

Deixis

proximal	‘this’ (in the sphere of the speaker)
medial	‘that’ (in the sphere of the addressee)
distal	‘that’ (removed from both speech-act participants)

Deixis in the Gospel of Matthew

Greek	οὗτος vs. ἐκεῖνος	‘this’ vs. ‘that’
Latin	<i>hic</i> vs. <i>iste</i> vs. <i>ille</i>	‘this’ vs. ‘that’ vs. ‘that’
Armenian	-s- vs. -d- vs. -n-	‘this’ vs. ‘that’ vs. ‘it’

Matt. 16:18

καὶ γὰρ δέ σοι λέγω ὅτι σὺ εἶ Πέτρος, καὶ ἐπὶ ταύτῃ τῇ πέτρᾳ οἰκοδομήσω μου τὴν ἐκκλησίαν

et ego dico tibi quia tu es Petrus et super hanc petram aedificabo ecclesiam meam

ew es k'éz asem, zi dow és vēm, ew ĩ veray áydr vimi šinec^cic^c zekelec^ci im

[and I to you I say that you are rock and on over this rock I'll build the church my]

KJV: And I say also unto thee, that thou art Peter, and upon this rock I will build my church

Issues

1. there is no medial deixis in Greek, but they exist in Latin and Armenian, and the translators use them
2. the medial form encompasses certain semantic values that are
 - a. either only implicit in the Greek
 - b. or nonexistent in the Greek
3. therefore, by inserting their language's medial deictic forms, the Latin and Armenian translators are (inadvertently) adding meaning to the Greek original