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A Discourse Analysis of the Campaign Speeches of Selected 2023 Nigerian Presidential Candidates

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Abstract

This study is a discourse analysis of campaign speeches of three selected presidential candidates in 2023 election in Nigeria. The study anchored is on Fairclough's (1992) three dimensional models of linguistic communications, Van Dijk's (1998) ideological model and Chilton's (2004) representational model. The data from this study were speeches of the three selected major candidates purposively obtained online, downloaded and transcribed for the purpose of this study. The three selected presidential candidates were Ahmed Bola Tinubu of All Progressives Congress (APC), Atiku Abubakar of Peoples Democratic Party (PDP), and Peter Obi of Labour Party (LP). The data obtained were analyzed through Construction and ideological interest. The findings revealed that from their campaign speeches, the candidates used different rhetorical devices known as inter-textuality, to persuade and appeal to the audience on national issues. The study concluded that, campaign speeches by politicians are ideologically motivated and often invested with the tendencies to convince, persuade, dominate and control the minds of the electorate.

Keywords: Politics, electorate, communication, ideologies, discourse analysis.

Introduction

A discourse analysis of the campaign speeches of selected 2023 Nigerian presidential candidates, explore how language was used to construct narratives, persuade voters, and shape public perception of the candidates and their platforms. This study outlines the research focus on the problem of the study, aim and objectives, research questions, significant of the study, theoretical framework, and methodology. It establishes the context of the 2023 Nigerian presidential election and highlight the importance of campaign speeches, and introduced the selected candidates for analysis. This study establishes a clear foundation for the discourse analysis of the campaign speeches and contributes meaningfully to the understanding of political communication in the 2023 Nigeria presidential election.

Therefore, the study focused on the campaign speeches of the three selected Presidential Candidates in 2023 Election in Nigeria, using the framework Discourse Analysis, to analyse the linguistic strategies and discourse structures employed by the contestants to control and garner support from the electorate. According to Van Dijk (1998), discourse analysis is concerned with analyzing written texts and spoken words to reveal the discursive sources of power, dominance, inequality and bias and how these sources are initiated, maintained, reproduced and transformed within specific social, economic, political and historical contexts. Hence, it illuminates the ways in which the dominant forces construct texts that favour their interests.

This study analyses the campaign Speeches of Ahmed Bola Tinubu of the All Progressives Congress (APC), Atiku Abubakar of the People's Democratic Party (PDP) and Peter Obi of the Labour Party (LP). The choice of speeches of these presidential candidates

is because the political parties they belong are considered popular and strong in Nigeria, with wider spread supporters from 36 states and the Federal Capital Territory (FCT). This study centers around understanding how political language is used to persuade, mobilize, and shape public opinion, particularly in a context marked by diverse ethnic, religious, and socioeconomic tensions. The work makes significance in these areas:

1. To understand that, the discourse of political campaigns can provide insights into the dynamics of Nigerian politics and the factors that influence electoral outcomes.
2. It can also contribute to a more formed and critical citizenry, empowering voters to better evaluate critical discourse and make informed decisions.

Aim and Objectives of the Study

The study aim to investigate the rhetorical strategies, framing techniques, and ideological representations employed by candidates to connect with voters, address national challenges, and ultimately, secure victory. This study aim at examining the language used by candidates in their campaign speeches, and to provide a deeper understanding of the 2023 Nigerian presidential election and the broader dynamics of critical communication in a complex and diverse nation. It attends to these various research questions that guided this very and they are as follows:

1. What rhetorical devices (e.g. metaphors, repetition, appeals to emotion) do they use to persuade voters?
2. How do they represent themselves, their opponents, and their respective political parties?
3. How do candidates use language to build trust or exploit divisions?

Literature Review: Language and Communication

With several definitions of language by many authors, some relevant ones are reviewed here, Awoniyi as cited in Ifeyinwa, puts language as a system of communication by which

we pass information, ideas, feelings, and knowledge from one person to another. Our ideas, feelings knowledge and requests. He said that, in the absence of language and communication there will be no human existence from what we know it to be today (10). Sapir viewed language as what determines thought; or that language influences thought. This means that, the language of an individual can influence his worldview, thought and even how he experience and understand the world.

