

## **A Critical Discourse Analysis of the Acceptance Speech of Prof. Charles Soludo, the Governor of Anambra State, Nigeria**

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### **Abstract**

Language in political speech can control and influence political action and audience confidence. This paper critically analyses the acceptance speech of Prof. Charles Soludo, the Governor Anambra State which was delivered after he was announced as the winner of the gubernatorial elections on 10<sup>th</sup> November, 2021. This paper focuses on examining the linguistic features of the speech in order to determine the ideological position of the politician. The text of the speech is obtained from *Premium Times Nigeria*. This study adopts Fairclough and Wodak's Critical Discourse Analysis to analyse his use of language to create identity and solidarity with the people. Our findings reveal that the governor appreciates the efforts of all as his use of pragmatic, grammatical and cohesive devices in the speech portrays hope for peace, security and good governance as he assumed the Office of Governor, Anambra State. The speech has grammatical and cohesive devices that express the ideology of the Governor. In the pronominal analysis, Soludo makes extensively use of "we/our" to denote the ideologies of inclusiveness, openness and communality. He achieved cohesion with his extensive usage of the additive conjunction 'and'. He emphasis on these ideologies is seen with his usage of referencing, substitution and parallelism. Our study concludes that Governor Soludo projects a form of charismatic and behooveful leadership. We also conclude that politics plays an important role in our lives because when a good government comes in, everybody will benefit from the good governance.

*Keywords: Critical discourse analysis, Cohesive devices, Ideology, Political speech*

### **Introduction**

Language is among the human natural phenomena that have attracted extensive consideration from scholars. Language is a common attribute of man. It is used to achieve different purposes but the ultimate reason for language use is effective communication. McLaughlin (2006) defines language as the system of arbitrary verbal symbols (and non-verbal means) that speakers put in order, according to a conventional code to communicate ideas and feelings or to influence the behaviour of others. It is the means that is readily available to human beings in the communication of ideas and feelings. Language is one of the features that distinguish human social life from other animal creatures. Fromkin et al (2003) posit that the possession of language, perhaps more than any other attribute, distinguishes humans from other animal. To understand our humanity, one must understand the nature of language that makes us human. Thus, language is very important because it enables one to speak and be understood by others who are intelligible in the same language. The functions of language in human social life are enormous. It is a binding force, a unifying and cohesive mechanism. In fact, there is society because there is language. Remove language and society will disintegrate and collapse. According to Chukwu, Okeke and Chinedu-Okoro (2014), language expressively manifests as compendium of words, phrases, clauses and sentences, but are chosen by users, and stringed together systematically, to express meanings that are appropriate in a particular context. Essentially, language use is interpreted against the background of its context. Borrowing from Finegan, "people use language principally as a tool to do things: request a favour, make a promise, report a piece of news, give directions, offer a greeting, seek information, extend an invitation, request help and do hundreds of other things...." Also, language is an indispensable tool of persuasion; it determines the level of cooperation between interlocutors and can be used to foster good relations among people across cultures, states and international boundaries.

In the society, language is crucial in the successful running of any democratic governance. It is in this regard that Taiwo (2009) rightly notes that language is the conveyor belt of power; it moves people to vote, debate or revolt.

Therefore, language is the central point of political stability or polarisation. To this end, language is essential to every politician because most of the activities performed by the politicians are done through the means of language. Various types of political address are delivered through language which include but not limited to campaign, manifesto, inauguration, budget presentation, etc. There is no gainsaying that language and politics are closely related. This is due to the fact that language is a very important weapon; in fact, the major vehicle of politicking as noted by various scholars. This is the reason Opeibi (2009) refers to the relationship that exists between language and politics as symbiotic. Ayeomoni (2001) asserts that we can use language to rule or govern men. Politicians, both in Nigeria and other parts of the world, use language to cover up and escape whenever the populace wants to make them accountable for their words; they also use it to solicit for support. This interrelatedness of language and politics is further demonstrated when language is used to mobilize, educate, incite and persuade the public for political reasons.

