the past, later, soon, and previously.

2.4 Discourse Deixis

Deixis discourse refers to aspects of the discourse that have been delivered or are in the process of being delivered. Example: Lou: But, you know, to make such a sacrifice. Will: You, on the other hand, are not on board. In the film, the line “But it’s... well, to sacrifice yourself like that” depicts the scene after they’ve finished viewing a movie. Discourse deixis is the encoding of profit references in discourse, highlighting the reference marker in a discussion area, and is also known as text deixis. However According to Anugrah (2018), discourse deixis is a forward-looking assertion that refers to unique discourse that contains utterances as the text’s significance and suggestion. The following is an example of discourse deixis: a. “This information is highly dangerous.” b. “It was a wonderful time.”

2.5 Spatial Deixis

Spatial deixis refers to the linguistic phenomenon where words or expressions are used to indicate or point to specific locations or directions in space. Place, also known as spatial deixis, is the linguistic representation of the

connection between space and the location of participants in a conversation. Fromkin, Rodman, and Hyams (2003, p.218) state that the expression of place deixis requires contextual details regarding the location mentioned in the utterance, such as terms like here, there, this, that, place, this city, and similar. Demonstrative pronouns, adverbs, directional expressions, and phrases such as “at our place” or “out back” are used in English to illustrate the difference in space and the position of the participants in a conversation. In addition, Yule (1996, p.12) highlights that when considering spatial deixis, the concept of location can be established in both the speaker’s mind and in physical reality. Yule categorized spatial deictic expressions into two types: deictic projection and psychological distance, based on these claims. a. Deictic projection is accomplished through dramatic performance when I employ speech to portray the person, location, and emotions of someone or something else. ‘I will remain at this location, waiting for you,’ for instance. The speaker’s position is commonly known as the proximal term of here. Place or space deixis refers to the definition of places in relation to the participants in speech events. The adverbs “here” and “there,” along with the demonstrative pronouns “this” and “that,” are exclusively used to indicate location in the English language. For instance, I am eagerly anticipating the opportunity to express the extent of my enjoyment in this particular setting. Place deixis refers to the linguistic term used by a speaker to indicate their location within the speech event.

2.6 Temporal Deixis

Temporal deixis, as defined by Levinson (1983, p.62), refers to the concept of time and its link to a specific reference point, such as the moment of speaking or writing. In addition, Yule (1996, p.14) states that temporal reference forms are acquired at a later stage compared to deictic words such as yesterday, tomorrow, today, tonight, next week, previous week, and this week. Understanding the precise timing of the spoken words is necessary for comprehending the meaning of all these remarks. As an illustration: What happened on November 22nd, 1963? During that period, I was located in Scotland. The term “distal expression” denotes a temporal reference to a time prior to the current moment of the speaker. 2. I will visit your residence tomorrow. An individual’s arranged meeting with another person has been postponed until a later time. In the context of temporal deixis, the distant or remote form is employed to convey not just a chronological separation from the present, but also a conceptual or factual separation from the current state of affairs.

Time deixis, as defined by Levinson (1983, p.62), refers to the representation of specific moments and durations in connection to the time of speaking an utterance or writing a message. The adverb of time, such as now and then, yesterday, and so on, is commonly

employed to convey temporal deixis. According to Yule (1996, p.14), English is said to have just two fundamental forms: present and past. The proximal form corresponds to the present tense, whereas the distal form signifies the past. Let's examine the following situation: Current: I currently live at this place. Previously, I lived there. Based on the previous explanation, it is clear that time deixis refers to the exact point in time when the speaker makes a remark.

2.7 Social Deixis

Social deixis refers to the level of association between persons and the information being communicated. Levinson (1983, p.89) defines it as the linguistic characteristics of a phrase that either reflects or are influenced by certain elements of the social environment in which the speech act occurs. In languages worldwide, there are typically two main types of socially deictic information that are encoded: relational and absolute.

3. SIGNIFICANCE OF RESEARCH

This research broadens the writers' understanding of deixis, which was employed in an interview between Imran Khan and (CNBC) Consumer News and Business Channel. Hopefully, the study's findings will provide useful information and assistance to future researchers. On the other hand, it will be beneficial for the reader to readily locate deixis in the interview, making it more interesting to study.

