

# **“I” DEIXIS AS A MEANS OF MANIFESTATION OF THE SPEAKER PERSONALITY (BASED ON THE SPEECH OF THE RADIO INTERVIEW PARTICIPANTS)**

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*The article is devoted to the consideration of the connection in the speech of a personal deixis with the facets of a linguistic personality, which are explicable to the speaker. Deixis is one of the important ego-markers and most clearly manifests itself in a dialogue situation, which determined the choice of radio interview as a research material. The interview involves three participants in the communicative act: the interviewer, the interviewee and the interview listener. The interviewer, despite his role as the organizer of the interview, manifests himself as a carrier of subjective assessment (explicit and implicit), and as a discursive personality, and as a professional. Depending on this, the speaker uses the pronoun “I” in speech in different meanings: from “I” as a formal element that organizes communication between interview participants to “I” as a marker of the speaker’s personality (biographical and mental). Similar meanings of the pronoun “I” are highlighted in the speech of the interviewee. In accordance with the function of the pronoun “I”, we propose the following general classification of the personal “I” deixis: “I” deixis of the organizer of the communicative act, which includes performative and discursive “I” deixis, and “I” deixis of the person of the speaker, consisting of the biographical and mental “I” deixis. It is proved that deictic, regardless of the function performed, contains an element of subjective assessment, that is, the speaker, even in the formal role of the organizer, always brings his point of view to the statement.*

**Keywords and phrases:** *deixis; personal deixis; speaker; the interviewee; radio interview; pronoun “i”, deixis classification.*

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