

LANGUAGE OF POLITICS: A LINGUISTIC INVESTIGATION OF PRESIDENT BUHARI'S INAUGURAL SPEECH

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Abstract

This paper examines the place of language in communication and shows that it occupies a central role in political communication and discourse. With language, political views, perceptions, thoughts, feelings etc. are not only cognized but are also given expression. In view of this, this paper is set to examine the linguistic peculiarities in the language use of President Buhari in his inaugural Speech, and examines also how his choice of words facilitates a deeper understanding of the text by Nigerians. To achieve this fact, the paper employs Halliday's Functionalism and Literary Stylistics as theoretical framework with a view to analyzing and explicating the principles behind his linguistic style or his language choice to achieve aesthetic function and political acceptance, and in turn fuller understanding of the speech.

KEY WORDS: Language, Stylistics, Functionalism, Communication and Politics.

INTRODUCTION

Language and Communication

Language, a "specie-specific" serves as the instrument of communication and vehicle of thought. In fact, the primary function of language is communication. Humans communicate with one another by the means of words- socialization. Our thought is broken into sentences, or we think in words. Our thought needs a vehicle, and often the vehicle is language; although thoughts can however be expressed in body language or sign language other than words.



The complexity and cognitive ability of humans to learn and use language makes it peculiar to human beings. In fact, "the absence of language would have robbed man of being a social animal", (Ozumba 119). Productivity, displacement, arbitrariness are some of the unique characteristics of human language used for communication. Those features rely entirely on social convention; learning and the acquisition of it is through social interaction. Also, "human language is unique in that it contains tens of thousands of arbitrary learned symbols unlike animal communication system that does not involve learning the component symbolic elements and not in vast numbers as human language", (Maurus 9).

Therefore, language can be defined as a means by which human being have devised for communicating ideas, emotions and desire through complex vocal and written symbols. As specie-specific, Ibrahim posits that "language performs transactional and interactional functions", (194). He further explains the transactional function of language is primarily to convey factual or prepositional information. The interactional function of language, according to him is for the "establishment and maintenance of solid relationship", (Ibrahim 194).

Language is primarily for communication and social interaction, therefore the two concepts of language and communication cannot be taken for granted. If not, Ozumba states that "thoughts and intents would be meaningless, ideas would be dormant, and geniuses would not have arisen since ideas/thoughts can make meaning to none other than themselves", (119). Communication enhances and establishes relationship of socialization and affinity among the people. Adedun declares that "language and communication are closely connected and the close connection is so self-evident that one can safely say that the two concepts are inseparable", (55). Linguists and politicians recognize the vital roles language play in the society. "This is because man is a social being, he needs to relate; a need that emanates from his very nature", (Onovo 24). Our thoughts, ideas, information, opinions, values are transmitted from one individual to another through a common medium known as language.

The effective use of language for communication in any form rests entirely on the impact of language on the audience, and how far it has succeeded in eliciting some expected response from the recipients. As a matter of fact, communication can have an impact on the audience based on the effectiveness of language use. On the other hand, "failure to achieve a good relationship in the exchange process can lead to a loss of communication, and this could occur as a result of the unsuitable and inaccurate language use" (Adedun 56).

Language and Politics

The study of the roles language play in politics is aimed at understanding the significance of language in communication and in turn in politics. Language and politics have defined what it is to be humans and in Aristotle's *Poetics*, he famously describes man by nature a political animal. Further study shows that what essentially separates man from animals is particularly language as stated above.

Language and politics are thus inseparable; we can however examine their relationship in various and complementary ways. For instance, man can use language to create their own microcosm of a world within macrocosm. This buttresses the role that language and communication play in politics which cannot be over emphasized. Rozina and Karapejana point out that "language plays an essential part in politics because its main function in different political situations is to enable politicians to form structurally stable social relationship", (13). Communication is everything and the vehicle is language. In a multi-ethnic Nigeria today, language and communication has been able to foster development, peace and harmony among the various ethnic groups. It has ensured industrial co-operations and fosters mutual understanding in conflicting interests for development. Language has become a veritable channel of communication in politics. Rozina and Karapejuna consider how politicians manoeuvre language for their party interest and they refer to this role of language as "linguistic manipulation", (114). To them, political discourse focuses itself primarily on linguistic manipulation in which politicians interact with society and also perform the following

- (i) To persuade voters to be party loyalists and to turn up to vote
- (ii) To move a floating voters' party loyalty
- (iii) To make people to generate political or social attitudes in order to attract support for the present policy

According to Rozina and Karapetjana in Atkinson, "linguistic manipulation is a distinct feature of political rhetoric and it is based on the idea of persuading people to take political actions or persuades them to support a party or an individual" (115). It is the linguistic/communicative strategy, embodied in propaganda and rhetoric, used by the politicians to persuade the citizenry.