Osasinwo supports Sapir's view, that language is the human beings supreme tool for communication. Thus, Polock and Frager (cited in Abaya) and Essien (cited by Odumuh) define language as a "means which human beings make meaning, communicate and interact with each other in a given community" (40). They add that, language is a system of roles and principles in which sound structure, and meaning are integrated for the purpose of communication. However, Chomsky, citing in Abaya, views that, language enables us to influence one another's behaviour, and to influence it in great deal, making human cooperation possible. This means that the effectiveness of any communication system depends on language. Language is an avenue to express our ideas, and feelings. It can also constitute obstacles in our effort to communicate when not used appropriately. ln fact, politicians uses suitable words which will fit into particular contexts and situations, it is on this basis that politicians choose captivating words, which generate response from the general public.

Use of Language

According to Emmanuel Akodu, Language is the most potent of human weapons. He states that despite other instruments of coercion to win the electorate, it is through language that people universally accepted mobilization, following its manipulative potentials, language can be used to persuade, and woo the mind of the people. That is why it constitutes the sole weapon in the

political arena. Thus, in an attempt to reach out to their targeted audience, politicians struggle to control the linguistic strategies to manipulate into the mind of the masses. That is to say that, the ability to communicate effectively is the hallmark of all known politicians, and the use of English as an international language has made more people to be aware of the immense power of words in politics, and communication (9).

According to Asher, "Language is an instrument of communication and its use to control the minds of the people" (4). Hartley added that, people can be both enlightened and manipulated by language, with their words commanding some effect on listener or reader's mentality. Thus, language is capable of being utilized not only for communication, but for changing opinions of others and shaping ideas. In this regard, "there is no doubt about this power of speech to mobilize strong feelings, prejudices, desires, to influence public opinion. Language commands, create a powerful bond between people (64).

However, language conveys different kinds of information related not only to the speaker's beliefs but also identity and relationship with his audience, which re-enforce that language is vital to human existence. In other words, language serves as an important tool through which effective interaction, mobilization for national development, and transformation are achieved.

Rhetoric: An overview

According to Van Dijk, Rhetoric refers to the language and persuasive techniques used by politicians to influence audiences in order to achieve political goals. Rhetoric encompasses various strategies, including the use of rhetorical devices, emotional appeals, and arguments that are tailored to specific audiences and situations. Politicians employ various rhetorical devices like

metaphors, repetition, and appeals to emotion (pathos), logic (logos), and credibility (ethos) to enhance their persuasive power.
Rhetoric is the art of effective or persuasive speaking or writing, especially the exploitation of figures of speech and other compositional techniques.
The effectiveness of political rhetoric depends on the specific context and the characteristics of the intended audience. Rhetoric can sometimes be used to manipulate public opinion or conceal underlying agendas.
Examples of rhetoric devices used in political speeches

- *Metaphor:* Using figurative language to create vivid images and connect with audiences on an emotional level.
- *Repetition:* Repeating key phrases or ideas to reinforce messages and make them memorable.
- *Appeals to Emotion (Pathos):* Evoking feelings of patriotism, fear, hope, or anger to connect with audiences.
- *Appeals to Logic (Logos):* Using evidence, statistics, and logical reasoning to support claims.
- *Appeals to Credibility (Ethos):* Establishing credibility and trustworthiness with the audience.

The Impact of Political Rhetoric

1. Shaping Public Opinion: Political rhetoric can significantly influence public opinion and shape perceptions of political issues.
2. Motivating Action: Effective rhetoric can inspire people to take action, such as voting, protesting, or supporting a cause.

In essence, rhetoric is a powerful tool used to navigate the complexities of politics and shape the political landscape.

