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CHAPTER TEN

A STYLISTIC ANALYSIS OF PRESIDENT BOLA AHMED TINUBU'S INAUGURAL SPEECH

Haruna Babagogata Alhaji, PhD

Introduction

The art of literary styling is a vital aspect of human communication, enabling authors to covey complex ideas, emotions, and themes through careful manipulation of language. This chapter focuses on the stylistic mastery of President Bola Ahmed Tinubu in his presentation of his inauguration speech. This research aims to uncover the stylistic devices and techniques employed by the President to create a distinctive narrative voice and shape the audience's experience. By examining the stylistic choices and literary strategies used in the speech, this research seeks to contribute to a deeper understanding of the speech and the ways in which language is used to create a lasting literary work.

Research Methodology

This study adopts a qualitative research approach which will help a lot in analyzing the research work and will include description, interpretation and explanation of the President's inaugural speech. This study is based on a single case study, focusing on President Tinubu's inauguration speech after being elected president of Nigeria in 2023. The speech is the primary source of data which was obtained from a reliable official website and a detailed reading and re-reading of the text is conducted to identify and extract the stylistic features. The phonological, morphological, and lexico-semantics form the basis of analysis. Also, the cohesive devices will not be left out in the analysis. The findings are interpreted in the

context of leadership communication, political discourse, and Nigerian cultural and political context, and the implications of the findings are discussed, providing insights into President Tinubu's leadership communication style and its potential impact on the audience.

Literature Review

This study evaluates relevant related literature. It includes conceptual clarification which includes the concepts of stylistics, style and origin of stylistics. It also includes reviews of works on speech analysis and the theoretical framework of this study.

Role of Language in Leadership Communication

Language plays a vital role in leadership communication serving multiple functions that enable leaders to inspire, persuade, and empower their audience. Through language, leaders can inspire and motivate others, creating a shared sense of purpose and vision. Effective language can also persuade others to adopt a leader's ideas, policies, or decisions, while helping to establish trust, credibility, and rapport with their audience. Moreover, language enables leaders to convey their values, beliefs, and priorities, and to resolve conflicts, negotiate, and mediate disputes. Leaders use language to empower others, delegating tasks and encouraging autonomy, and to shape an organization's culture, influencing norms, attitudes, and behaviors. Additionally, language allows leaders to represent their organization, community or nation, both internally and externally, and to facilitate feedback, dialogue, and open communication with their followers. Language can also convey symbolic meaning, using metaphors, anecdotes, and other rhetorical devices to create lasting impressions.

Leaders utilize language in various ways to inspire, motivate, and influence their audience. They employ vision casting to paint a picture of a future vision, inspiring others to work towards a common goal. Storytelling is another key technique, as leaders use narratives to convey their

experiences, creating an emotional connection with their audience. Rhetorical devices such as metaphors add depth and persuasive power to their language. The tone and style of a leader's language convey their personality, values, and attitudes, creating a unique and resonating tone. Effective leaders can also use clear and concise language to communicate their complex ideas, avoiding jargon and ambiguity. Emotional intelligence is demonstrated through language that acknowledges and validates emotions, showing empathy and understanding. Adaptability is key, as leaders adjust their language to suit different contexts, audiences, and purposes. Authenticity is also crucial in the use of language by leaders to convey their genuine beliefs, values, and personality, building trust and credibility. Finally, inclusive language is essential, as leaders use language that acknowledges diversity and promotes a sense of belonging. By leveraging these aspects of language, leaders can enhance their communication effectiveness and achieve their goals.

Theoretical Framework

The main focus of this study is how language is used in various contexts and situations. As a result, it will make use of Michael A. K. Halliday's 1985 systemic grammar model and pinpoint the precise stylistic decisions made in the speech. The idea of linguistic function is investigated by this theory. "Function" is described by David Crystal (2008, p.201) as the connection between linguistic form and other elements of the linguistic pattern or system in which it is employed. Theories that consider the idea of function as central have been dubbed "functionalist linguistics" or "functionalist analysis". Thus, functional linguistics emphasizes the function of language above all else, even while it explains the syntactic function of language.

The model identifies three metafunctions of language: ideational (representing ideas), interpersonal (enacting social relationships), and textual (organizing language itself). Language is composed of functional elements such as

processes (verbs), participants (nouns), circumstances (adverbs), and relations (clause relationships). Clauses are combined to form clause complexes, which reveal the speaker's attitude, purpose, and perspective.