The politicians' language use however becomes persuasive enough because they adopt linguistic strategy (propaganda) to cajole the electorates to vote for them and their political parties by presenting themselves as the only individual for the position. The propaganda is based on the use of indirect speech acts which are focused on the prelocutionary effects of what is said. The language of propaganda is embroidered to exalt some men, destroy some and change the mind of others.

Language (of persuasion) is an influential instrument and integral part of politics in

the pursuit and exercise of power. Nduka opines that the "language is bound to yield result under all situations" (81), either it is embroidered in propaganda to deceive the electorates (linguistic manipulation), or it is primarily focused to persuade the people to achieve the much needed peace for the mankind.

It is pertinent to mention here that the English Language has played an influential role in political discourse in Nigeria. The language (either in its standard form or bastardized and ungrammatical use) has been manipulated by political propagandists who seek for power. It has played a significant role in political and social activities of the country. The language is an instrument in which political interest of the politicians become apparent. This is connected to the multilingualism, pluralistic and multi-ethnic phenomenon of Nigeria.

English Language in Multi-Ethnic Nigeria

Specifically, language issue is a source of concern in Nigeria. Apart from the fact that Nigeria is a multi-ethnic and pluralistic country, a historical survey of the social and political life in both pre and post-colonial Nigeria shows that language issues are politically motivated. It becomes rather imperative for the English Language to survive; and as a result, it has forcefully relegated the indigenous language to the background. Akindele and Adegbite state that "the English language was so valued that this led to the down-grading of indigenous languages by both their colonizer and the colonized", (71). Owing to this fact, the prospect of using any of the indigenous languages in national affairs appears extraordinarily slim.

Many roles have been assigned the English language in Nigeria by the constitution. It is a language used for all official and educational purposes. "It is also the principal language of legislation whether in the national or state assemblies", (Omole, 3). The importance accorded to English language in Nigeria today is connected to the fact that there is no other language that could serve effectively as a unifying force among divergent peoples of the country. Communication difference, no doubt is the major barrier among peoples of different cultural groups living together. So, any attempt to solve this problem of communication difference ensures national unity, progress, development and advancement in the country. The introduction and retention of the English language in Nigeria has been able to foster some level of unity and national integration that Nigeria enjoys today. The issue of cultural diversity, unity and national integration and development are central to the adoption of English as a means of communication in official domains.

Theoretical Framework

The theoretical framework for this paper is predicated on the integration of

Functionalism and Stylistics with emphasis on literary stylistics. Functional theory of language aims at explaining linguistic structures and other linguistic features by reference to the notion that language plays in our lives. Functionalism proposes that since language is fundamentally a tool, it is reasonable to assume that its structures are best analyzed and understood with reference to the functions they carry out. It defines the functions performed by language and then relates these functions to the linguistic element that carry them out. This means that functionalism tends to pay attention to the way language is actually used in communicative context. In functionalism, the emphasis is often more on the aspect of meaning and interpretation than on the structure of language itself.

On the other hand, literary stylistics deals with the variations characteristics of literature as a genre and the style of individual authors. "Literary stylistics also concerns itself with the complete and valid language within literature", (Crystal, 28). In other words, the stylistics interest in literature is in the language use. The scope of literary stylistics is sometimes narrowed to concentrate on the more striking features of literary language; for instance, its deviant and abnormal features, rather than the broader structures that one found in the whole texts. Leech and Short explain that "literary stylistics is typically concerned with explaining the relations between style and literary or aesthetic function", (31). Literary stylistics accepts the relevance and usefulness of linguistic approaches to literary texts, for readers' intuition can be grounded in aspects of the language of the text and emphasis of this language can lead to a more stable account of the work in question. The aim of literary stylistics according to Onwukwe, is to note "how a writer uses aspects of everyday language to create special effects and also determine how far and in what respects a writer's language shows the deviant features", (37). In Literary Stylistics, a close examination of the language of the text (drama, prose, poetry or any other discourse) leads to greater understanding and appreciation of the text.

