

**PERSUASION THROUGH FIGURATIVE USE OF LANGUAGE: A
CASE STUDY OF SOME SELECTED SPEECHES OF ALIYU
MAGATAKARDA WAMAKKO (FORMER EXECUTIVE
GOVERNOR OF SOKOTO STATE).**

BY

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APPROVAL PAGE

This is to certify that this project has been read and approved as having met part of the requirements for the award of Bachelor of Arts (Hons.) Degree in English Language of the Usmanu Danfodiyo University Sokoto.

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DEDICATION

The Project is dedicated to my parents Alhaji Hassan Muhammad and Hajia Fatima Hassan Muhammad whose invaluable contributions and caring upbringing brought me to this level.

ACKNOWLEDGEMENTS

I am sincerely grateful to the numerous persons who have made invaluable contributions towards the success of this project. Even though, time and space constraints would not permit me to list their names. I must specifically express my gratitude to my supervisor Malam Suleiman Ibrahim Gatawa whose subsequent corrections, observations and suggestions were incorporated in the final manuscript. I am also particularly indebted to my Head of Department Dr Muhammad.

I must not forget to express my appreciation to my humble beautiful wife Hajia Fatima Muhammad Hassan Bashir whose patience and understanding helped and encouraged me a great deal.

I am also indebted to a legion of friends but being practically impossible to mention all, I would appreciate the understanding of Abubakar Bello, and Jamilu Abdullahi, and Bashar Alhassan, and finally Nasiru Salihu Gulma (Jungleman) Above all, I am most grateful to the almighty God for giving me health, ability, and wherewithal to write this project.

ABSTRACT

The study is concerned with the use of figure of speech in the language of politics.

The study is divided into five chapters. Chapter one introduces with what language is and the problem of the issue of political language. In this chapter aim and objectives of the project are clearly stated

Literature review forms the background of the second chapter. We take a look at the language and society, language and politics and its features, the notion of lexico- semantic properties of language use in politics and the concept of meaning.

The third chapter deals with the method used in collecting data from the daily and a paper presentation.

And all the data collected, as indicated in the chapter three have been analyzed in the fourth chapter. The use of figure of speech...

In the last chapter it entails summary, Conclusion, and Recommendations.

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CHAPTER ONE

1.0 Introduction

Politicians the World over are known to be tactical, foxy and oratorical. Typical of a good politician, Aliyu Magatakarda Wamakko the out-going Governor of Sokoto State invariably used Figurative expressions in his speeches to persuade his audience which is the hall-mark of every politician.

Audiences are naturally held spellbound and disarmed anytime language is molded and laced with figures speech.

Figures of speech (or ‘rhetorical tropes’) are ways of using words that may seem unusual but have a specific and desired effect. Read as ‘normal words’ they often break normal rules of grammar, but can be nevertheless understood. They are common in poetry and eloquent speech.

‘Figures speech’ is often used generically, and the big list here includes not only figures of speech but also a wider range of rhetorical and linguistic devices.

Governor Aliyu Magatakarda Wamakko successfully manipulated language and gained an undue advantage over his political opponents. Sometimes, the input of his message or better still speech was not something to carry home

about, but the figurative manipulation of words painted images and formed pictures that carried more emotion than mere words could convey.

1.1 Back Ground to the Study

This is the general description of the area of study. In politics, truth is secondary,

hence, in forming political writing the writer will find himself continually moving

back and forth between truth seeking and persuasion. The politician will do anything including use of 'Rhetoric' or Figures of speech to win over an audience. Below are some of them:

- Adjunction: Putting the verb at the beginning.
- Allegory: Narrative using sustained metaphor.
- Allusion: Indirect reference.
- Alliteration: Repetition of same initial sound.
- Analogy: A is like B. Using one thing to describe another.
- Anaphora: Repeating initial words.
- Aporia: Feigned doubt.
- Apostrophe: An 'aside', to others.
- Apposition: Layered meaning.

- Assonance: Repeating the same vowel sound.
- Asyndeton: Omitting conjunctions.
- Chiasmus: Two phrases, with reversal in second.
- Climax: Words ordered in ascending power.
- Consonance: Repeating consonant sounds.
- Dysphemism: Substituting a mild word with a stronger one.
- Ellipsis: omission of words that would make a sentence explicit.
- Enjambment: Breaking a phrase at an odd point.
- Epenthesis: Adding letters to the middle of a word.
- Epistrophe: Repetition of the same final word or phrase.
- Euphemism: Substituting offensive words with gentle ones.
- Homophone: Different words that sound the same.
- Hyperbole: Deliberate over-exaggeration.
- Irony: Saying something by using its opposite.
- Metaphor: A is B. Using one thing to describe another.
- Metathesis: Rearranging letters in a word.
- Metonymy: Using one item to represent another.
- Oxymoron: Adjacent words that seem to contradict one another.
- Paradox: Seeming contradiction.
- Parallelism: Repeated patterns in a sentence.