4. LIMITATION OF THE STUDY

The purpose of present research is to identify deixis and to implement the meaning of deictic words found in an interview between Ex-Prime Minister Imran Khan and CNBC's Hadley Gamble in Davos, Switzerland in January 2020. The interview was about the Pakistani economy, with a focus on growth and job creation.

5. RESEARCH METHODOLOGY

Both qualitative and quantitative research methods will be employed in this investigation. Data presented in verbal or visual forms, as opposed to numerical or statistical ones, are the focus of qualitative research. The results of this study were described using descriptive approaches. This study's data came from an interview between Hadley Gamble and Imran Khan. Every word said by Imran Khan makes up the study's population. The words that Imran Khan used to describe deixis in the interview make up the sample, which is a subset of the population under study. All the utterances of this research taken from the YouTube channel that show the transcription of Imran Khan & Hadley Gamble. Kind of conversation is taken

is data come from interview in News of CNBC. Since this research will use the data that are collected from the spoken instrument. To analyze the material, the writer must arrange it and organize it into patterns, groups, and units of fundamental analysis. The author delineates the classifications of spatial deixis and temporal deixis, as well as the interpretational significance of the deictic term seen in the interview between Imran Khan and Hadley Gamble.

6. RESULTS AND DISCUSSION

In an interview with CNBC's Hadley Gamble, Ex-Prime Minister Imran Khan said that the United States must get in over the Kashmir conflict, but he cautioned that resorting to military force would never be the right choice. Real reforms were "the only way to get out of the boom and bust syndrome which has been afflicting us for thirty years," he argues of Pakistan's economy, even if he acknowledges that 2019 was a rough year. People are hurting because of all the measures we would take" he says. "Now we want to concentrate on growth and creating jobs for people."

QUESTION 1

"I want to ask you about your trip here to world economic Forum you had the chance to sit down with president Trump walk me through how likely you think it is that US president can be of use in term of Kashmir?"

ANSWER

"Look I can't say what will be the outcome but for me it is important try my best because Kashmir you know it's a far more serious problem than people realize the world realizes the problem is that India has taken over by an extremist ideology which is called RSS or Hinduja if you Google RSS founding father they were inspired by the Nazis they admired the Nazis then they admired their racial purity the sort of they believed in the ethnic cleansing of Muslim some of the one of the fathers go he is written about it so therefore that ideology that had assassinated Mahatma Gandhi and was declared a terrorist organization three times has taken over India and Kashmir is just what they done in Kashmir as sine 5th August they basically put 8 million people under curfew under siege they whisked away all the political leaders they picked up thousands of teenagers thousands of teen agers taken out of Kashmir so it's a serious situation because I worried that this will now spill over already there army chief has given a statement that the Pakistan side of Kashmir also belong to India so this is a serious because they are two nuclear countries that's why I want president Trump a head of the most powerful country of the world he should intervene right now the United nations or president Trump at least though this is what the world bodies came about after 1945 to stop the sort of future conflict".

QUESTION 2

“Do you believe that Ex-Prime Minister Modi is enabling this?”

ANSWER

“Ex-Prime Minister Modi was a life member of RSS I repeat RSS is an extremist ideology why do I say that it's important that people in the west they do not understand this as yet but if you have to do is Google this, this ideology you will know what it is so danger is that it's a country 1.3 billion people nuclear arm taken over by this so it's a nightmare scenario for people like us and who are the neighbors and because of the Kashmir dispute this could actually spill over”.

QUESTION 3

“What kind of pressure do you want the international community to put on India we are talking about sanctions?”

ANSWER

“What would the international community do in similar circumstances they are all in the United nation security council their various ways they can be a deterrent stop this sort of nonsense and what is happening in India they passed these two legislation and these two legislation have alarmed the 200 million Muslim living in India and they are already protests going on in fact non-Muslim have also joined them minorities have joined them Indian intellectuals have joined them because they realize where this is headed I mean the Nazi Germany between 1930 and 1934 turn from a liberal democracy to fascist totalitarian racist state this is what is happening in India”.

QUESTION 4

“When you think about your role as the Ex-Prime minister there seem to be and correct me if I am wrong a bit of an edge for celebrity politicians like yourself and even Donald Trump when it comes to communicating when to opening those doors and having those kinds of conversations do you see yourself as a mediator Ex-Prime minister?”