In addition, functional theory of language and literary stylistics are integrated in this paper to examine the linguistic habits which feature in the inaugural speech of president Buhari so that one can identify the writer's style. These two models are essential in this paper because any literary text is written within a context and the context determines the linguistic behaviour of the writer. This of course shows the writer's style in his text. Thus, Hallidays defines style as register. He used the term register to explain the connections between the choices and context. These two models are more inclined in texts where linguistic structures are described with reference to communicative context. These models are also best suited to the interpretation and the description of the text- President Buhari's inaugural speech; since literary styles are integral parts of what are essentially occurring in texts. In

other words, important linguistic items are examined for the ways they facilitate and enhance the meaning of the text. The choice of these theories is because of their comprehensiveness of the analytical methodology of texts in particular, and for their understanding of interpretation, as the ultimate objective of analysis. Furthermore, Functionalism and Literary Stylistics are theoretical frameworks recommended for the analysis of President Buhari's inaugural speech. This is based on the premise that literary stylistics will be applied to ascertain the stylistic significant features of the structure of the speech, including clause and sentence structure, paragraphing, cohesion, lexis, etc.

Stylistic Analysis of President Buhari's Inaugural Speech

The use of language and its characteristic use in political domain is stylistically analyzed in President Buhari's inaugural speech. He evidently deployed some grammatical devices to ensure lexical cohesion and comprehensiveness of the speech. This stylistic use of language ensured that individual clauses and sentences are connected to one another so that the whole passage becomes logically whole and comprehensive to Nigerians and the world community at large. The devices are as follows:

(1) Substitution

Substitution is a grammatical device that implies that a word is used to replace another group of words to avoid unnecessary repetition. Chukwu says it is the "replacement for different elements in the sentence", (84). A Pro-form or substitution is an expression that can stand in for another word, phrase, clause or sentence. Apart from these, there are other types, viz; verbal substitution, adverbial substitution and nominal substitution. Nominal substitution is also called anaphoric substitution. In the speech, these nominal substitutions can be found:

1(A) Nominal Substitution

A(i) Dr. Nnamdi Azikiwe, Chief Obafemi Awolowo, Alhaji Ammadu Bello, the Sarduna of Sokoto, Alhaji Abubakar Tafawa Balewa, Mallam Anminu Kano, Chief J.S Tarka, Mr. Eyo Ifa, Chief Denis Osadeby, Chief Ladoke Akintota, and their colleagues worked to establish certain standard of government.

A(ii) They might have differed in their method . . .

In sentences (ai) and (aii) above, "their" and "they" are used to replace/ substitute for the nominal group that serve as the subject of the sentence, "they" in sentence (ai) serves as anaphoric reference to the long list of names. It was used instead of repeating the names, and "they" in the sentence (aii) performs the grammatical function of replacing the antecedent nominal group. The reason for this substitution is to avoid unnecessary repetition thereby avoiding redundancy; and for the readers to follow the thought pattern without losing touch of the sentence sequence.

A(ii) Furthermore, we as Nigerians must remind ourselves that we are heirs to great civilizations. Shehu Othman Dan Fodio's Caliphate, the Karem Borno Empire, the Oyo Empire, the Benin Empire and king Jaja's formidable domain. The blood of those great ancestors flows in our veins.

The anaphoric substitution, "those great ancestors", was used to replace the names mentioned to avoid unnecessary repetition.

A(iv) However, no matter how well organized the governments of the federations are, they cannot succeed without the support...

The "they" replaces the "h" in the (m)H(q) structure of the nominal group avoid redundant and repetition in the nominal group of the subordinate clause.

The Pro- form or substitution used in the speech enabled the whole passage to function as a single unit within hierarchical structure. It ensured unity of purpose and coordination in information dissemination. It helped President Buhari to be efficient in his quest to pass his message across to the people. The linguistic strategy achieved its purpose, if not, listeners and readers would have seen verbosity and uncoordinated sentences, in fact, ungrammaticality because of lack of mastery of the use of English.

(2) Reference

References are the linguistic items that helped the writer to refer to other items in the paragraph without necessarily repeating the word or phrase mentioned earlier. Such reference may be: (1) Anaphoric (2) Cataphoric and, (3) Exophoric references. The first two (Anaphoric and Cataphoric references) are called endophoric references. They are reference words that refer to grammatical items within the text. For Instance, anaphoric reference refers to items mentioned previously in the text while cataphoric reference refers to items where the reader had to go forward to discover the meaning of the referent.