The Nature of Politics

Hague and Harrop defines politics as "the activity by which a group reaches binding decision through attempting to reconcile differences among their members" (3). Consequently, four significant points are derived from the definition above as put forward by them.

i. Politics is a collective activity involving people who accept common memberships or at least acknowledge a shared fate.
ii. Politics resumes an initial diversity of views, if not about goals, then at least about means.
iii. Politics involves reconciliation of differences through discussion, and persuasion through communication, which is central to politics.
iv. Political decision becomes authoritative policy for a group binding members to decisions that are implemented by force if necessary. Politics scarcely exist if decisions are reached solely by violence, but force or its threat underpins the process of reaching collective decisions.

Political Discourse

Political discourse is the use of language in ways in which human beings tend to recognize as "political" scholars can try to separate out aspects of language (structure and lexicon), that are frequently or typically found association with what we as political animals, interprets as particular types of political behaviour.

In view of this, a discourse analysis of the Nigeria presidential campaign speeches of the (2023) election, is relevant to define political discourse.

Features of Political Campaign Language.

According to Matthew Ige, "Language can be used to influence people political views by expertly in detail the ways in which politicians can use language to their own advantage" (15). The presidential candidate's speeches consist some features such as ornamental expression, this means sweet and appealing expressions in order to convince the audience.

The language of political campaign usually comprises the use of foreign phrases, known as political jargons, three-part statement, and use of rhetorical questions and pronounce to

influence and impress the target audience. There is a profuse use of quotations, and repetitions. The mode of language is ideologically embedded in political speeches.

Omozuwa and Ezejideaku highlights the features of language use in political campaign that makes it different from other forms of languages. Hence, in their view, politicians endear themselves to the audience's heart through rhetoric skills such as repetition, rhetoric questions, colloquialism, promise, and the use of pidgin among others. In addition, Omozuwa and Ezejideaku share the same view, that language use in political campaigns has certain characteristic features which differentiate it from other varieties of language used. Although such features may be in everyday situation, they remain very unique with politicians and polities. Also, the political campaign embodied in propaganda and rhetoric is persuasive. They emphasize politicians adopt these linguistic devices to cajole the electorate to vote for them and their parties by presenting themselves as the only capable persons for the job.

Review of Empirical Studies

Various field studies have been conducted by researchers on speeches generally and campaign speeches in particular both in Nigeria and in the diaspora. A theoretical study was carried out by Ekoro & Gunn (2020), Bäckström (2020) and Emike, A. J. (2017). Ekoro & Gunn (2020) who examined Speech Acts and the Gricean conversational theory examined the place of utterances in relation to the traits of speakers, stressing the view that while speech acts focus on how language users desire to make listeners behave in one way or the other, Pragmatics helps people understand the intricacies surrounding language use. Similarly, Bäckström (2020), examined the dogma of speech act theory arguing that the distinction between illocutionary and perlocutionary acts needs examination, not just in its details but in its philosophical stand point. The paper argued against the idea that the distinction is self-

evident and concluded by suggesting a closer look at how passivity and rationality might be reconciled in the reception of speech. Finally, Emike, A. J. (2017) investigated Searle's speech act theory with a focus on Lawal's Communicative Model Theory and Acheoah's Pragma-crafting Theory and advocated a vibrant, all-encompassing speech act theory noting that the notions "speaker's intention" and "linguistic convention" mentioned in Searle's speech act theory are loosely used and context-phenomenon is not extensively discussed even when speakers' intention is the core. The paper concluded that like Austin's speech act theory, Searle's speech act theory strongly recommends "linguistic conventions" for the performance of speech acts at the expense of a wide range of discourse constraints.

Anyanwu and Abana (2020) carried out a comparative Speech Act analysis of the public speeches made during the Covid 19 pandemic by three African presidents: Mohammadu Buhari of Nigeria, Akufo-Addo of Ghana and Cyril Ramaphosa of South Africa. The researchers discovered that while President Buhari employed metaphor in his speech, Akufo-Addo used a special syntactical arrangement of words to drive home his message. Again, the three leaders used 'Fellow Nigerians', 'Fellow Ghanaians' and 'Fellow South Africans' to achieve solidarity, unity, involvement and commitment with their audiences. Omojola (2016) who worked on Nigerian president Goodluck Ebele Jonathan's declaration's speech when he was nominated presidential aspirant under the umbrella of the People's Democratic Party posits that the speech utilized mostly assertive and could be better understood through the speech acts analysis of the same president's Declaration Speech of September 18, 2010. Similarly, Anyanwu (2023) conducted a speech act analysis of the inaugural address of President Ahmed Tinubu using insights from the Speech Act Theory. The study postulates that President Tinubu utilized a range of speech acts in his address, such as promises, assurances, pledges, acknowledgments, appeals to unity, and