Transitivity, a key concept in SFG, refers to the way processes are represented in language, influencing how speakers position themselves and others. Modality, another important aspect, involves the use of modal verbs (e.g., can, should) to express degrees of obligation, possibility, and necessity. Lexical density, the proportion of content words (nouns, verbs, adjectives) to function words (prepositions, conjunctions), indicates the level of abstraction or specificity.

By applying SFG to political speeches, researchers can uncover how politicians use language to construct their public image and relationships with audiences, represent ideas, policies, and events, exercise power and control through language choices, and create persuasive and convincing arguments. Halliday's SFG model offers a systematic approach to analyzing the linguistic structure of political speeches, providing insights into ways language is used to shape political discourse and construct social reality.

Data Presentation and Analysis

This study presents the analysis of the linguistic and stylistic features of the Inauguration speech by President Bola Ahmed Tinubu, which is the core of this research. The aim of this chapter is to uncover the stylistic patterns and devices used this speech and to examine how they contribute to the overall meaning and effect of this speech. The data analysis in this chapter is divided into subsections, each focusing on a specific aspect of the speech's stylistic profile. The findings of this analysis will provide insights into the author's craft and the ways in which language is used to create a distinctive literary style.

Method of Data Collection

The data used for this analysis was a copy of the speech of President Bola Tinubu delivered on the occasion of his

Presidential inauguration, retrieved from the internet. Other required information was sorted for in the library and the internet.

Method of Data Analysis

The data analysis below covers the significant linguistic and stylistic features in the inaugural speech of President Bola Ahmed Tinubu which he presented on 29th May, 2023 at the Eagle square, Abuja. This speech event is analyzed using the theoretical framework of Michael A. K. Halliday's 1985 systemic grammar model.

Lexical Analysis

A detailed analysis of the speech's lexical structure exposes the speaker's intents, which include expressing gratitude and encouragement, pledging support, expressing his commitment, and establishing objectives and a plan for achieving them. These are apparent in the speaker's tone and attitude towards his listeners. The speaker purposefully chooses his words in order to convey his point. As seen in the instances below, the speaker's goal can be inferred from the vocabulary choices used in their speeches, which can include directing/instructing, praising, extolling, promising/pledging, assuring, testifying, and more.

For example;

- For directing, we have phrases like "let us" (e.g., "let us work together), "we shall" (e.g., we shall defend our nation"), "we must" (e.g., "we must work harder").
- For instructing, we have phrases like "we shall guide" (e.g., "we shall guide our economy towards growth"), "we will" (e.g., "we will create jobs").
- For praising, we have phrases such as "great" (e.g., "great nation"), "excellent" (e.g., "excellent notions"), "proud" (e.g., "proud day").
- For extolling, we have phrases like "Nigerian ideal" (which is emphasizing the nation's potential), "torch of human progress" (which emphasizes the nation's role in progress).

- For pledging, we have phrases such as "I pledge" (e.g., "I pledge to serve with compassion"), "we shall commit" (e.g., "we shall commit to justice").
- For assuring, we have phrases such as "we shall ensure" (e.g., "we shall ensure peace and stability"), "we will work" (e.g., "we will work tirelessly").
- For testifying, we have phrases like "I bear witness" (e.g., "I bear witness to the nation's resilience"), "we have seen" (e.g., "we have seen the nation's progress").

The president has selected the lexical items listed above to express his goals, commitment, and gratitude to the people and groups who have made contributions to the country's growth. He employed a few linguistic devices as well to fulfill the objective of the speech.

Lexico-Semantic Features

1. Denotation: Denotation refers to the literal or dictionary meaning of words. In this speech, denotation is used to convey concrete ideas, define key terms, provide precise information, create vivid images and emphasize concrete actions. Words like "Nigeria", "president", "nation", and citizens" have clear and literal meanings, statistics and data are used to denote specific meanings in the context of the speech, descriptive words like "torch", "dimness" and "open day" evoke literal images, and phrases like "we shall defend", "we shall remodel", and "we shall work" denote specific actions.
2. Connotation: Connotation refers to the emotional or cultural associations that words or phrases evoke beyond their literal meaning. In this speech, connotation is used to evoke emotions, create a sense of value, suggest a vision, and establish tone. Words like "greatness", "progress", and "unity" have positive associations, while words like "terror" and "criminality" have negative associations, words like "torch", "progress", and "prosperity" have connotation

of hope and a brighter future. The speech's connotation is largely positive and inspirational, creating a tone of optimism and encouragement.