ANSWER

“You see I again repeat I do not believe in military solutions this is you know im a student of history I just have look back in history every time you know these military solutions took place look at napoleon going into Russia then Hitler going to Russia just look it all these conflicts for a start they are a miscalculation they always miscalculation and then they caused bloodshed on this earth so I look upon myself as someone who would always want to be a partner in peace we joined the US sort of camp one was when the soviets invaded Afghanistan in the 80s then we again joined the U.S. After 9/11 Pakistan suffered I know the consequences second time 70000 Pakistani were killed in an insane war and we lost over a hundred billion economy we would just recovered from it

so from I'm convinced that people looking for solution the only people benefit is this industrial military complex”.

QUESTION 5

“When you think about as well the relationship that you have with President Trump you have good relationship with the president the relations however between the security services between Pakistan and the United states has suffered over the last several years no doubt over last several decades what's it going to take to build that kind of back” ?

ANSWER

“We see why did this relationship suffer between the Pakistan security forces and the U.S. because I objected I did not want Pakistan part of this war and terror after 9/11 because Pakistan has nothing do with war, there was no Pakistani involved al-Qaida was in Afghanistan and I felt you know why would be going into this war when we went into the war as time passed initially there was this romance with General Musharraf because he was fighting Americas war after a while when Musharraf could not deliver what the America wanted and he could not deliver he should never have promised them that he could not deliver what was beyond him he could not win America the war in Afghanistan no one could but they were they kept asking we shall have to do more and he kept promising them more but he couldn't deliver so that's where the mistrust began this time it is based on trust objective this time it is based on fact that I always believed that there was no military solution in Afghanistan and so does president Trump so now both of us can work for the peace process and we trying our best it's not easy because its 19 years of this turmoil that is taking place in Afghanistan but it is the only way some of the Taliban and the afghan government they get together and work out some sort of political settlement it is the only way does”.

QUESTION 6

“Walk me through Belton road initiative what that really means for Pakistan because a lot of critics would say that this is a dept trap for Pakistan but I know you have a different view”?

ANSWER

“When the Chinese came to help us with this CPEC (china Pakistan economic corridor they recovered we were really at the rock bottom and so we are really grateful to the Chinese that they came and rescue us they pumped us and even not just they gave us loans and loans by the way or not they are barely five or six percent of a total loan portfolio which is this nonsense that you know we are indebted to china they actually helped us with the investment and because of them it has given us an opportunity to attract foreign investment we will created these special economic zones we will opening do and we are opening more where we are giving special concessions

to industry and then it's not it's beyond the BRI and CPEC they have also its technology transfer especially helping us in agriculture because Chinese technology seed development is much better than Pakistan our productivity is very low so and then skills they are developing skill centre in Pakistan so they're really helping us and we are grateful".

QUESTION 7

"When you look at what happens next for Pakistan obviously there is a great deal of cultural between Saudi Arabia and Pakistan and Pakistan with UAE and other gulf nations as well what role do you believe that your country have to play in that corridor of commerce and industry because obviously right now so much concern in the region about what might happen next with Iran where do you see the relationship between Pakistan and the gulf government is going"?

ANSWER

"I repeat it will be a disaster for not just Pakistan the whole area if there's conflict for a start there almost 4 million Pakistani workers in UAE and Saudi Arabia who send remittances which is badly needed because of an imbalance of trade so that will be affected but apart from that you know the impact a conflict would have I repeat the oil prices it just I mean it would be disaster for the whole area so we are trying our best we have relationship with Iran very closed relation with UAE and Saudi Arabia so we trying and we done our best when there were tensions when there were these missile attacks on some oil facility of Saudi Arabia so we played our part when to both I went to both countries and try to defuse the tensions".

QUESTION 8

"When you think about the economic relationship between Pakistan and the Gulf Government as well mentioned the workers but in terms of trade and other opportunities where do you see opportunities as yet untouched"?

ANSWER

"Tourism Pakistan is one place you know it has probably the best mountain tourism in the world because you know half of the world's highest peaks over 24000 feet high in Pakistan and it is undiscovered by mass tourism then it for religious tourism we have the holiest shrines of Hinduism of Sikhism of Buddhism I mean north of Pakistan is most center of the Gandhara civilization and then of course Sufism so that we are not planning to attract make it easy for a tourist to come.