expressions of commitment and that these speech acts served various purposes, such as establishing trust, inspiring hope, outlining policy priorities, and promoting national unity. The study charged political leaders and speechwriters to recognize the power of speech acts and their potential to shape public opinion and political discourse.

Olugbenga (2020) who utilized the Speech Act theory of Austin (1962) and Searle (1969) to carry out a comparative analysis of the inaugural speeches of Governors Ayodele Fayose on October 16, 2014 and Kayode Fayemi on October 16, 2018, and argued that though the speech acts found in the speeches were used by different persons, they are similar in structure, number and purpose and Chiluwa, Taiwo & Ajiboye (2020) who utilized approaches in linguistics and critical discourse analysis to examine the public speeches of the Biafra secessionist movement leader, Nnamdi Kanu. The researchers submitted that though Kanu's hate speeches utilized discourse structures such as the use of interrogation and metaphor, they were replete with insults, verbal attacks and threats.

Their study concluded that whereas in Rwanda, such hate speeches led to incitement, violence and eventually genocide, in Nigeria, Nnamdi Kanu's hate speeches did not produce the same effect because of the division and difference in opinion among the Biafra campaigners on the one hand and the Igbo political elite on the other. Similarly, Albzour, B. (2020) investigated Donald Trump tweets during the months that preceded the unprecedented mob attack on the Capitol on 6 January. The study drew on Austin's (1962) Speech Act Theory and its sub-versions of Searle's (1969) and the Subsequent taxonomy of Searle (1976). The study notes that Trump's tweets are a classic example of Austin's How to Do Things with Words. The Study accused Trump of using directives and commissive to rally thousands of Americans to attack the US emblem of democracy and freedom in the "Land of the Brave and the Land of Free" as the Congress Session was convening to

certify the then president-elect's victory. The paper concluded that his tweets, loaded with explicit and an implicit incitement, has led to the attempt of second time impeachment of an incumbent president in the history of the United States of America.

Olamide and Segun, (2014) utilized Searle's Speech acts as modified by Mey (2006) to explicate the Editorial Comments of TELL Magazine in Nigeria. Their study noted that apart from the cover page, the editorial comments are rich in meaning which can be appropriately explored through speech acts. The study also showed that the perlocutionary and illocutionary acts have effect on the editorial comments which go a long way to influence the perception of readers about news items. The study concluded that editorial comments are important and readers are encouraged to always read so that the purpose of it in the constructed of meaning will not be defeated.

For the past sixty years in Nigeria, presidential elections have continued to dominate the national psyche because both the citizens at home and those in diaspora have continued to suffer the dire consequences of poor leadership. The declaration, campaign and inaugural speeches of Nigerian politicians have been captured in the literature. Speech Acts analysis have focused on the speeches that promise to deliver democracy dividends to the masses which they barely keep (Olugbenga, 2020; Anyanwu 2023) and those on hate speech (Chiluwa, Taiwo & Ajiboye, 2020).

Theoretical Framework

The present study adopts an electic approach to discourse Analysis, which consist of Faircloughs (1992) three-dimensional mode, van Dijk's (2004) representation mode. This eclectic approach to political discourse analysis aim at investigating the pattern of language use in our data obtained from the selected campaign speeches of Tinubu, Atiku, and Peter Obi in the 2023 Presidential election campaign. The intension is to investigate

meaning of ideological concepts behind a political campaign speeches which Faircloughs divided into representations, relations and identifies particular contractions of speakers and hearer identities, for example, in terms of what highlighted-whether status and role aspect of identity.

