



THE POWER OF UKRAINE'S PRESIDENT: PERSONAL PRONOUNS ON ZELENSKY'S SPEECH

¹Dian Luthfiyati, ²Fitria Nur Hamidah*

¹University of Islam Lamongan, Indonesia

²State Polytechnic of Malang PSDKU Kediri, Indonesia

ABSTRACT

This study analyzes how Zelensky used first-person personal pronouns in his political speeches. This study discussed about the occurrences of first personal pronouns in political speeches by using qualitative methodologies, that is document study to identify their forms and discourse function. The results showed that The first personal pronouns are identified in discovered of Zelensky's speeches. The first personal pronouns used in Zelensky addresses were pronoun "I", "You", and "We". Zelensky used the singular personal pronoun "I" to express his heartfelt gratitude and admiration, as well as his professional and personal experiences, arguments, perspectives, aspirations, and commitment. The usage of inclusive "You" and variants indicate Zelensky 's willingness to share responsibility, foster unity, equality, and public declarations about their current situation and any potential future challenges. Using exclusive "We" which demonstrated by Zelensky also was to show his political intentions, commitment, political experiences during the election, and significant concern for reconciliation.

Keywords: *Personal; Pronouns; President; Speech*

ABSTRAK

Studi ini menganalisis bagaimana Zelensky menggunakan kata ganti orang pertama dalam pidato politiknya. Penelitian ini membahas tentang kemunculan kata ganti orang pertama dalam pidato politik dengan menggunakan metodologi kualitatif untuk mengidentifikasi bentuk dan fungsi wacananya. Kata ganti pribadi pertama diidentifikasi dalam pidato Zelensky yang ditemukan. Kata ganti orang pertama yang digunakan dalam alamat Zelensky adalah kata ganti "Aku", "Kamu", dan "Kami". Zelensky menggunakan kata ganti pribadi tunggal " Saya " untuk mengungkapkan rasa terima kasih dan kekagumannya yang tulus, serta pengalaman, argumen, perspektif, aspirasi, dan komitmen profesional dan pribadinya. Penggunaan inklusif "Anda" dan varian menunjukkan kesediaan Zelensky untuk berbagi tanggung jawab, memupuk persatuan, kesetaraan, dan deklarasi publik tentang situasi mereka saat ini dan potensi tantangan di masa depan. Menggunakan "Kami" eksklusif yang didemonstrasikan oleh Zelensky juga untuk menunjukkan niat politiknya, komitmennya, pengalaman politiknya selama pemilu, dan kepedulian yang signifikan terhadap rekonsiliasi.

Kata Kunci: *Personal; kata ganti; presiden; pidato*

INTRODUCTION

Language, such as that employed in speech, can be utilized to influence, or build relationships. According to Pradipta et al., (2020), Speech is a manifestation of power, which suggests that when someone delivers a speech, he or she has the potential to influence how other people feel about a particular subject. To put it another way, the speakers can persuade the audience that they share the same

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*Correspondence:
fidahfnh@gmail.com

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thoughts. As a result, they may gain sympathy. A speech has the power to change people's minds about a topic. As a result, the speaker must include personal motives in his or her discourse. Additionally, the structural analysis of the meanings done behind the speech is possible. Talking is a common activity that involves multiple participants, each of whom takes turns at various points (Sari, 2020).

Under any circumstances, one of the persons involved in an interaction process seems to have a propensity to assert their dominance by virtue of their social standing, level of education, worldly wisdom, experience, age, etc. Language will be used in a biased manner by individuals in positions of power, such as those with a prestigious job, a high social status, or a significant political role. In the course of the engagement process, people with greater status tend to dominate and become engaged. People of lower status, on the other hand, come across as passive listeners (Dahnilsyah, 2017).

We must first organize the messages we wish to transmit through voice in order to communicate effectively (Cordeiro, 2018). Message organization involves both sending and receiving messages, and this relationship may be more nuanced than it first looks. If we ask other to receive and to give when we invite other. To suit their demands, speech functions are used as a means of exchanging experiences. Speech functions are communication tactics to transmit someone's idea and to assist listeners in understanding and comprehending the idea based on the situation (Dunn et al., 2022); (Mensah et al., 2022).