Hadley gamble: And you are telling tourists it's safe to permit Pakistan today

Imran khan: As I said in last one year tourism double in Pakistan".

QUESTION 9

"Walk me through your take on this because I

mentioned similar leaders like president Trump like yourself you come into office and there is often criticism you know this is a person who isn't you know a career politician this person who doesn't come from a traditional background are they really going to be able to get it done its been interesting to watch the last four years of Donald Trump whatever side of the aisle you sit on whether you love him or hate him frankly when it comes to the economy the president has delivered do you believe you are going to be able to deliver for Pakistan"?

ANSWER

"But let me just me correct you I played professional sport international cricket for 20 was Hadley gamble not necessarily a traditional background for a politician number

Imran khan I'm saying that I played international sports for 21 years which was a long career I been in politics for 23 years and it was except for who is the greatest leader of Pakistan ever had the great founder of Pakistan except for him I have the longest struggle in politics so president Trump actually has had an essay ride he came and he became president I for 22 years I struggled built my own party is the only time a party has broken through a two party.

Hadley gambles: so you fought for this

Imran khan: this so struggle more than sports I mean sports was only 25 years this is 23 years.

Table 1
Deixis used in "A study of deixis in the interview between Imran Khan with (CNBC) consumer News and Business Channel

| Type of Deixis | Number of words | Percentage (%) |
|----------------|-----------------|----------------|
| Social | 30 | 9.34 |
| Person | 101 | 31.46 |
| Time | 35 | 10.90 |
| Place | 58 | 18.06 |
| Discourse | 39 | 9.03 |
| Total | 263 | |

According to Table 1, the conversation between Imran Khan and Hadley Gamble on CNBC included a total of 263 instances of deixis. The most often used deixis in the interview is personal deixis, with a frequency of 101 instances (31.46%). The following example demonstrates person deixis, which occurs 101 times, accounting for 31.46% of the total occurrences. The temporal deixis occurs with a frequency of 35 (10.90%), but the spatial deixis occurs with a frequency of 58 (18.06%). The last instance of deixis that occurs is discourse deixis, with a frequency of 39 (9.03%).

Person Deixis:

Person Deixis that found in an interview can be seen in Table 2 as follows:

Table 2
Person Deixis found in “A study of deixis in the interview between Imran Khan with (CNBC) consumer News and Business Channel

| Type of person Deixis | Number of Words |
|-----------------------|-----------------|
| I | 30 |
| You | 26 |
| He | 8 |
| She | 0 |
| We | 21 |
| They | 16 |
| Total | 101 |

Table 2 reveals that the total number of person deixis found in the Interview is 101. The dominant person deixis type that is used is — (I) (30). The other types of person deixis are you (26), he (8), she (0), we (21) and they (16).

The examples of Person deixis can be seen as follow:

I look I can't say what will be the outcome for me but for me it is very important try my best.

The word “I” in this sentence refer to himself as Ex-Prime Minister of Pakistan (Answer NO

You what kind of pressure do you want to international community to put on India we are talking about sanctions?

The word “you” in this sentence refers to Ex-Prime Minister Imran khan.

Temporal Deixis:

Time Deixis that found in this interview can be seen in Table 3 as follows:

Table 3
Time Deixis found in “A study of deixis in the interview between Imran Khan with (CNBC) consumer News and Business Channel

| Types of Time Deixis | Number of Words |
|----------------------|-----------------|
| Date | 5 |
| Then | 4 |
| Today | 1 |
| Now | 3 |
| After | 4 |
| History | 2 |
| Year | 13 |
| Month | 3 |
| Total | 35 |

According to Table 3, the total number of time deixis discovered in this interview is 35. The primary temporal deixis employed in this interview is “History,” occurring with a frequency of 13. The other forms of temporal deixis include the terms after (4), month (3), year (13), then (4), date (5), now (3), and yesterday (6). The examples of time deixis can be seen as follow:

Then they always miscalculation and then they caused bloodshed on this earth so I look upon myself as someone

who would always want to be a partner in peace we joined the US sort of camp one was when the soviets invaded Afghanistan in the 80s then we again joined the U.S.