Language in use or the language above the sentence is what discourse entails. Discourse analysis is the analysis of language in use. Political discourse analysis on the other hand is the analysis of political language in use. Nyako (2013) asserts that the practice of politics is mainly anchored on speeches delivered by seekers of political power and directed at their supporters and society as a whole. Politics has both wide and narrow senses. The simplest definition will be the one limited to the activities of institutions, such as political parties, governments and parliaments, in the fulfillment of political obligations. Politics is also conceived of as a struggle to gain and retain power among members of these institutions (Beard, 2000). Language is a mirror of the mind which reflects what is within the mind even if the interlocutor tries to conceal it. Therefore, there is the need to conduct a thorough analysis of Prof. Charles Soludo's acceptance speech to ascertain how he uses language to create identity and show solidarity with the masses. The study tends to critically unearth the pragmatic and grammatical elements that are present in the acceptance speech of Prof. Charles Soludo after being announced as the winner of Anambra gubernatorial election in 2021. The study examines the speech at the level of pragmatic, grammatical and cohesive devices to arrive at the ideological realm of the politician. The study pays more attention to the cohesiveness of the language of the speeches, the grammatical features and the social and underlying impact of the speech on the listeners or public.

## Literature Review

The idea of political discourse analysis had been approached by different disciplines from different perspectives. Discourse analysis is a broad field which is related to use of language in context. According to Tistcher (2000), discourse is a broad term with different definitions, which integrate a whole palette of meaning. The nature of language is closely related to the demands that we make on it and the functions it has to serve. In the most concrete terms, these functions are specific to a culture. The particular form has taken by the grammatical system of language is closely related to the social and personal need that language is required to serve (Halliday, 1978). Chilton and Schaffner (1999) identify political discourse as any discourse who's linguistic or other actions involve power or its inverse, resistance. Wilson (2001) describes political discourse as language used in formal and informal political context with political actors, such as politicians, political institutions, government, political media and political supporters operating in political environments with political goals. Overall, political discourse can be defined as the written or spoken language, verbal or non-verbal, used in politics to steer the emotions of audience to affect their opinions and attitudes. It is distinguished from other types of discourse, because it is intentional, functional, directive to a certain group of people, well-organized, and it is rich in figurative language, i.e., metaphors and similes.

Politicians make choices at different levels of discourse in order to represent events in a way that fits with their ideology. Butt et al. (2004) claim that the very use of language is ideological. Accordingly, the choice one makes among different choices matters. Thus, politicians employ political speeches to sell their images as well as party policies, using carefully worded statements involving euphemisms or paraphrases in order to avoid controversy or public loss of face (Wales 1989). Though one cannot rule out the possibilities that most of the political speeches were not personally written by the Speakers, at the same time, one cannot deny the fact that they are the originators of the messages. The writers only employed language to encode their various thoughts and ideas. More so, nobody will deliver a speech that is against his wish, opinion or intention. Hence, the concept of 'ghost writing' which Johnson (1988) cited in Ayeomoni (2007) is referred to as a problem does not really pose difficulties in the discourse analysis of speeches of government functionaries.

The main motivation of every politician is to capture power and one of the means through which power can be obtained is the effective use of language or discourse. There is a relationship between language and various social issues, thereby resulting in a connection between language and power in a number of ways: language indexes power, expresses social power, and is involved where there is contention over and a challenge to power (Wodak, 2001). The

idea that there is a relationship between discourse and power is reinforced by Harvey (2006 as cited in Fairclough, 2010) who argues that power is partly discourse, and discourse is partly power - they are different but not discrete, they 'flow into' each other; discourse can be internalized in power and vice versa; complex realities of power relations are 'condensed' and simplified in discourses." This means that within every discourse lies strategies embedded in "subtle ideological underpinnings, persuasive and authoritative (power) elements" intended for the audience (Nyako, 2013). According to Bayley (2008), political discourse is a wide and diverse set of discourses, or genres, or registers, such as: policy papers, ministerial speeches, government press releases or press conferences, parliamentary discourse, party manifestos (or platforms), electoral speeches, and so forth. They are all characterized by the fact that they are spoken or written by (or for) primary political actors-members of the government or the opposition, members of parliament, leaders of political parties, and candidates for office. A political discourse, therefore, is discourse in any political forum, such as campaigns, parliamentary debates, interviews, speeches, writing and so forth.