2(A) Anaphoric reference

A(i) Nigerians have shown their commitments to democracy and are determined to enrich its culture. "Their" and "its" are reference items used in the sentence to refer to "Nigerians" and "democracy" respectively.

A(ii) The Judicial system needs reforms to cleanse itself from its immediate past. The reflexive pronoun, "itself" and the possessive pronoun, "its" are reference items that refer to its antecedent referent, "judicial system".

A(iii) My appeal to the media today - and this includes the social media- is to exercise its considerable power with responsibility and patriotism. "This" and "its" have the same antecedent referent which is the headword of the nominal group, "the media". i.e "H" of MHQ structure of nominal group

A(iv) Today marks a triumph for Nigeria and an occasion to celebrate her freedom

and cherish her democracy. "Her" refers to Nigeria.

The above examples show anaphors that were used as reference items, but certain other linguistics items can also be used as anaphora: each, none, all, so, etc. one can infer from the speech that they are used to bind different syntactical elements to maintain thought pattern for efficient processing of the thought pattern.

(2b) Cataphoric Reference

Cataphoric reference is a type of reference where the reader is in suspense because the writer has withheld the referent; "cataphoric references point forward in a discourse", (Quirk and Greenbaun 314):

B(i) "I am immensely grateful to God who has preserved us to witness this day and this occasion."

The listeners were in suspense to know "the day" President Buhari was talking about, because he withheld the referents from the readers. One would have to read further to know the occasion that was being referred.

B(ii) The president went further to say, "to day marks a triumph for Nigeria and an occasion to celebrate her freedom". The referent of "this day" can be found in the following sentence, while "this occasion" however can be found in the subsequent paragraph of the speech. For instance:

"Having just a few minutes ago sworn on the holy Book, I intend to keep my oath and serve as president to all Nigerians". This occasion became obvious and the readers or listeners could connect the antecedent to cataphoric reference.

2(C) Exophoric Reference

This reference item is a linguistic item that takes the reader outside of the text to find its meaning; they do not substantially refer to items within the text. They point to entities in the situational context, example of which can be found in the speech;

C(i) An eccentric and unorthodox preacher with a tiny followers was given posthumous fame following his extra judicial murder at the hand of the police.

The entire Nigerian political students understood the preacher President Buhari mentioned in the speech. Thus, the identity of the preacher was not disclosed because of the obvious political reason but linguistic context pointed to an individual mentioned in the situational context of the speech. Therefore, no further clarification is required on the identity of the preacher except one does not live in Nigeria and has not been following news items in Nigeria in the last one decade.

C(ii) Some of their successors behaved like spoilt children breaking everything and bringing disorder to the house. In the figurative expression, "children" and "the house" is a literary strategy that made reference to the corrupt Nigerian politician, possibly opposition who according to him looted the treasury of the nation, while the

“the house” obviously referred to Nigeria.

C(iii) I thank those who tirelessly carried the campaign on the social media.

“Those who” implies to the party supporters and/or campaign team on social media, not necessarily everybody. Prior to the election of President Buhari, a very strong social-network campaign was carried out which later became effective and culminated to the election of President Buhari. This social media campaign was carried out by the youth. The implication of mentioning the names and the verbosity in mentioning the referents had obviously necessitated that President Buhari used exophoric reference item. He had left the identity not explicitly mentioned to be deciphered by the people through the situational context. Nigerians however, were not in doubts, because the imagery created through the situation context and linguistic context of the speech was vivid.

3 Sentence

A part from the conventional sentence types like simple sentence, complex sentence, compound sentence and compound-complex sentence (although would still be explicated), other types of sentence used in the speech are, periodic and balance sentences.

3(A) Periodic Sentence

Okonkwo points out that periodic sentence is a “reversal of the standard order of sentence pattern; it is a style of writing used for special effect”, (28). The standard sentence begins with a main clause while periodic sentence begins with a subordinate clause and ends with the main clause. It usually heightens suspense and is mostly used by politicians.

A(i) With the support and co-operation he has given to the transition process, he has made it possible for us to show the world that despite the perceived tension...

A(ii) Daunting as the task may be, it is by no means insurmountable.