Instead of being a genre in and of itself, political discourse is a class of genres distinguished by a social domain, particularly politics. Parliamentary debates, political party programs, and speeches by political leaders are a few genres that belong in the political sphere. In spoken political discourse, a speech is a public speaking act that is typically carried out in a formal setting to communicate an opinion (Wahyuningsih, 2018).

Political discourse analysis is a field of study that looks at the written, oral, and nonverbal communication that politicians use to advance their agendas in a political setting. The objectives are to examine the use of language and rhetorical devices, as well as linguistic decisions made to accomplish a particular political outcome (Bataineh, 2019). Besides, the purposes are to persuade the audience or the listener to have agreement with them or to encourage a change in perception or attitude toward a special issue (Orji, 2016).

In this technology era, a politician's speech can easily be broadcast around the world. The result showed their audience were not only those in the hall, but also those behind the screen. So when the politician wanted to gain political support, a political speech must be understandable and it could appeal to the audience (Fadzilah & Noor, 2021). Fadzilah & Noor (2021) goes even farther, claiming that personal pronouns, with their deictic function, are one of the weapons in politicians' arsenals for achieving their objectives. The skill of persuasion has been important in politics since the dawn of civilization. In this context, personal pronouns depict how the person who speaks and writes to communicate his or her opinion and perception to other participants in the conversation.

The power to influence people's hearts or change their minds is demonstrated by a politician's command of rhetorical skills. A successful outcome of a convincing political speech could have a significant impact on the country and even internationally. When selecting the most acceptable persuasive tactic to employ in a speech, there are a few things to keep in mind. The way the speaker addresses someone or himself directly affects how personal pronouns are used in a speech. It is implied that using a specific personal pronoun to refer to someone may reveal how distant the speaker and audience are from one another (Suryaningsih, 2021).

The current study, titled "The Power of Ukraine's President: Personal Pronouns on Zelensky's Speech," uses Discourse Analysis (DA) to figure out how interpersonal function is realized in Volodymyr Zelensky's speech. Speech was chosen as the study's subject because it had interpersonal component; not only because it was presented verbally, implying a relationship between someone who delivered a speech and the audience, but also because it was fashioned as a well-prepared and well-structured text.

In this situation, Zelensky's speech was classified into political speech, which meant he demonstrated his political stance and his assumptions to the audience who listened his speech and he wanted to persuade the audience to act like his thoughts and even his instructions.

The phenomenon of speech function, individuals have required other people to act as both listeners and talking partners to communicate. Due to differences in each person's capacity to implement their language and linguistics, as well as their cultural background, these acts result in a variety of phenomena. It was indisputable that cannot understand between listeners and speakers occur because of these differences, especially when both listeners and speakers in communication are non-native speakers. This phenomenon has an impact on the president's speech function. Words and phrases that are commonly found in the study and substance can cause a phenomenon in a speech by Zelensky. Because it is advantageous for Zelensky to utilize personal pronouns as a politician, he employs them instead of mentioning the name in his speech. Because words have such a profound influence on our minds, the words we choose alter how we see others and ourselves. The usage of personal pronouns can have a variety of meanings.

Politicians take advantage of the pliability of pronominal reference to establish their good image of themselves and others purposes (Bramley, 2001). Furthermore, personal pronouns are linked to the authority-solidarity relationship. Researchers focused on explaining sorts of speech functions in this study, which is like earlier studies. However, the dominant type of speech function in speech is also needed for this study.

The speech's textual metafunction suggested that an unmarked topic employs the notion that it was a declarative speech that served to provide information or clarity. Finally, the address served as a clarification of the royal split as well as a charity speech (Handayani, 2021). On Joe Biden's victory speech, (Darong, 2021) analyzed about the interpersonal metafunction. Joe Biden utilized a lot of declarative phrases, modality, and the pronoun 'we'. By using metafunction in speech, it was planned to investigate how language was conveyed to

communicate the experience. Some YouTube videos made use of the speech and realization in frame of mind for a variety of purposes, including understanding the text, particularly in speech. It was critical to understand the components of the speech function process so the reader did not have a different viewpoint on the meaning (Herman et al., 2022).