Critical discourse analysis (CDA) is an innovative, multidisciplinary approach, which tackles a number of important social issues. At the end the 1970s, CDA has established as one of the domain of research in discourse studies. It draws on many of the methodological tools of more traditional fields such as critical linguistics, text linguistics and sociolinguistics (Osisanwo, 2011). It is known as an approach that is based on the union of language studies and social theory (Fairclough, 1992). CDA investigates how social power is misused and how text and talk represent, procreate, and resist dominance and inequality in the social and political context. The most notable figure in this domain is Norman Fairclough, who has developed a three dimensional framework for studying discourse. These include: discourse-as-text, discourse-as-discursive-practice and discourse-as-social practice. In this paper, we employ Fairclough's three-dimensional approach; focusing specifically on discourse-as-text. The aim of this framework is to integrate three dimensions into another analysis of language text. In other words, it refers to analysis of discourse practice (processes of text production, distribution and consumption) and analysis of discourse events. Norman Fairclough's approach or model draws upon the Hallidayan systemic functional linguistics (SFL) theory; his concern with language, discourse and power in society allows the integration of sociological concepts as well. CDA researchers do not merely 'simply appeal to 'context' to explain what is said or written or how it is interpreted', rather, they have come to see language as a form of social practice (Fairclough, 1992:47). Discussions on the origin and developments of CDA have often centered on the quartet of Norman Fairclough, Ruth Wodak, Teun van Dijk and Paul Chilton (Blommaert, 2005).

The main focus of CDA is public speech, such as political speeches, advertisement, newspaper, official documents and so on. Critical discourse analysis's aim is to examine the relationship between the language, ideology, and power. Furthermore, its aim is to find out the assessment and exploitation of language dominance through text. CDA focuses on social problems, most importantly on the role discourse plays in the production and reproduction of power abuse and domination (van Dijk, 2001). Wodak and Meyer (2009) reinforce this idea by stating that it does not only focus on the linguistic element per se, but on complex social phenomena that have semiotic dimensions. Therefore, CDA, in sum, links linguistics analysis to social analysis (Wood & Kroger, 2000). According to van Dijk (1993), CDA is an approach that analyzes discourse structures involving the study of the way social or political power, dominance, inequality, bias or resistance to such practices in society are mediated through the linguistic system. That is, the critical analysis of texts is important in explaining the relationship between language, ideology and identity. Also, employing CDA as an analytical tool shows how individuals or a group of people in a particular society use language to achieve a particular aim.

There are several practical studies that focus on the relationship between language and politics, political personalities, how politicians use language to persuade the electorate, how politicians concede defeat and how politicians express gratitude to the people for giving them chance to serve them. Some of these studies are reviewed in this study. Wang's (2010) work on the features of Barack Obama's speeches indicates how Obama uses simple language to persuade his audience to accept and support his stance. Using systematic functional grammar, and focusing on transitivity and modality, Wang (2010) reveals that Obama uses simpler, short sentences instead of complex ones, easy and colloquial language structure, which shorten the proximity between him and his audience. Nyako (2013) analyses language, power and ideology, using critical discourse analysis of selected speeches of Nana Addo Dankwa Akufo-Addo and John Dramani Mahama. In the study, Nyako (2013) discusses how description, interpretation and explanation reveal the implicit underlying issues that the two presidential hopefuls employed to persuade their audience to validate their overt interest for power. The findings of the study show that Nana Akufo-Addo and John Mahama utilised persuasive strategies such as self-projection, blurred agency, literary devices, intertextuality and speech acts to persuade their audience and by extension the electorate.