Van Dijk's (1998) ideological mode which encapsulates the twin strategies of positive in-group description and negative out-group description. The double strategy of this binary opposition is often manifested in discourse by lexical choices and other linguistic features. Chiltons (2004) representational mode that investigates how mental representations are built up during the process of communications, the analysis is carried out through the identification and description of some micro properties.

Methodology

This study adopts a qualitative discourse analysis approach. Selected speeches from major 2023 Nigerian presidential candidates were examined, using Fairclough's Critical Discourse Analysis (CDA) framework. The data collection process involved transcribing speeches from campaign rallies, media broadcasts, and official candidate addresses. Key discourse elements such as rhetorical devices, word choice, tone, and thematic focus were analyzed.

The method adopted for this study in survey designed, and data were purposively collected based on the size of the texts of the campaign speeches. This will give the researcher opportunity to consider different patterns of language used in a particular campaign speech. Ultimately, the researcher can give a general verdict or submission on the text (Campaign Speech). Six speeches out of the various political speeches from Rivers, Kaduna, Abeokuta, Plateau, Nassaraw, Kogi, Kwara and The Federal Capital Territory, Abuja, were chosen for this study. Some of these

speeches which were obtained from National Television Authority, Abuja, Channels Television, (YouTube), Punch Newspaper and AIT were transcribed and the written speeches which was downloaded from the internet were used to validate the audio recorded speeches. Purposive sampling of three presidential candidates were used in this study. It tends to focus on the examination of the real life phenomenon and not making statistical inferences. In this purpose, judgmental sampling is used to focus on the aspirants (Bola Tinubu, Atiku Abubakar and Peter Obi) and the event (Presidential campaign speeches) in order to provide information that cannot be obtained from other choices. Hence, the choice of the three candidates and events emanates from the fact that they were three major contenders from the political parties of the Presidential campaign of 2023. The analytical procedure that the study adopted was qualitative textual analysis. In this analysis, insights were taken from interpersonal Meta function which is divided into representations, relations and identities-particular construction of speaker and hearer identities.

Data Analysis and Discussion

This study deals with the analysis of purposively collected data from the speeches of the three presidential candidates, Ahmed Bola Tinubu of (APC), Atiku Abubakar of (PDP) and Peter Obi of (LP) during presidential campaign in 2023 general election. This attempt is to apply the theoretical framework adopted for this study. Furthermore, this study also discuss as the summary of the findings of the texts were taken from both written and unwritten/verbal campaign speeches of the aspirants, The unwritten/verbal speeches were transcribed and analyzed along with the written through the following mechanisms.

Power relations	Utterances	Denotation/representation	Implication
Rhetorical Devices	Utterances	Rhetorical devices	Implication
Identity construction	Utterance	Identity construction	Political implication
Ideological interest	Utterance	Ideological	Presupposition

To achieve the aim of this linguistic exercise and for proper identification, and ease of analysis, the data were grouped into sample (i), sample (ii), and sample (iii), They are the speeches of the presidential candidate of the APC, Bola Tinubu tagged Sample (I), while that of the presidential candidate of the (PDP) Atiku Abubakar tagged Sample (II), and (LP) Peter Obi tagged Sample (III). From each of these Samples, utterances were selected.

Sample of Manifestation of Power Relations in Tinubu's Campaign Speeches Table 4.1

Utterance	Denotation/Representation	Implication
"My people who is the next President? The man is an action man. We are not the same as poverty development party, I am giving the message of hope."	The utterance denotes confidence where the speaker boldly expresses his mind	The expression implies that Tinubu belongs to the power group of prominent politicians

From the above table, Tinubu uses the expression "my people by placing himself as one of the people visited. This, perhaps, is an attempt to give impression that he is one of them. But as a matter of fact, the speaker and the majority of the electorate do not share the same relation of power, but the speaker has to negotiate.

Sample on how Atiku Campaign Speeches Manifest Power Relations Table 4.2

Utterance	**Denotation/Representation**	**Implication**
'If elected president, Atiku will hand over power to Igbo because the region has more gain from an alliance with the North."	The speaker gives an assurance of position or power shift, in order to gain support from the audience.	The utterance shows that the speaker has power to execute his plan.