A(iii) As far as the constitution allows me, I will try to ensure that there is responsible and accountable governance at all levels of government in the country

This sentence pattern starts with subordinate clause and its modifiers which support the principal idea expressed in the main clause. It is effective in the speech because it enables the idea to unfold gradually, thereby heightened suspense and the thought intended emerged at the conclusion of the sentence. President Buhari had probably chosen the sentence type to arouse curiosity, to persuade and to create interest in the listeners/readers.

3(B) Balanced Sentence

A balance sentence is one in which the “parallel structures are set off against each

other like a weight on a balance", (Okonkwo, 27). In short, it seeks to establish some kind of equilibrium or balance. In the structure of a balance sentence, there is tendency to pause. The pause is marked by such coordinating conjunction. These examples can be found in the speech:

B(i) Progress has been made in recent weeks by our security forces but victory cannot be achieved by basing the command and control centre in Abuja.

B(ii) They might have differed in their methods or tactics or details but they were united in establishing a variable and progressive country.

B(iii) I belong to everybody and I belong to nobody

These clauses were used to balance each other in order to give extra effects and to achieve some degree of political neutrality after the election. This stance is expected of the president after the general election. However, the sentences are balanced against each other as on a weighing scale.

3(C) Simple Sentence

A simple sentence contains one idea and has one independent clause. It contains the most basic elements that make it a sentence: a subject, a verb and a complete thought.

Example:

C(i) The past is prologue
S V C

C(ii) We can fix our problem
S V C

C(iii) These fears are grandless
S V C

C(iv) I thank all of you
S V A

3(D) Complex Sentence

D(i) I would like to thank the millions of our supports who believe in us even when the cause seemed hopeless.

D(ii) Nigerians will not regret that they have entrusted national responsibility to us.

D(iii) Boko Haram is a mindless, godless group who are as far away from Islam as one can think of...

D(iv) I am grateful to God who has preserved us to witness this day and this occasion.

D(v) I thank those who tirelessly carried the campaign on the social media. The main clause of the above sentences is underlined for clarity.

3(E) Compound Sentence

E(i) Nigerians have shown commitment to democracy and are determined to her

- democracy.
- E(ii) Nigerians have shown their commitment to democracy and are determined to entrench its culture.
- E(iii) I belong to everybody and I belong to nobody
- E(iv) They might have different in their method or factors or details or details, but they were united in establishing a viable and progressive country.
- E(v) Progress has been made in recent weeks by our security forces but victory cannot be achieved by basing the command and control centre in Abuja
- 3(F) Compound-Complex Sentence
- F(i) I thank our other country men and women who did not vote for us but contributed to make our democratic culture truly competitive, strong and definitive.

The underlined sentences are **main clauses** functioning as parts of compound, complex and compound-complex sentences (as the case may be) varieties in sentence pattern of the speech. Variety in the **sentence** patterning had helped the speech to flow and also to ensure that different **parts** of the speech interrelated. If the President's speech had adopted a particular **sentence** type, it would have been criticized to be childishly simple and monotonous. So, the writer had employed coordination and subordination of idea within a **larger sentence** to ensure effectiveness in his speech.

4(A) Repetition

Words or phrase can also be **repeated** to achieve cohesion. Such repetition gives unique rhetorical effect and if achieves, it facilitates lexical cohesion.

The following are repeated in the speech.

(Ai) We are going to tackle them **head on**. Nigerians will not regret that they have entrusted national responsibility to **us**. We must not succumb to hopelessness and defeatism.

We can fix our problems.

(Aii) We shall rebuild and reform the public service to become **more** effective and **more** serviceable. We shall charge them to apply...

The "we" constantly repeated by President Buhari showed aura of competence and "in-charge kind of belief". He also used it to achieve emphasis within the structure. President Buhari had used this device to lay emphasis on the commitment of his administration and perhaps, to **crave for the support** of the masses by making the speech memorable.

5(A) Parallelism

This is a grammatical structure in which **words, phrases** or clauses are arranged in the sentence such that they mirror or **echo others** in length and structure. These examples

are fond in the speech:

A(i) However, no matter how well, organized the governments of the federation are, they cannot succeed without the support understanding and cooperation of labour unions, organized private sector, the press and civil society organizations.

A(ii) At the end of the hospitalities when the group is subdued the government intends to commission a sociological study to determine its origins, remote and immediate causes of the movement, its sponsors, the international connexions to ensure that measures are taken to prevent a reoccurrence of this devil.