Taking the 2016 American presidential election into consideration, Jenson (2016) discusses the underlying discursive structures in Hillary Clinton's presidential campaign discourse. The specific aim of the study was to

identify elements of gender references, persuasive techniques, social inclusion and exclusion. Employing a corpus-assisted CDA framework, the study revealed that Clinton's main purpose for her campaign was to construct a narrative of herself as president of the United States of America as well as push the boundaries of the historical perception of the American presidency with regard to gender. As far as social inclusion and exclusion were concerned, Clinton's use of pronouns revealed her attitude towards her supporters and opponents alike. Also, elements of rhetorical tools of persuasion were fundamental in the speeches of Hillary Clinton bid to become president in America. Anurudu and Oduola (2017) critically analyse the concession speeches of Goodluck Jonathan, Kayode Fayemi and Ritt Romney in order to investigate the underlying meanings of the concession speeches. The study analyses the pragmatic, grammatical elements and cohesive devices that are used to decode the ideologies in the speeches. Their findings reveal that politicians concede defeat probably to save face. This means that concession speeches are not actually what they seem to represent rather they are conditional acceptance of the outcome of elections. Language use in concession speeches among politicians is similar; this means that the speeches actually follow the same format. They observe that politicians often concede defeat not to portray themselves as weaklings but for 'peace to reign' and for the love of the people and the country. Politicians in their concession speeches use rhetorical and linguistic elements that are significant in order to reveal the unsaid said in their speeches although they tag them congratulatory speeches but underlying they are not.

Akinkulere and Abiodun (2019) conduct a linguistic-stylistic analysis on the post-appeal court victory speeches of selected Nigerian governors with the aim of identifying and analysing prominent linguistic features; relating the identified linguistic features to the message of the speeches; and determining the way the linguistic features mark out the victory speeches as a unique stylistic genre. Mr. Peter Obi (in 2006), Mr. Adam Oshimole (in 2008) and Dr. Olusegun Mimiko (in 2009) made speeches and formed the basis for their analyses. These were the governors that challenged the outcome of the elections in their states and had their victory restored in the appellate courts without a re-run before 2010. The identified predominant syntactic features are the pronominal references and structural parallelism, which the governors used to convey their messages and foreground the theme of their speeches. The study concludes that the identified features were basically used by the governors to convey their messages and intentions. The features were also used to achieve cohesion in their respective addresses. Again, with various sentential repetitions in the speeches, the governors reinforced their thematic focus as they sought to legitimize their administrations. Akinkulere and Abiodun assert that these features thus marked out the speeches as a unique political genre. This study is different from the reviewed studies because none of them critically analyses the acceptance speech of Prof. Charles Soludo as Anambra state governor thus the relevance of this paper.

## Methodology

This study adopts the Fairclough and Wodak's Critical Discourse Analysis. The Fairclough's three-dimension approach: discourse-as-text, discourse-as-discursive-practice and discourse-as-social practice will be employed in this study, focusing specifically on discourse-as-text. The speech is culled from *Premium Times Nigeria* ([www.premiumtimesng.com](http://www.premiumtimesng.com)). The pragmatic and grammatical elements of the speech will be carefully identified and analysed.

## Data Presentation and Analysis

Analysis of the acceptance speech of the 6th elected Governor of Anambra state, Prof. Charles Chukwuma Soludo was delivered on 10th November, 2021 after declaring him the winner of the November 6th-9th Anambra State gubernatorial election. The pronominal elements and cohesive devices employed in the speech are analysed below:

### Analysis of Pronominal Elements

The speech comprises of one thousand and ninety (1,090) words and sixty-one (61) sentences. The speech has a sum of seventeen (17) paragraphs with a total of thirteen (13) of the first person singular pronoun 'I', twenty (20) of the first person plural pronoun 'we', two (2) of 'me' (the accusative case of 'I'), seven (7) of 'my' (possessive case of 'I'), twenty (20) 'our' (the possessive case of 'we'), five (5) of 'us' (the accusative case of 'we'), eight (8) 'you' (the second person singular/plural pronoun), six (6) 'your' (the possessive form of 'you'), five (5) 'it' (third person singular), one (1) 'him' (accusative case of 'he'), one (1) them, three (3) their, one (1) 'its' (the possessive case of 'it'), and one (1) 'itself' (reflexive of 'it').