- Parenthesis: Nesting sentences.
- Personification: Giving an object human characteristics.
- Proverb: An encapsulated and unquestioned wisdom.
- Pun: A play on words.
- Repetition: a single word.
- Rhyme: Repeating sounds at end of words.
- Simile: Explicit comparison between two things.
- Syndeton: Use of conjunctions.
- Tautology: Repeating meaning, unnecessarily.

Moreover, a brief political journey of one of the dramatis personae is given below:

1.1 The Life and Times of Aliyu Magatakarda Wamakko

This is a documentary on the life of His Excellency Dr Aliyu Magatakarda Wamakko who ran successfully for Governor of Sokoto State in April 2007 on the Peoples Democratic Party (PDP) platform and assumed office on 29 May 2007.

Following an appeal, his election was annulled in April 2008 on the basis that he

had still been a member of the All Nigeria Peoples Party (ANPP) when he won the PDP nomination. Abdullahi Balarabe Salame was appointed Acting Governor (11 April - 28 May 2008) while a re-run was arranged. It was said that the contest was not so much between Wamakko and Muhammadu Maigari Dingyadi of the DPP, as between Wamakko and his predecessor Attahiru Bafarawa, founder of DPP. Wamakko regained his seat in the May 2008 re-run. His opponent claimed that the election was rigged and said he would appeal to the courts which he did without success.

1.2 Statement of the Problem

Ordinarily, politicians are reputed to be liars and dubious, their words are not taken serious. Thanks to this age-long mistrust people will naturally reject all their words 'a priori'.

The natural solution to this deep-seated hatred is by adding flavor i.e Figures of speech to political speeches and other speeches by politicians. The speeches ought to be attention grabbing and roll - off the tongue easily, allowing them to remain in the memory of the audience for a long time.

1.3 Aim and Objectives

The research will aim to show a positive correlation between, figurative expressions or rhetoric and persuasion. It will however, attempt to:

- i. Show the relationship between ‘rhetoric or figure of Speech and persuasion.
- ii. Show whether figure of speech could be assets or liabilities to politicians.
- iii. Show whether manipulation of language via figure of Speech culture could be used to change the mentality of audience.
- iv. Show whether the entire 5figure Speech are needed in the attainment of political manipulation.

1.4 Significance of the Study

- The research work will shed more lights on the potency of ‘rhetoric or , figure Speech in politicking.
- The research work will interrogate why figurative expressions are still relevant and germane to modern speeches and writings even though, Nigeria’s democracy seems to be in some fields, a fragile and purely superficial veneer.
- It will also favour the inclusion of rhetoric’ or figure of Speech in virtually all future political speech writings.
- It will also be used as a reference source

1.5 Research Questions

This research will look at the relationships between figurative and expression and persuasion. Some people think that audience deserves to be told nothing but the truth. Figurative inclusion or otherwise in political speeches is immaterial. Therefore, the research questions interrogate these:

- i. Do figures Speech have the needed magic wand to manipulate audience?
- ii. Do politicians deem Figure of Speech as veritable tools in the attainment of their political needs?
- iii. Is it still politically expedient to take to ‘Rhetoric’?

1.6 Scope of the Study

The research will be limited to the correlation between the figure of speech and persuasion. Governor Aliyu Magatakarda Wamakko’s Speeches are also chosen as the case study area.

1.7 Definition of Terms

Some difficult words which ordinarily unintelligible to the reader(s) particularly if his academic bent is not in that area of investigation are

defined below. This will beyond an iota of doubt enable uninitiated reader(s) understand the research report more clearly.

It also serves as a dictionary of the report; hence, the terms are arranged alphabetically.

Audience – a group of people who gather together to listen to something

Data – is defined as quantitative information

Dramatis personae – people who figure prominently in something.

Figure of Speech (First use in 1751 ,Merriam Webster Dictionary) - any expressive use of language, as a metaphor, simile, personification, or antithesis, in which words are used in other than their literal sense, or in other than their ordinary locutions, in order to suggest a picture or image or for other special effect.

Persuasion – the act of causing people to do or believe something.

It is not manipulation is coercion through force to get someone to do something that is not in their own interest. Persuasion is the art of getting people to do things that are in their own best interest that also benefit you.

Politicking - to engage in often partisan political discussion or activity.

Rhetoric – a language that is intended to influence people and that may not be honest or reasonable.

Sentential – (First use in 1646, Merriam Webster Dictionary) of or relating to a sentence

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.0 Historical background

Language as system of rules is said to represent a code, but speech signifies an activity engage in during actual speech encounter which serve to convey information by varying the application of the rules of the code. According to Bernstein (1975), the code (Linguistic rule system) is capable of producing a number of speech codes which must satisfy its rules. These speech codes are realized through the system of social relationships of which they are a function.