A(iii) We intend to tackle the problem frontally through revival of agriculture, solid minerals mining as well as credits to small and medium size businesses to kick start

A(iv) We are going to erect and maintain an efficient, disciplined, people- friendly and well compensated security forces within overall security architecture.

Parallelism itself is another form of repetition in the speech where two or more coordinate elements are given the same structure. It is used to reiterate his points and the commitment of his administration. It is used to prevent awkward construction and also to enhance clarity.

6. Derivatives

Derivatives are forms of affixes that are added to a word or a free morpheme to create another form or a different grammatical word class. The following forms of derivatives can be found in the inaugural speech of President Buhari.

A.(i) ground (noun/verb) + less = groundless (adjective)

A.(ii) hope (noun/verb) + less + ness = hopelessness (noun)

A.(iii) defeat (noun/verb) + ism = defeatism (noun)

A.(iv) patriot (noun) + ism = patriot ism (noun)

A.(v) medical (adjective/noun) + care = medicare (noun)

A.(vi) mind (noun/verb) + less = mindless (adjective)

A.(vii) god (noun) + less = godless (adjective)

A.(viii) be (verb) + devil (noun/verb) + ing = bedeviling (adjective)

The use of derivatives in the speech ensured that what is said is what is intended and to ensure that the meaning is specific to avoid ambiguity. Appropriate lexical item is a powerful method of making speeches more accurate; however, President Buhari achieved this through lexical derivatives to describe the current socio-political and economical situation of the country. The derived words are appropriate and they helped in creating mental pictures described in the speech.

7. Collocation

Collocation is used by writers to achieve lexical cohesion in a text. This is done by observing the rules of words order and using words that typically go with other

words; idiomatic expressions, phrasal verbs, and prepositional verbs are examples.

Collocation

A(i) ... The spread of communicable diseases

A(ii) ... Climate change

A(iii) ... Financial crime

A(iv) ... Cyber crime

A(v) ... extra judicial murder

8. Idiomatic Expression

A(i) We are going to tackle them head on

A(ii) Boko Haram is a typical example of small fires causing large fires

A(iii) Careful studies are under way during this transition

A(iv) There will be no paying off old scores

A(vi) The past is a prologue

The various idiomatic expression used here had helped president Buhari to create imagery that make the speech and sentences unforgettable. The listeners can capture every scenery created through these idiomatic expressions, relate with it and used it as basis for policy formulation. It created the imagery that showed the direction of his government.

9. Colloquialism

A. Some of their successors behaved like spoilt children breaking everything and bring disorder to the house.

The purpose of colloquialism as used in the speech is to show solidarity and connect with the audience who voted for him. The audience are familiar with the expression; therefore, President Buhari uses the opportunity to frown at recalcitrant politicians. This statement becomes appropriate as a result of the current political climate in the country. Although the statement is indefinite (e.g. some of them... spoilt children...), the followers are able to track the recalcitrant politicians who are bad eggs of the "founding fathers" of Nigeria.

Conclusion

This paper, having examined the language of communication and what it entails in political development of the life of the various ethnic groups in Nigeria, looked at the style of language use in communication with detailed emphasis on linguistic choice of President Buhari's inaugural speech. Aliu sees "style as choice between alternative ways of rendering the same subject matter", (342). Therefore, style is man; it is

associated with individual author. It is on this premise that President Buhari's inaugural speech is analyzed. Although, the speech was rendered in English, a language not indigenous to Nigeria, but which has been the official language of the government and governmental activities, it is the only medium with which speeches of such magnitude can be rendered.

The analysis showed various linguistic items that ensured lexical cohesion. It showed that the need to be effective precipitated the lexical choices both on syntadigmatic and paradigmatic axis of the speech. The language choice and use has helped him to communicate his idea, rally for support for his government and reiterate his promises for a better Nigeria.

The paper also pointed out his linguistic choices as well as the effects on the lexical items and the listeners at large. Language choices show aesthetic function and it helps to convey the message to the people effectively.

The researchers are aware that political domain or sub-genre has its own register and style, rhetorical function and the kind of information it projects, however, the researchers desire to look into the register and style and how effectively President Buhari used it in his speech. The researchers can conclude that the language use of President Buhari is effective, efficient and adequate to communicate his ideas. The researchers also observed that the register is appropriate to create vivid imagery that supports his message and aided his quest for information dissemination.

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