These pronominal elements reveal how Soludo uses the elements to reflect his political stance of inclusion and exclusion. He used the first person pronoun 'I' in his speech mostly to show his gratitude and acceptance of the result of the November 6th to 9th election.

1. “**I** accept the results of the 2021 Anambra Governorship election as declared by INEC. **I** wish to congratulate you for the gallant contest. **I** hereby extend my hand of fellowship to all of you. **I** need all of you to succeed. **I** have received congratulatory messages from thousands of Ndi Anambra. **I** deeply treasure the massive goodwill”.

The ideology behind the use of this personal pronoun ‘I’ suggests that Soludo is satisfied with the outcome of the election. He is not surprised at the results because he believes that he is the God’s will and the people’s choice. He was confident that he will win if the election is free and fair. This is what he meant when he made these statements:

2. “This reflects the supreme will of the Almighty God and an overwhelming sacred mandate of the people” and “our people have spoken overwhelmingly, and surely that loud voice is the voice of God”.

He used the first person (plural) pronoun ‘we/our’ extensively in his speech to show inclusion. He did not want to individualize his speech. ‘We’ in this content implies office of the governor; the governor and deputy. He used ‘we’ to show an open arm for whoever that wants to be incorporated into the body. He also expresses huge gratitude using ‘we’.

3. “**We** have long list of persons whom God used to make this moment a reality. **We** thank all members of APGA. **We** are humbled by massive support of stakeholders. **We** must remember and will continue to remember all those who died in the course of this movement. **We** salute the eminent justices of the Anambra High Court. **We** thank President Buhari...”. The extensive use of “we/our” denoted a form of in-group membership which denotes that he has the state at heart. Fairchough (2001) states that when ‘we’ is used by a leader inclusively as part of the led, it assimilates the leader to the people’ possibly as a humbling tactic.

He used ‘us’ to show an open arm for whoever that wants to be incorporated into the body. The statements below serve as invitation to be part of the government.

4. “Let’s come together for the project Anambra”,

“Let’s keep the spirit of Anambra alive and strong”

“...Let **us** work together to build upon the foundations of our founding fathers”

“...Let **us** work together to support our ably working governor”

The above statements are clarion call to inculcate the spirit of oneness, belonging and service in us. This reveals to us that Soludo does not want to be seen as a tyrant or dictatorship. He understands the rudiments of democracy – as government of the people. He believes that in one accord, we can achieve an enviable Anambra state. He affirms this when he stated that collectively we can take homeland to the moon. He also stated, “I will need the guidance, advice and contribution of everyone to succeed. Our analysis reveals the ideology of unity, togetherness and inclusiveness. Our analysis reveals that Prof. Charles Soludo projects a form of charismatic leadership,

**Table 1: A Statistical Distribution of Pronouns in Prof. Charles Soludo’s Acceptance Speech**

Lexical Choice	Frequency of Occurrence	Percentage
Pronoun (I)	13	14
Pronoun (me)	2	2
Pronoun (my)	7	7.5
Pronoun (we)	20	21.5
Pronoun (us)	5	5.4
Pronoun (our)	20	21.5
Pronoun (you)	8	8.6
Pronoun (your)	6	6.5
Pronoun (him)	1	1.1
Pronoun (them)	1	1.1
Pronoun (their)	3	3.2
Pronoun (it)	5	5.4
Pronoun (its)	1	1.1

Pronoun (itself)	1	1.1
<b>Total</b>	<b>93</b>	<b>100</b>

Source: Authors' Analysis

Table 1 reveals that the pronouns 'we/our' have the highest frequency, with 21.5% each, making it 43% of the total pronouns identified in the speech. 'I' follows with 14%, 'you' takes 8.6%, 'my' represents 7.5%, 'your' takes 6.5%, 'us' as well as 'it' represents 5.4% respectively, 'their' represents 3.2%, then 'him', 'them', 'its', 'itself' represents 1.1% each. The predominant use of the first person plural 'we/our' suggests communalistic ideology. He believes that if everyone answers the call to be part of governance, Anambra people will have a better homeland tomorrow.