3. Metonymy: Words like "Nigeria" to represent the Nigerian people or government, "the torch" to represent guidance and leadership, the economy to represent the entire economic system. This use of metonymy in this speech creates vivid and evocative language, simplifies complex concepts and ideas, establishes a connection between abstract ideas and concrete object, enhances the speech's rhetorical power and persuasive appeal, and encourages the audience to think critically about the associations and relationships between ideas and objects. By using metonymy, the speaker creates a rich and nuanced language that engages the audience and conveys complex ideas in a more relatable way.
4. Synecdoche: Words like "hands" to represent action or effort. ("let us join hands to build a better future"), "the presidency" to represent the entire executive branch, "our people" to represent all Nigerians. By using synecdoche, the speaker creates a more efficient and effective language, conveying complex ideas and concepts in a more relatable and accessible way.
5. Idioms: Idioms are phrases or expressions with figurative meanings that differ from their literal meanings. Phrases like "march toward greatness" and "build a better future" have idiomatic meanings. Also, "turn the corner" (means to overcome challenges and make progress), "share the same destiny" (share common goals and experiences), "open day" (a new beginning or opportunity). The use of idioms in this speech by President Tinubu creates a more dynamic and engaging language, making the speech more memorable and impactful.

Collocation

Collocation refers to the tendency of words to co-occur with others in a language. In this inauguration speech, collocation is evident at different levels. These collocates contribute to the speech's clarity, coherence, persuasive power, making it more engaging and effective. We have the verb-noun combination, the adjective-noun combination, the adverb-verb combination, and the preposition-noun combination.

- The verb-noun combination: "defend the nation", "build a nation", "create jobs", etc.
- The adjective-noun combination: "better future", "collective efforts", "national unity", "economic progress", etc.
- The adverb-verb combination: "work together", "join hands", "move forward", "work tirelessly", etc.
- The preposition-noun combination: "in the nation", "with the people", "for the future", "with compassion", etc.

These lexico-semantic features contribute to the speech's meaning, tone and rhetorical effectiveness.

Register

Register refers to the language variety used in a particular context, while semantic fields refer to the related concepts and ideas associated with a particular word or phrase. In this speech, the register is:

- Formal: The language used is official and ceremonial, suitable for a national address. The language is dignified and the use of complex sentences and vocabulary indicates a high level of formality. The speaker avoids contractions, colloquialisms, and slang. The use of formal greetings ("my fellow compatriots"), employment of formal titles ("the presidency"), use of complex vocabulary, and avoidance of contractions ("we shall" instead of "we'll") are all characteristic features of the formal register.
- Inspirational: The speech aims to motivate and inspire

the audience. It uses rhetorical devices to evoke emotions and inspire action. It lays emphasis on shared values and aspirations using uplifting and optimistic tones. It is characterized by the use of rhetorical questions ("what kind of nation do we want to build?"), emotive language ("compassion", "brotherhood"), inspirational vocabulary ("dreams", "destiny", "progress"), metaphors and imagery ("torch of human progress"), repetition of key phrases ("we shall", "join hands"), and emphasis on collective action and shared responsibility.

- Political: As expected, the speech contains political rhetoric and nation-building themes. The language is diplomatic, strategic and persuasive. It uses political rhetoric to persuade and influence the audience with emphasis on national interests, policies and goals. The tone is authoritative, yet conciliatory. The political register is used to articulate national goals and policies, persuade the audience to support government initiatives, establish the speaker's authority and leadership, build consensus and national unity, address political criticisms or concerns and present a vision for the nation's future.

The speech uses a combination of these register to create a compelling and inspiring message that resonates with the audience.

Use of Literary Devices

The use of such literary devices provides a rhythmic pattern to the speech. It must be stressed that rhythm is one of the direct characteristics of a speech which makes the listener enjoy sense of music. The following literary devices are present in the speech:

1. Metaphor: "the torch of human progress" (comparing progress to a torch), "the journey of our nation" (comparing a nation's development to a journey), "the burden of our collective destiny" (comparing destiny

to a burden), "the social ills that seek to divide us" (comparing social problems to illnesses, highlighting the need or a cure).