The word “then” refers to time deixis and it is used in (Answer 4)

Now I worried that this will now spill over already there army chief has given a statement that the Pakistan side of Kashmir also belong to India.

The word “now” refers to the present situation and it is used in (answer 1)

Place Deixis:

Place Deixis that found in this interview can be seen in Table 4 as follows:

Table 4
Place Deixis found in “A study of deixis in the interview between Imran Khan with (CNBC) consumer News and Business Channel

| Types of Place Deixis | Number of Words |
|-----------------------|-----------------|
| There | 12 |
| Here | 1 |
| Those | 1 |
| That | 19 |
| These | 5 |
| This | 20 |
| Total | 58 |

Table 4 reveals that total number of place deixis found in this Interview is 58. Those place deixis are that (19), here (1), those (1), r (14), these (5) and this (20) there (12)

This There was no Pakistani involved al-Qaida was in Afghanistan and I felt you know why would be going into this war when we went into the war as time passed initially there was this romance with General Musharraf.

The word “this” refers to American attack on Afghanistan (Answer 5).

There I repeat it will be a disaster for not just Pakistan the whole area if there's conflict for a start there almost 4 million Pakistani workers in UAE and Saudi Arabia who send remittances which is badly needed.

The word “there” refers to the place that is from the speaker (Answer 7)

Discourse Deixis:

Discourse deixis that found in this interview can be seen in Table 5 as follows:

Table 5
Discourse Deixis found in “A study of deixis in the interview between Imran Khan with (CNBC) consumer News and Business Channel

| Types of Discourse Deixis | Number of Words |
|---------------------------|-----------------|
| This | 20 |
| That | 19 |
| Total | 39 |

Table 5 reveals that total number of discourse deixis found in this novel is 39. Those discourse deixis are that (19) and this (20).

This Walk me through your take on this because I mentioned similar leaders like president Trump like yourself you come into office and there is often criticism you know *this* is a person who isn't you know a career politician this person who doesn't come from a traditional background are they really going to be able to get it done been interesting to watch the last four years of Donald Trump.

The word this refers to Donald Trump who doesn't come from a traditional background (Question 9)

That When the Chinese came to help us with this CPEC (china Pakistan economic corridor they recovered we were really at the rock bottom and so we are really grateful to the Chinese that they came and rescue us they pumped us and even not just they gave us loans and loans by the way or not they are barely five or six percent of a total loan portfolio which is this nonsense that you know we are indebted to china they actually helped us with the investment.

The word that is refers to the discourse deixis (Answer 6).

Social Deixis:

Social deixis that found in this story can be seen in Table 6 as follows:

Table 6
Social Deixis found in "A study of deixis in the interview between Imran Khan with (CNBC) consumer News and Business Channel"

| Types of Social Deixis | Number of Words |
|------------------------|-----------------|
| Leader | 3 |
| Sir | 0 |
| War | 6 |
| Conflict | 4 |
| Ex-Prime minister | 4 |
| Ideology | 4 |
| Nazi | 3 |
| President | 6 |
| Total | 30 |

Table 6 reveals that total number of social deixis found in this Interview is 30. The dominant social deixis that used in this is president with the frequency of 6. The other types of social deixis are leader (3), ideology (4), war (6), conflict (4), Sir (0), Nazi (3), Ex-Prime minister (4) and president (6).

war We see why did this relationship suffer between the Pakistan security forces and the U.S. because I objected I did not want Pakistan part of this war and terror after 9/11 because Pakistan has nothing do with war, there was no Pakistani involved al-Qaida was in Afghanistan.

The word war is refers to the social deixis (Answer 5).

Conflict these military solutions took place look at napoleon going into Russia then Hitler going to Russia just look it all these conflicts for a start they are a miscalculation they always miscalculation and then they caused bloodshed on this earth so I look upon myself as someone who would always want to be a partner in peace we joined the US sort of camp one was when the soviets invaded Afghanistan in the 80s.

The word conflict refers to the war between Russia and Afghanistan.