### Positive Self-Presentation

Positive self-presentation is a rhetorical strategy employed by politicians to persuade or manipulate their audience (Kamalu and Agangan, 2011). Soludo presented himself positively in order to express himself to his audience. His main aim is to present his ideology about the outcome of the election in a favorable way.

5. "On February 7<sup>th</sup>, 2010, INEC declared as winner of the Anambra governorship election a candidate who has described the election as a sham on Channels TV and refused to vote in protest. Two hours after the declaration, I addressed a press conference and congratulated him, and walked away without a legal challenge. I was probably the first candidate of a major political party in Nigeria to do that. In Anambra, we fight hard during elections but meet the next weekend at traditional weddings and funerals and throw banter and share drinks". It is evident that Soludo tried to present himself here as a peaceful maker, who does not endorse violence. He implies that he has been happy with other candidates who won the previous election even those that won without transparency. He supported them because he believes that Anambra is for all. Our analysis reveals that Soludo projects a form of charismatic leadership,

### Cohesive Devices

Cohesion is a meaningful relationship that an element has with another element in a text. Grammatical cohesion in a text is made possible through cohesive devices such as conjunction, reference, substitution and ellipsis (Anurudu and Oduola, 2017).

### Conjunction

Another significant feature of the data is the use of cohesive devices, prominent in this speech is the additive conjunction 'and' that is used extensively in the speech. The additive conjunction appeared forty seven (47) times in the speech. This conjunction helps Soludo to achieve cohesion in his speech. Therefore, his speech is well organized.

6. "with utmost humility **and** gratitude to God...", "...will of almighty God **and** an overwhelming sacred mandate of people..." "... to fly the APGA flag **and** the cohesive party support", "...legal team **and** all other stakeholders", "...tirelessly **and** informally...", "...the clergy **and** the church...", "...businessmen **and** captains of industry...", "...support of stakeholders **and** Nigerians..." "your donations **and** goodwill are treasured", "...Queen Frances Nonye Soludo **and** children...", "...Oduko **and** Zikora...", "...you still allowed **and** supported me...", "...we must remember **and** continue to remember...", "...this election **and** the election itself tested the resilience **and** integrity of our federal institution", "...proved again **and** again...", "...the Court of Appeal **and** the Chief Justice of Nigeria...", etc.

### Reference

Reference is the relation between language and extra-linguistic reality world. Reference has to do with retrieving information for referential meaning. There are two types of co-referential relations. They are anaphoric and cataphoric references.

### Anaphoric Referencing

An anaphoric reference is a backward looking reference. The analyst has to look backward to get the desired meaning. This means that the pronouns highlighted in the texts below are referring to nouns mentioned before them.

7. "I accept **the results of the 2021 Anambra Governorship election** as declared by INEC. **This** reflects the supreme will of the almighty God..."
8. "For 12 years since the massive clamour by **the people of Anambra** for us to serve **them**..."
9. "We thank **all our donors**, especially the hundreds of thousands of members of the 41 self funding support groups who, for two years, put in their sweat and personal funds to propel this project. Never mind that all of **you** could not vote".
10. "We are humbled by the massive support of **stakeholders and Nigerians** across the entire country. **Your** donations and goodwill are treasured".
11. "We must remember and continue to remember **all those who died** in the course of this movement... May God continue to grant **their** souls eternal rest".
12. "Many times there were tensions especially as **one party** boasted that **it** must "take" or "conquer" Anambra by all means".
13. "We salute **the eminent justices** of the Anambra High court, Court of Appeal and Supreme Court for standing up for justice. **Your** names will be written in gold".
14. "With a continuous refinement of the **technology**, upscaling of the skills of **its** operators..."
15. "To **my fellow candidates** in the election, I wish to congratulate **you** for the gallant contest. I hereby extend my hand of fellowship to all of **you**. I need all of **you** to succeed".
16. "To the estimated 17 million **Ndi Anambra**...this is **your** moment, seize it! This victory is **your** victory. My role will be that of **your** chief servant, and I will work every minute of the day with **you** to make **you** profoundly proud", etc.