2. Allusion: "the sublime moment" (referencing a significant historical or literary event), "the rule of law" (referencing a fundamental legal principle), "the labor of those who came before us" (referencing the nation's founders).
3. Personification: "fate and destiny join together" (giving abstract concepts human-like qualities), "the economy will grow" (giving human-like qualities to an economy) "the nation's journey has been shaped" (giving human-like qualities to a nation).
4. Hyperbole: "the best hope and strongest champion of the black race" (exaggerating Nigeria's importance), "the most populous nation in Africa" (exaggerating a nation's population), "the greatest nation on earth" (exaggerating a nation's greatness).
5. Anaphora: "we shall defend... we shall remodel... we shall work" (repeating a phrase for emphasis), "we will create... we will work... we will achieve" (repeating these phrases for emphasis.
6. Alliteration: "national networks" (repetition of initial consonant sound /n/), "peace, progress and prosperity" (repetition of initial consonant sound /p/), "sustainable security" (repetition of consonant sound /s/).
7. Assonance: this is the repetition of vowel sounds as seen in "improved infrastructure" (repetition of vowel sound /I/).
8. Imagery: "the dimness of night... the open day of renewed national hope" (creates vivid mental images).
9. Symbolism: "the Nigerian ideal..." (representing a concept or idea).
10. Rhetorical questions: "what is the question we now ask ourselves?" (encouraging reflection).

Repetitions

Repetition abounds in the speech analyzed. The essence is not to create monotony or redundancy but to lay emphasis. Some of the linguistic units were repeatedly used. For instance, "we shall" (emphasizing determination and commitment), "let us" (emphasizing unity and collective action), "we will" (emphasizing future actions).

Use of Inclusive Language

The speech employs inclusive language to unite the audience, promote unity, encourage participation and foster a sense of belonging. Inclusive language helps create a sense of national identity, encourages collective action, and promotes social cohesion. The President's use of inclusive language aims to unite Nigerians and inspire them to work together towards a brighter future. Examples include:

- "my fellow compatriots" (includes all citizens).
- "we shall defend the nation" (collective ownership).
- "our collective destiny" (shared responsibility).
- "let us join hands" (encourage unity and participation).
- "we are one" (fosters a sense of unity and belonging).
- "our nation, our country" (emphasizes shared ownership).

Use of Emotional Appeal

Emotional appeal is present in this speech. It is used to inspire patriotism, create a sense of urgency, foster hope and optimism, evoke empathy and compassion, and build trust and confidence. Emotional appeal is used through:

- Patriotic language: "my fellow compatriots", "our nation", "our country".
- Emotional vocabulary: "compassion", "brotherhood", "peace", "prosperity".
- Inclusive language.
- Repetition.
- Imagery and metaphors.

By using emotional appeal, Mr. President aims to motivate and inspire Nigerians to work together towards a brighter future.

Use of Patriotic Language

The speaker's use of patriotic language in the speech includes:

- National references: "Nigeria", "our nation", "our country", "the Nigerian ideal".
- Patriotic phrases: "my fellow compatriots", "our collective destiny", "our nation's journey".
- National symbols: "the torch of human progress" (symbolizing national progress)
- Emphasis on shared identity: "we are one", "our national unity".
- National aspirations: "a better future", "prosperity", "peace".
- Historical context: references to the nation's past, present, and future.

The use of patriotic language aims to unite Nigerians, inspire national pride, and promote sense of shared identity and purpose.

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The speech uses a combination of these register to create a compelling and inspiring message that resonates with the audience.

Use of Diction

Diction is the speaker's deliberate choice of words. The speech's diction is characterized by formal language, inspiring and motivational vocabulary, emotive and evocative language, use of metaphors and imagery, inclusive and unifying terms, authoritative and leadership-focused language, and emphasis on national pride. The speaker

employs a deliberate choice of words to inspire and motivate the audience (using words like ("dreams", "destiny", and "progress" to evoke a sense of optimism), convey authority and leadership (using words like "presidency" and "government"), evoke emotions (terms like "brotherhood", "compassion", "peace" provoke a sense of empathy), create vivid imagery, , emphasize national pride and encourages collective action, and convey a sense of urgency (language like "now is the time" and "we must" emphasizes the importance of immediate action).

3.2.13 **Tone of the Speech**

The speaker's tone is crucial in conveying the message and engaging the audience. It creates a sense of connection and resonance, making the speech more effective and memorable. The tone of the speaker in this speech is:

1. Inspiring: The speaker aims to motivate and inspire the audience to work towards a better future.
2. Optimistic: The tone is hopeful and confident, conveying a sense of possibility and promise.
3. Unifying: The speaker emphasizes national unity and collective action, creating a sense of inclusivity and shared purpose.
4. Authoritative: The tone is confident and assertive, reflecting the speaker's position of leadership.
5. Compassionate: The speaker shows empathy and concern for the well being of the nation and its citizens.
6. Encouraging: The tone is supportive and encouraging, urging the audience to take action.
7. Visionary: The speaker presents a clear and compelling vision for the nation's future.
8. Patriotic: The tone is proud and celebratory, honoring the nation's achievements and heritage.
9. Inclusive: The speaker addresses the audience as "fellow compatriots", creating a sense of shared identity and belonging.