Personal, reflexive, possessive, indefinite, demonstrative, reciprocal, relative, and interrogative pronouns are among the eight categories of pronouns (Kaewrungruang & Yaoharee, 2018). When referring to individuals or objects that the speaker is speaking to or about, personal pronouns are employed. Subjective pronouns and objective pronouns are the two categories of personal pronouns. I, we, you, he, she, it, and they are the subjective pronouns that are used to refer to the subject of a clause. The subject complement, prepositional complement, or object of a clause can all be expressed by object pronouns. Me, us, you, him, she, it, and them make up the list of objective personal pronouns.

Professional speechwriters typically draft the speeches in advance for the speakers. Political speeches are rarely broadcast in their entirety. Instead, only selected portions of the speeches—often referred to as soundbites—are televised (Håkansson, 2012). We may not think about or even notice the usage of personal pronouns when hearing or reading speeches. Political speeches frequently utilize personal pronouns because they can indicate with whom the speaker is most identified.

A variety of studies from different perspectives have been done on presidential speeches. The language of the presidential speech has recently come under scrutiny. The president may be viewed as the country's most competent representation since his or her remarks serve to encapsulate the spirit and ethos of the country. Language is used to prepare, accompany, influence, and play the speech. The speech's language signals intentions, goals, and purposes in addition to conveying the information itself. Language organizes, supports, shapes, and plays the speech (Ekawati, 2016). The speech's language signals intentions, goals, and purposes in addition to conveying the information itself.

The employment of personal pronouns by President Zelensky in political discourse is the subject of this essay. It is clear that the president is attempting to set his action apart from others by using a personal pronoun in specific intended allusions. In an effort to persuade the audience, the president also makes an exceptional effort to assert his dominance over the situation. Given their position of influence, most politicians find that their ability to manipulate language is crucial to garnering attention and popular support. Politicians believe that acquiring and empowering language units that can adapt to a variety of contexts and communication situations is necessary to attaining their goals.

Politicians will find it simpler to win the public's sympathy and support if they pay attention to and develop sensitivity to their requirements. They will also be better able to cover up their practices of hegemony and dominance. Utilizing personal pronouns is one of the tactics used by politicians to win over the public and keep their government in power. So, this study examines the occurrences of first personal pronouns in political speeches.

METHOD

Research Design

To analyze the challenges posed in this study, descriptive qualitative was used for the goals and goal of this investigation. Because the data in this study consisted of a voice script, the content analyzing approach was applied. The research looks at in Zelensky's speech. The complexity of meanings in social contexts is addressed in this descriptive qualitative essay. In order to gain understanding of a specific phenomenon of interest, qualitative research focuses on the collection, analysis, and interpretation of data (Gay et al., 2012). This study used Fairclough 's (1995) Model of Critical Discourse Analysis as its theoretical foundation (CDA).

The use of quantification for the number of data was necessary to depict the distribution of first personal pronouns in the speeches. After the data has been quantified, the most prevalent first personal pronouns must be identified to develop a tendentious image provided by in Zelensky's through the usage of personal pronouns.

The next phase which was related to the second purpose of this study, it was to interpret the reasonable explanation of the usage of personal pronouns with contextual meaning during the speeches delivered. It considered that argumentative interpretation when determining which first personal pronouns are most employed. When examining inclusive and exclusive, we must analyze which Zelensky's addressed in his speech. The speaker's use of personal pronouns created a different purpose and function for the social relationship between the speaker and the hearer.

The researchers obtained the speech's transcript from Official website of the President of Ukraine, which was published on June 15, 2022. "Address by the President of Ukraine to both houses of the Parliament of the Czech Republic" is the title of the transcript.

Context and Participants

It was referred to as primary data because this data was acquired directly from the source. Primary data was realistic and unique. While primary data was collected to solve a specific problem, secondary data was collected for a variety of purposes (Herman et al., 2022).

The ways to do this study which was related to collecting the data are reading the transcript of the speech multiple times, selecting the personal pronouns in the transcript of the speech by underlining them, coding the personal pronouns that have already been found. Document analysis was used to analyze the data in this study. Document analysis was a type of qualitative research in which documents were analyzed to provide voice and meaning to a topic under consideration.

When evaluating data, the first stage was to examine the purpose of the different sorts of personal pronouns employed in the speech. The theory of personal pronouns was used to analyze the function of the kind of personal pronouns, explaining the function in connection to the context of employing personal pronouns, and finally making a conclusion.