Atiku has proved to the Igbo man that he can be trusted. In 2007, he chose an Igbo from Anambra State, in 2019, he chose an Igbo man, and in 2023 again, he chose an Igbo man all these as running mates. Atiku has pledged to restructure Nigeria to favour and accommodate Ndi-Igbo and make sure that his successor is from the region.

Sample on how Obi's Campaign Speeches Manifest Power Relations Table 4.3

Utterance	Denotation/Representation	Implication
"2023 is your turn to take back Nigeria."	This represents full assurance, hope, and message of ownership	Utterance by the speaker implies selfless services, authority and power

Obi uses language effectively to please and to persuade his audience for action. Here, Power relations are constructed through the use of lexical items such as "take back" authority and power is in the expression, "it is your turn to take back" this expression is full of authority and with confidence to show he is ready to take over power.

The speaker wants the audience to see themselves from this level of authority as the one in the right position with competence to make the solution to stay. This is in a bid to manipulate the electorate through language to serve his personal interest.

Sample from Tinubu's on Rhetorical Devices/strategies Table 4.4

Utterance	Rhetoric device	Implication
"The question we now ask ourselves is, whether to remain faithful to the work inherent in building a better society, or retreat into the shadows of our unmet potentials."	The statement leaves a fundamental choice between two contrasting paths	This implies actively engaging efforts to improve the current state of affairs, fostering progress.

The statement above presents a fundamental choice between two contrasting paths. There is an option to remain faithful to work for the building of a better society. This implies actively engaging in efforts to improve the current state of affairs, fostering progress

and addressing the challenges that winder Nigeria growth. It speaks to the logical notion that positive change and advancement require dedication and variance and collective commitment to overcome obstacles. On the other hand, the statement presents the alternative chance of retreating into the shadows of unmethodical potential, a passive approach where individuals and society as a whole may disengage or avoid confronting the pressing issues at hand. By highlighting the shadows of unmet potentials implies that Nigeria has untapped opportunities and capabilities that are yet to be fully realized.

Sample from Atiku's Rhetorical Devices/Strategies Table 4.5

Utterance	Rhetoric devices	Implication
"Our task today is to come together to rescue and rebuild our beloved country, Nigeria. That is the end goal. We must all be united."	The phrase by the speaker is that, he is ready for action and a call for unity.	This implies that in unity they can achieve their aim

The effect of this is to project the good intention of the speaker that the country is not to the expectation of the citizens.

Sample from Obi Rhetoric Devices Table 4.6

Utterance	Rhetoric	Implication
"The struggle by our founding fathers to build a nation where peace and justice shall reign and enthrone democracy have been destroyed.''	The speaker here is lamenting injustice and frustration of the nation.	The speaker said this to arouse the mind of the listener towards the negative part of the present situation of the nation.

In this expression, the speaker presents to the audience the worse situation of the nation and his mind towards achieving the goal of the nation, "a nation where truth and justice shall reign." He presents this expression to be seen as a good leader.

Sample from Tinubu on Structure of Language Use and Identity Construction Table 4.7

Utterance	Identity Construction	Implication
"My people, who is the next president, the man is an action man and not a pronouncer only. I am giving the message of hope."	In this expression, Tinubu used declarative mode to the listener of his image.	The implication of this expression is to control the emotions of the audience.

The proposition is structured in subject and finite forms which suggest the fact that the expression is an indication of a declarative system. In a declarative expression or mood, the speaker presents it as definite, that is, without any doubt, through the scene of the declaration. As seen above, the speaker constructs for himself an image of a trustworthy and reliable individual.

Sample of Atiku Abubakar on Language Use and Identity Construction Table 4.8

Utterance	Identity construction	Implication
"They want to distract us from holding them responsible for the insecurity and rising poverty. They want us to face each other and fight one another. We should focus on the issues, not the differences. Let us unite and fight our common enemies."	The identity construction of speaker is that of framing of the leadership traits	The political implication is that, it makes aspirants to take stances on their experience and antecedence

One of the main thing that portray the above utterance depict battle between the speaker and the opponents, the experience have become parts of the resolution that would make his opponents to succumb to the declaration.