The pronominal elements in the text above are used to refer to the nouns that have been mentioned in previous statement(s).

### Cataphoric Referencing

A cataphoric reference is a kind of reference which is forward looking. The analyst has to look forward to get the desired meaning personal pronouns like 'he', 'she', 'it', 'the' and other pro-forms, which anticipate the noun phrases with which they co-occur are used.

17. "I thank **my wife, Queen Frances Nonye Soludo**..."  
'My wife' in this regard is a cataphoric reference, it looks forward to **Queen Frances Nonye Soludo**.
  18. "Let us work together with **our ably working Governor, Akpokuedike Aguleri**, to finish very strong".  
'Our ably working Governor' in this regard is a cataphoric reference, it looks forward to **Akpokuedike Aguleri**.
- The speech comprised more of anaphoric references because we observed twelve instances of anaphoric referencing and two instances of cataphoric referencing.

### Substitution

This entails replacing an element which could be a word, group or clause with a word in the next clause.

19. "That's the **Anambra** way! Let's keep the "spirit of **Anambra**" alive and strong, and with it, collectively take **our homeland** to the moon".

In this statement and other likely statements, "Anambra" is substituted with "our homeland". There are four (4) instances where "homeland" is used to substitute "Anambra". This is done in order to avoid redundancy and not to bore the audience.

### Parallelism

The use of components that are grammatically the same denotes parallelism. These components are similar in their construction, sound, meaning or meter. It adds balance and rhythm to sentences giving ideas of a smoother flow and thus can be persuasive because of the repetition it employs. Soludo employs parallel structures to convince his listeners as well as his party members on the depth of campaign carried out by them.

20. "...a legacy of free, fair and transparent electoral system to Nigeria".

“...the most peaceful, free, fair and credible, there is joy in the land”.

The use of parallelism in the above text emphasizes Soludo’s satisfaction with the outcome of the election. He is grateful for the concerned institutions that attained the transparent election.

21. “Let’s come together for the project Anambra”,

“Let’s keep the spirit of Anambra alive and strong”

“...Let us work together to build upon the foundations of our founding fathers”

“...Let us work together to support our ably working governor”

The use of parallelism in the above text emphasizes Soludo’s idea of drawing the attention of his audience. He wants everyone to perceive his ideology of communality. The usage of parallelism by politicians makes the repeated words more memorable because of their significance to the politician concerned.

### **Discourse Closing**

Discourse closing is the final exchange between interlocutors. It is expected to terminate the discussion.

22. Long live APGA!

Long live Anambra State!

Long live the Federal Republic of Nigeria!

Soludo ended his speech by praying for the long live of his political party; All Progressive Grand Alliance, the long live of Anambra state and the long live of the Federal Republic of Nigeria. He ended the speech smoothly. The speech lack discourse opening. There is no opening remark to the speech. We can say that he was over excited and enthusiastic with the news of being the winner of the election and started the speech without greetings.

### **Conclusion**

Political speech is a popular concept anywhere politics is being practiced. It is seen as a means of establishing and maintaining relationships, expressing thoughts and feelings, and projecting an ideology in the society. So, it is a speaker-audience phenomenon since every speech given is meant to address a particular audience, as it serves the purposes of influencing, informing, persuading, inciting, or entertaining people. This study critically analyses the acceptance speech made by Prof. Charles Soludo. The speech has grammatical and cohesive devices that express the ideology of the governor. In the pronominal analysis, Soludo makes extensively use of “we/our” to denote the ideologies of inclusiveness, openness and communality. He achieved cohesion with his extensive usage of the additive conjunction ‘and’. He emphasizes on these ideologies with his usage of referencing, substitution and parallelism. Soludo projects a form of charismatic and behooveful leadership. His acceptance speech creates high hope for the betterment of Anambra. The people of Anambra will be optimistic for his good governance.

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