FINDINGS**Personal Pronouns**

Only personal pronouns that are related to exclusivity (I, me, you, they, them) and the inclusiveness (we, us) components of the speeches were investigated because the goal of this study is to explain how leaders manage their connections with the audience. He, him, she, her, and it are pronouns that relate to a unique and distinct third person and are used in everyday personal discussions; they have no bearing on the inclusivity and exclusivity features of a political discourse.

The findings are provided in the tables below after collecting the personal pronouns in Zelensky's speech. The research finding of personal pronouns and their inflections in Zelensky's speech is summarized in Table 1.

Table 1. Personal Pronouns in Zelensky's Speech

Personal Pronoun	Functions	Count
I	Personal believe	5
	Pledge	1
	Power	1
	Experience	1
	Acknowledgment	3
You	Refer to the people that the speaker is talking to	5
	Refer to the specific group	5
	Refer to people in general	5
We	Inclusive	1
	Refer to the speaker and the audiences	2
	Exclusive	6
	Refer to the speaker, the people who are not present but not refer to the audiences	6
	Refer to the speaker and the group that the speaker be part of	2

Table 1 demonstrated that among other personal pronouns used in the speech, the personal pronoun we and its inflections, either inclusive or exclusive, are the most common, followed by personal pronouns they, you, and I, and their inflections. They have a variety of functions as well.

The Personal Pronoun "I"

The examples below showed how Zelensky uses the word "I" and its inflections in many categories. Personal characteristics of politicians include having principle, morality, and power, as well as not being afraid to act when necessary.

The examples below show how Zelensky uses the personal pronoun "I" and its inflections to show powers:

(1) "I would like to thank you for those warm words, strong words of support for our people, me personally, our state, which were heard here today, and for the warmth with which you shelter our forcibly displaced persons."

(2) "I am very grateful to your state, to your people for the generous help in this struggle. The Czech Republic helped us both with weapons - very substantively and immediately after it became necessary - and politically. I thank the leadership of the state for that. You can be sure that you have supported yourself and your own freedom, your own life with that."

Example (1) demonstrated how Zelensky used his authority to address Ukraine-related issues. In his speech, he expressed his gratitude for the warm words of support for his people, himself, and his stated that were heard here that day, as well as the warmth with which the audience shelters their forcibly displaced people. They value it because it was historically significant. He expressed his gratitude for this on behalf of all Ukrainians. As a result, Zelensky introduced himself with "I" rather than "we".

Example (2) further demonstrated Zelensky's ability to use his influence as President of Ukraine to promote other countries. He was grateful to the Czech Republic and its people for their kind assistance in this endeavor. The Czech Republic aided them both militarily and politically and did so quickly and effectively after the need arose. He expressed his gratitude to the state's leadership for this. He also expressed his support for their people, saying, "You can be confident that you have supported yourself and your own freedom, your own existence with that." To underline his good relations with other countries, Zelensky used I instead of we in this situation.

The Examples below are the speech that delivered by him to show his thankfulness:

(3) "I would like to thank you for this opportunity to address both houses of the Parliament of the Czech Republic and absolutely all Czechs in this format today."

(4) "I would like to thank you for those warm words, strong words of support for our people, me personally, our state, which were heard here today, and for the warmth with which you shelter our forcibly displaced persons."

He used the personal pronoun "I" to demonstrate his sincere admiration in Example (4). The personal pronoun "I" was used in this example to convey that Zelensky must thank you for the opportunity to address both houses of the Czech Republic's Parliament as well as all Czechs. In example (5), he expressed his gratitude by using the personal pronoun "I." In this example, the personal pronoun "I" was used to emphasize that Zelensky must thank you for Czech's warm words of support for his people, him personally, and their state, which were heard here that day, and for the warmth with which Czech presidency shelter their forcibly displaced persons.

The Personal Pronoun "You"

The examples below showed how to utilize you to refer to other persons. The personal pronoun could be used to refer to the people to whom the speaker was speaking. It denoted that the speaker was speaking directly to the listener. The sample below demonstrated how he refers to his audience as "you."

(5) I am grateful to you for this personally and on behalf of every Ukrainian.

(6) I will begin with words that each of you knows for sure and that all Europeans who respect history and freedom on our continent know for sure.

(7) We are with you, be with us!

(8) You can be sure that you have supported yourself and your own freedom, your own life with that.