7. CONCLUSION

Deixis refers to the use of words or statements that get their meaning from the specific context in which they are spoken and the intention of the speaker. Deixis is a significant topic in pragmatics that plays a vital role in human language. The context of a situation is crucial for interpreting words and phrases, including various forms of deixis, since it offers vital information about the surrounding environment in which these expressions are used. The researcher has identified several deictic expressions in this text, namely person, place, and time deixis. Among these categories, person deixis was found to be the most frequently occurring. Deixis demonstrates the connection between the linguistic structure and the surrounding context. Therefore, it assists users in comprehending the organization of the language and the surrounding context. Deixis is a linguistic categorization that encompasses terms used to indicate components of the situational context, such as the speech participants, the present time, and place of the speech event. The data analysis revealed the presence of five types of deixis in the interview conducted between Imran Khan and Hadley Gamble on the CNBC Consumer News and Business Channel. The interview contains a total of 321 instances of deixis. The primary deixis employed by Ex-Prime Minister Imran Khan is person deixis, with a frequency of 101 instances, accounting for 31.46% of the total. The remaining deixis categories and their respective percentages are as follows: person deixis (31.46%), time deixis (10.90%), place deixis (18.06%), discourse deixis (9.03%), and social deixis (9.34%). Based on the findings of deixis, it can be inferred that deixis demonstrates the connection between the language's structure and the context in a way that cannot be separated. Therefore, it is necessary to express deixis in a contextual and pragmatic manner.

Recommendation for Future Researchers

For the first time, the researcher conducts research on Imran Khan's conversation with Hadley Gamble applying Deixis analysis to uncover much type of deixis. In the future, the researcher can look at his interview from several angles, such as discourse analysis. Researchers can

look at him further, which will be beneficial to linguistics students.

Constrains That the Researcher Faced While Doing the Research

There had been no previous study on Imran Khan's interview with Hadley Gamble it was difficult to meet the standards from the bare minimum of sources. I couldn't get access to all of the work of literature review because online libraries demanded a large sum of money to give access to the data house, so I couldn't get access to all of the work and other useful sources for literature review.

REFERENCES

- Casson, R. W. (1981). *Language, culture and cognition: Anthropological perspectives*. Macmillan Publishing Co., Inc.
- Carron, J. (1992). *An introduction to psycholinguistics*. Harvester Wheatsheaf.
- Chastain, C. H. (1975). Reference and context. In G. Keith (Ed.), *Language, mind and knowledge* (pp. 194-269).
- Crystal, D. (1985). *A dictionary of linguistics and phonetics*. Page Bross Ltd.
- Edwards, A. D. (1976). *Language in culture and class: The sociology of language and education*. Heinemann Educational.
- Fromkin, V., Rodman, R., & Hyams, N. (2003). *An introduction to language* (7th ed.). Heinle.
- Levinson, S. C. (1983). *Pragmatics*. Cambridge University Press.
- Levinson, S. C. (1985). *Pragmatics* (1st ed.). Cambridge University Press.
- Levinson, S. C. (2004). Deixis and pragmatic. In L. Horn & G. Ward (Eds.), *The handbook of pragmatics* (pp. 97-121). Blackwell.
- Lyons, J. (1977). *Semantics* (Vols. 1-2). Cambridge University Press.
- Lyons, J. (1977). *Semantics* (Vol. 2). Cambridge University Press.
- Myers, T. (Ed.). (1992). *The development of conversation and discourse*. Edinburgh University Press.
- Setiakawanti, R. N., & Susanti, E. (2018). Analysis pragmatic study on deixis in the articles Jakarta sport. *PROJECT (Professional Journal of English Education)*, 1(6), 757-762.
- Soekemi, K. (2000). *Semantics: A work book* (2nd ed.). Unesa University Press.
- Viahapsari, E., & Parmawati, A. (2020). Analysis the type of deixis in the main character on the movie I leave my heart in Lebanon. *PROJECT (Professional Journal of English Education)*, 3(3), 388-394.
- Wicaksono, G. A. (2019). Students' competence in interpreting deixis in descriptive text on pragmatics course of English. *Jurnal Penelitian Humaniora*, 20(1), 10-21.
- Wiguna, A., Anggraeni, H., Nuramalia, R., & Sadikin, I. S. (2018). Deixis in Maleficent movie script. *PROJECT (Professional Journal of English Education)*, 1(2), 133-138.
- Yule, G. (1996). *Pragmatics*. Oxford University Press.
- Yule, G. (1996). *The study of language* (2nd ed.). Cambridge University Press.
- Yule, G. (2010). *The study of language* (4th ed.). Cambridge University Press.