Sample of Peter Obi on Language Use identity construction Table 4.9

Utterance	Identity Construction	Implication
"The Nigeria I will lead will create jobs, boost our economy, and improve education, if I have the opportunity, I will turn around the country for better."	The identity construction shows the attitude marker of Obi towards the propositional cause.	Most of the politicians do come under the auspices of restructuring

The utterance taken on the need to restructure the nation, shows that if he is not given the mandate, what he sets to do for Nigerian would not be achieved.

Sample from Tinubu on Ideological Interest Table 4.10

Utterance	Ideology	Presupposition
"My people who is the next president? The man is an action man."	The speaker made himself as part of the audience.	This implies that the electorate can be rest assured of his able leadership that he is the ideal person.

Naturally, there is a pattern in speech - making which include identification of personalities present at the event here, the speaker beginning with positive presentation. "My people" this is perhaps a way of attracting the attention of his audience. According to Fairclough (1975), not all ways of talking about a topic are given equal value, however, Tinubu jumped protocol of speech. Instead "my people" thus an ideological reason.

Sample of Atiku Abubakar on Manipulation of Language to Serve Ideological Interest Table 4.11

Utterance	Ideology	Presupposition
I know the whole country, I think an average Northerner needs somebody from the North. Northerner should snub Igbo and Yoruba candidates.	The speaker is ethnocentric	To attain his political power, he condemns his opponents from other places and regions.

This expression shows ultimately what the speaker is aiming at. He is ethnocentric, having presented himself and his region capable and fit for the job.

Sample from Obi on Manipulation of Language to Serve Ideological Interests Table 4.12

Utterance	Ideology	Presupposition
"I have a vision for policy change and institutional reforms."	The speaker unveils one of his party's principles for good governance	The speaker wants the audience to believe that his government will evolve a strategies to achieve personal goals for the nation.

The speaker uses a word "vision" to create awareness to the electorate to see the dream he has for the people. The effect of this utterance is to cajole the listener to have a change of mind and vote him in.

Findings

1. Candidates relied heavily on emotional appeals to resonate with the electorate.
2. There was a strategic use of repetition to reinforce key messages.
3. Ideological positioning varied, with some candidates employing nationalistic rhetoric while others emphasized economic reforms.
4. The speeches demonstrated a mix of directness and subtlety in addressing sensitive national issues.

Conclusion

The study has shown the fact that political campaign speeches are aspects of the situational use of language used in language context, where certain lexical choices and patterns almost always feature. The study has examined campaign speech as a subset of political discourse. It set out from the hypothetical view that political language is ideologically valued-laden such that what is said cannot be taken at its face-value. The data obtained for this study, which were the campaign speeches, have proved that the hypothesis has a basis. Hence, the proceeding analysis and findings have shown that conscious and, sometimes, unconscious choice of vocabulary and grammar in political utterances represent the ideological position of the speaker as well as his power relations with the audience. This study also reviewed the pattern of campaign speeches, there are similarities particularly with regard to their extensive use of rhetorical devices. The study also opined that the pattern of language used in campaign speeches by politicians are to manipulate the electorate and suggest the aspirants' standpoint as well as their political manifestoes. For

instance, the ideology of change distinguished Tinubu from his opponents Atiku and Obi. It is, therefore, observed that for any rigorous analysis to be carried out on campaign speeches, attention should be given to two matters; language and politics, which are ultimately ideological. Hence, campaign speeches by politicians are ideological and often invested with the tendencies to confuse, persuade, dominate and control the minds of the electorate.

Recommendations

The study is a political discourse analysis, where different segments of linguistic properties have been investigated. Research may wish to delve into the following areas in their future research work.

a. A corpus linguistic analysis of post-election speeches by the politicians.
b. A discourse analysis of pronominal choice in inaugural speeches of Nigeria presidents.
c. A corpus linguistic analysis of repetition in the campaign speeches of the presidential candidate.
d. Modals in 2023 presidential campaign speeches

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