(9) I urge you to continue together with us, without stopping for a moment, to convince all those who have not yet managed to choose a clear side in this confrontation, which has been going on for 112 days already, of this simple truth.

Example (5) showed that he used personal pronoun "you" to refer to people that he is talking to. In the sentence before it, he mentioned Parliament of the Czech Republic or this opportunity to address both houses of the Parliament of the Czech Republic and absolutely all Czechs in this format today. Furthermore, the personal pronoun "your" as the of you in example (6) also referred to the audiences and all Europeans. Example (7) showed that he used personal pronoun "you" to refer to a specific group. In the example (k), he used personal pronoun "you" to refer to Parliament of the Czech Republic and Czechs, not to his audiences or to the people in the general. Example (8) also shows that he used the personal pronoun "your" to refer to people in a specific group. In this context, he was talking about the hugely influential when they were broadcast on Czech radio in 1968, supporting the resistance. They are also incredibly essential now, as we remember those who battled for your people's freedom. Example (9) also showed that he used personal pronoun yourself to refer to people in a specific group.

The Personal Pronoun "We"

The following were some examples of using personal pronoun 'We':

(10) We appreciate it, it's truly historical. I am grateful to you for this personally and on behalf of every Ukrainian.

(11) We are talking about those who fought for freedom for your people.

(12) We can say that it is with these words that we, Ukrainians, address all the peoples of Europe, all the peoples of the democratic world.

(13) We are with you, be with us!

The example (10) was the example of the used of "we" to refer to the speaker inclusively. Example (11) showed that he used personal pronoun "we" and its inflections to refer to Ukraine government. In his speech, the use of "we and us" mean that him and all the member of the Ukrainians were involved and making them also had responsibility. Therefore, the example (12) and (13) he stated that he and all the members of the Ukrainians to share plans, proposals, visions, and ideas.

DISCUSSION

The linguistics discipline of critical discourse analysis places a strong emphasis on power relations and ideology in conversation (Merrita, 2021). Critical discourse analysis (CDA) is a method that examines linguistic elements in order to expose power in the text.

Personal pronouns "I", "You", and "We", with their varied placements are employed by Zelensky in his speech. In his speech, he used the pronoun "I" to represent himself in a positive manner and to emphasize his personal attributes. In

Zelensky's speech, the usage of personal pronouns had distinct functions in expressing his intentions and goals. In his address, the personal pronoun "I" served the purposes of demonstrating his powerful position as president, guarantee, demonstrating his experiences, greeting, and demonstrating his personal trust. It was related to Personal pronouns are a rhetorical technique (Alemi et al., 2018). According to Lenard (2016), the objective of a politician sharing her or his personal experience was to introduce a new bill. Instead of replacing the speaker's name, the personal pronoun "I" was used as self-reference. The personal pronoun "I" was used to refer to the speaker himself rather than as a replacement for the speaker's name, (Håkansson, 2012). "I" was a personal pronoun that denoted exclusivity (Baatenburg De Jong, n.d.)He speaker's point of view, thoughts, and beliefs are often represented with the personal pronoun "I" (Fadzilah & Noor, 2021).

"You" was a personal pronoun that was used to mention to the individuals to whom the speaker was speaking, a specific group, or people in general. When he passed on the audiences, he used "you" to allude to the people he's talking to, which in this case was all the members of the Ukrainian who were attending the event. Understanding the co-text as provided in the speech could demonstrate this. Furthermore, when he mentioned Czech, he used you to allude to a specific group. This was related to (Dahnilyah, 2017) who stated that its role was to create a bond between the speaker and the audience.

Besides, Example (9) also showed that he used personal pronoun yourself to refer to people in a specific group. The context of this speech was the same as in the example (8), talking about struggle and support. "You" was to serve as indefinite pronoun (Håkansson, 2012). It could be used to anyone or everyone.

"We" could be used to portray the idea of a political party as a team to shared responsibilities (Håkansson, 2012). It was found in the finding of this study that "We" was another personal pronoun he used in his discourse. The functions were to mention to the speaker and the audience, to refer to the speaker and a third party but not the audience, and to refer to any groups that the speaker considers to be members of. The most crucial benefit of using we is that it allows you to join a group. It suggested that the speaker is attempting to position himself as the listener by utilizing inclusive. The speaker might share his responsibilities to the audience by establishing himself as the audience. He also wants to highlight that he bears the same level of responsibility as the entire Ukrainian.