10. Uplifting: The tone is positive and uplifting, leaving the audience with a sense of hope and optimism.

The speaker's tone is a crucial element of the speech, as it helps to engage the audience, convey the message, and inspire action. The tone is carefully crafted to create a sense of connection with the audience, making the speech more effective and memorable.

Other observation from this speech's analysis includes:

- The speech begins with a strong expression of humility and gratitude.
- The use of religious references adds a sense of spiritual depth.
- The acknowledgement of the predecessor, Former President Muhammad Buhari shows respect and continuity.
- The speech emphasizes the importance of democracy, diversity, and resilience.
- The ending is inspirational, with a call to action and a sense of hope for a better future.

Overall the speech is well-crafted, with a clear structure, inspiring language, and a strong sense of purpose.

Conclusion

In conclusion, the speech demonstrates a masterful use of language and rhetorical strategies to inspire and unite the audience. Through a careful analysis of the speech's register, tone, diction, and semantic fields, we have uncovered a rich tapestry of meaning and intent. The speech employs a formal and inspirational register, a tone that is optimistic and authoritative, and a diction that is deliberate and evocative. The language is carefully chosen to create a sense of national pride, unity, and collective purpose.

The speech's use of rhetorical devices, such as metaphors and repetition, adds depth and emotion to the message. The speaker's emphasis on shared values and aspirations creates a sense of inclusivity and shared identity. Overall, the speech is a powerful example of the art of rhetoric, demonstrating

the ability of language to inspire, motivate and unite. Its analysis offers valuable insights into the craft of public speaking and the power of language to shape our understanding of ourselves and our place in the world.

Recommendations

The following are the recommendations given by the researcher based on the stylistic analysis of President Bola Ahmed Tinubu's inauguration speech:

1. Further studies on political speeches should be conducted, exploring how different political leaders use stylistic elements to achieve their communicative goals. This suggests that future research should build upon this study, analyzing more political speeches to identify patterns, trends, and differences in stylistic elements.
2. Political leaders should be encouraged to recognize significance of stylistic elements in effective communication, using this study as a model for crafting inspiring and persuasive speeches. Political leaders and speechwriters should learn from this study, recognizing the importance of stylistic elements on audience engagement and persuasion.
3. There is the need to integrate stylistics anakysis into language teaching curricula, helping students develop critical thinking and communication skills.
4. The scope of stylistics should be expanded to other texts, such as political manifestos, policy documents, or social media posts, revealing how language is used to shape public opinion, exercise power, and promote ideologies.
5. Linguists, political scientists, and communication experts should form alliance to explore the intersections of language, politics, and power dynamics.
6. This study's findings should be shared with the public, emphasizing the impact of language on political discourse and encouraging critical thinking.

7. This final recommendation proposes comparing speeches by different leaders or politicians, identifying differences in stylistic elements and their effects on audience engagement and persuasion.

Limitations of Study

Data availability is a significant limitation to the stylistics analysis of President Bola Tinubu's inauguration speech, as the study relies solely on the speech transcript, lacking primary data from interviews, surveys, or focus groups, and access to the speechwriting process, audience feedback, and comparative data from other speechless contexts. The study may not have accounted for the political climate, historical context, or cultural nuances influencing the speech, and the accuracy and reliability of the transcript are uncertain. Furthermore, the study may not have reached data saturation, potentially leaving some aspects of the speech unexplored. These limitations impact the comprehensiveness and validity of the analysis, highlighting the need of the future research to address these gaps and refine the research design and methodology to ensure a more thorough understanding of the speech's stylistic elements and their effects.

Suggestions for Further Studies

Further studies could include a comparative analysis of President Tinubu's speech with those of other leaders, a longitudinal study of his speeches over time, and a multimodal analysis of the interplay between verbal and non-verbal elements. Additionally, an audience response study could investigate how different audiences respond to his speeches, while a cross-cultural analysis could compare his stylistic elements with those leaders from other cultures. A speechwriting process study could examine the intentional use of stylistic elements, and an experimental study could test the impact of specific elements on audience perceptions. A corpus-based study could test the impact of speeches to identify patterns and trends, and a critical discourse analysis could explore the power dynamics and ideologies underlying

his speeches. Finally, a linguistics, political science, psychology, and communication studies could provide a comprehensive understanding of President Tinubu's communication style and its effects.

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