When an anchor addresses the television audience, deictic words like *here* and *now* are deployed to introduce spatial and temporal referents that do not belong to a shared speech event, as when an anchor says “Now here’s our correspondent in New York with an update.” Both the update from the correspondent and the entire newscast may be pre-recorded, dislocating the time of viewing from the time of reference, and neither the anchor nor the viewer is necessarily “here” in New York.

Russian has five deictic words that correspond approximately to English *here* and *now*: *zdes’* and *tut*, which can both be glossed as ‘here’; *sejčas* and *teper’, which can both be glossed as ‘now’; and *vot*, which is closer to French *voilà*, thus combining ‘here’ and ‘now’ in a verbal pointing gesture. While there have been some contrastive analyses of these words in Russian (Grenoble 1998, Grišina Ms, Mel’čuk 1985, Padučeva 1996), this study goes beyond those in several ways: it examines how these deictic words in both Russian and English perform in a new diagnostic environment, namely what may be termed “blended joint attention” in the TV newscast genre, and compares this with their behavior as documented in the Russian National Corpus (http://www.ruscorpora.ru/). This empirical study is based on data from both Russian and English language newscasts in the UCLA Communication Studies Archive and presents a contrastive analysis (via radial category profiling) of the deictic words.