Another study which was done by (Merrita, 2021), she also analyzed the president's speech or Mr. Joko Widodo' speech. her study focused on the critical discourse analysis and it had difference from this study because this study focused on personal pronouns. Besides, the study which was done by (Sari, 2020), she analyzed about turn-taking and mechanism and power relation by using conversation analysis. It had difference from this study because this study used the one subject, that was president and focused on personal pronoun but this study had two subjects, those were teacher and student and focused on conversation analysis. So this study could give personal pronouns which was used in the speech.

According to Håkansson (2012), there are two broad categories for the discourse functions of we in political speeches: inclusive and exclusive. While the exclusive 'we' refers to the speaker and the third person pronoun and places the

second person you or the direct audience into another side, the inclusive 'we' refers to the speaker and the second person you. The general public or American citizens who have the ability to vote for the next president are the direct audiences for the presidential debate. The data shows that the inclusive we is employed more frequently than the exclusive we since both candidates wanted to win the public's support. In such a context, personal pronouns show how the speaker or writer communicates his or her perception to other participants in the discourse (Romadlani, 2021).

Overall, it can be inferred from the use of personal pronouns in the aforementioned speech transcripts that Zelensky employed techniques for selecting a variety of personal pronouns to use in accordance with the information being conveyed (Beard, 2000). People develop, sustain, and steer their interactions to their receptive audience when they are communicating (Farahani & Kazemian, 2021).

According to Pradiptha et al., (2020), political discourse is a class of genres characterized by a social domain, notably politics, rather than a genre in and of itself. Among the genres that belong in the political arena are parliamentary debates, political party programs, and speeches made by political leaders. People communicate in a variety of ways depending on their beliefs, ethnicity, and gestures, all of which affect how they use and comprehend language. This failure to listen to and understand what the other person is saying may be a result of this (Yulistiana, 2020).

Politics and other spoken discourse are typically provided by an effective speaker. A multitude of advantages, including voice quality effects, face expressions, and postural or gestural system, define effective speakers. Compared to written speech, spoken conversation places higher demands on the speaker (Hassan, 2016). In addition to being spontaneous, speakers should pay attention to what they recently said and prepare their subsequent statements. Additionally, speakers must pay attention to their interlocutors, adjust their discourse appropriately, and keep an eye on the reactions of their listeners.

The pronouns used *We* also depart from Savoy (2018) in the findings in this investigation. In the earlier research, the pronoun "we" is utilized to denote both a sense of oneness and otherness. In this study, the pronoun "we" is employed to generate a sense of community and shared accountability. Political speech analysis has been acknowledged to have made a significant contribution to our understanding of social and political realities (Setiarini et al., 2019).

CONCLUSION

In presidential address, personal pronouns served a variety of purposes. It had to do with the speakers' agreement, point of view, intents, and goals. "I" denote a personal level, allowing the speaker to demonstrate authority, personal responsibility, dedication, and engagement. Pronoun "I" and its variants were used to indicate personal evaluation and speaker's opinion based on the context, as well as to mark as subject, possessive adjective, or object in phrases.

Like other usage of "you," "you" in a speech refers to the person to whom the speaker was speaking, both when referring to a specific nation and when referring to all nations. The speaker might utilize "you" to address certain

members of the crowd or the entire audience. The pronoun “you” was frequently employed to mention people other than the speaker. For example, consider American citizens in general and campaign audiences. The politician positioned himself/herself as being on the same side as the people that the pronoun you refer to by utilizing the word you.

Meanwhile, the words “we” have diverse meanings and purposes depending on whether they are inclusive or exclusive. The inclusive “we” referred to the speaker and the entire audience to whom he was speaking, whereas the exclusive “we” referred to the speaker and his group, which did not include the listener in this case. When the president wanted to make a point his good personality in leading the nation or underline his personal dedication, service to the country and society, and supremacy, among other things, the personal pronoun “we” was frequently used. Zelensky used “we” if he wanted to share accountability, as well as to engage the public and generate a sense of collectivity and shared responsibility.

It might be interesting to compare and analyze the pronouns used in politics by politicians from different countries in future studies to see if there is a difference because there has been a lot of research on pronominal choices made by politicians working in the same country. There should be more research on how much of the speeches that prominent politicians give are written for them.

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