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**Možnosti deixe jako interpretačního principu:
česky a německy mediováný prostor**

The Possibilities of Deixis as a Principle of Interpretation:
Mediation in Czech and German Public Space

Abstrakt dizertační práce (anglicky)

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Key Words and Abstract

Key words: deixis; deictic perspective; linguistic categories; descriptive metalanguage; public space; social interaction; interpretive approach; mediated communication; mass media; ideologies; social identity; origo; situatedness; phatic function; Czech; German.

Abstract: This thesis examines whether, and to what extent, deixis can be conceptualized as an interpretive principle of social interactions and communication. It addresses the question on both theoretical and empirical levels, analyzing samples of direct and mediated communication in Czech and German public space. In order to capture deictic phenomena by an adequate conceptual framework, I take some binary dichotomies of the descriptive metalanguage of linguistics and reconceptualize them as continuous scales. Using these scales, I explore the notional borders of the term “deixis.” I further identify protosymbolic potential in deictic expressions as well as protodeictic potential in symbolic ones. In addition, I broaden Bühler’s notion of “deictic field” to include deictic phenomena not considered by Bühler. The thesis proposes to replace Bühler’s two-field model by a single, integral symbolic-deictic field model. By establishing a deictic point of view as an analytical perspective, sociocultural, linguistic and ideological phenomena can be studied. I propose, and demonstrate based on examples, what I call “deictic analysis” as an applied method of situational phenomenology of everyday social interaction. Using this method, I analyze the relationships among social identity, ideology, and communicative behavior. The older conception of an *us* versus *them* ideology is replaced by the more dynamic concept of “deictic ideologies.” The thesis proposes an original classification of social communication based upon the deictic dimension of Jakobson’s phatic function. This classification demonstrates the inherent continuity of various degrees of mediation in communicative acts in public space. To conclude, I discuss the possibilities and limits of deixis as an analytical perspective on the one hand, and as an object of study on the other hand.