There is need to review the following: first, the idea of language and society, and secondly, the concepts of language and politics and their features. Others include the notion of lexico-semantic properties of language of politics and the concept of meaning.

2.1 Language and Society

Social structure may either influence or determine linguistic structure and behavior. This has to do with the particular way of speaking, choices of words and even rules of conversing which are determined by certain social requirements. The influence is directional: Language and society may influence each other.

The relationship between language and society is mutual to the extent that one cannot exist without the other. Philosophers and linguists among others have devoted attention to the explication of the complex relationship between man and his creative means of communication (humour language or speech) and over the years it has been discovered that an inter-disciplinary study of language and society include linguistics, psychology, philosophy and others. These put together led to the approval and recognition of the subject called socio- linguistics. Hudson, (1972) defined socio-linguistics `as the study of language in relation to society`.

The social situation is frequently analyzed in terms of the first three components, namely: setting, participants and purpose. The third component purpose is the major concern here. It is interpreted as the reason behind communication. In other words, the use of language to inform, educates, persuade, deceive etc. One can rightly say that socio-linguistic basically deals with :

- (i). Investigating the various relationships between language and society.
- (ii). The sole aim of better understanding of the structure of language.
- (iii). How language can be used in communicating action.

Thus, socio-linguistics is highly relevant to the theory of language structure in relation to the nature of meaning. It also throws light on the nature and characteristics of language. In contrast, linguists are concerned with the rules of specific languages and the general rules across languages, according to Trudgill, (1983) socio-linguists are concerned with the application of these rules in societies and the alternative ways of expressing them as chosen by different groups. Hence, in a political situation, for example, contestants or politicians are at liberty to use words, phrases and sentences to deceive or achieve their political goals.

2.2 Language and Politics

William Safire (1986) described language of politics as a lexicon of conflict and drama of ridicules and reproach of pleading and persuasion. It is a language that is designed to rally many men and women to destroy some and change the minds of others. This is because only human beings create new objects and ideas out of those which already exist, this is due to the fact that human beings can form new connections between previously isolated and unrelated bits of matter of information to suit their needs. They therefore, use logic and smartness to persuade others to their own way of thinking. Early thinkers have made significant contributions in the area in question.

Aristotle identified three strategies we use to persuade others to our point of view: (1) the ethical appeal which depends on the reader's perception of the writer's character; (2) the rational appeal, which depends on the writer's use of logic and reason; (3) the emotional appeal, which depends on the writer's ability to trigger certain emotional reactions in the reader or audience.

The fundamental characteristic of a good persuasive writing or speech is the one laced with what Aristotle called ethos, it is what we call the ethical appeal. Karl Marx, tactically employed this method, he says 'in the establishment of a successful communism, men must be persuaded to the attempt by hope, not driven by despair. They must be persuaded to overcome the irrational impulses of nationalism and blind faith in the methodology of capitalism and other authoritarian forms. They must abandon the belief in the importance of production in itself, a mania that has a fanatical irrationality and ruthlessness, that is destroying the earth resources with a reckless prodigality which entails almost a certain hardship for future generation, and that has turned men's thought away from realizing the good that could come from the opportunities for more science and art, more diffuse knowledge and mental cultivation, more leisure for wage-earners, and more capacity for intelligent pleasures. If men can be persuaded of the inherent value of self-government and creative life, they can advance

towards a more humane society without the revolutionary violence which in a democracy is indefinitely dangerous, and might destroy the delicate fabric of civilized life`.

In Plato's famous dialogues from ancient Greek philosophy, these questions were at the heart of Socrates' disagreement with the Sophists. The Sophists were professional rhetoricians who specialized in training orators to win arguments. Socrates who valued truth seeking over persuasion and believed that truth could be discovered through philosophic inquiry, opposed the Sophists. He distrusted the rhetoricians because they were only interested in the temporal power and wealth that came from persuading audiences to the orator's views.

John, D. (2007) says 'persuade the persuadable, everyone can be persuaded, given the right timing and context, but not necessarily in the short term. Political campaigns focus their time and money on a small set of swing voters who decide elections. The first step of persuasion is always to identify those people that at a given time are persuadable to your point of view and focus your energy and attention on them.

Noam Chomsky, (1972) added that the basics building blocks of persuasion are context and timing. Context creates a relative standard of what's acceptable. For example the Stanford Prisoner Experiment proved

that overachieving students could be molded into dictatorial prison guards.

Timing dictates what we want from others and life. We chose to marry a different type of persons than we date when we're younger, because what we want changes. He concluded that you can never persuade somebody who's not interested in what you're saying. We are all most interested in ourselves, and spend most of our time thinking about money, love or health. The first art of persuasion is learning how to consistently talk to people about them; if you do that then you'll always have their captive attention.

Robert Cialdini (1978) says Reciprocity compels, when I do something for you, you feel compelled to do something for me. It is part of our evolutionary DNA to help each other out to survive as a species. More importantly, you can leverage reciprocity disproportionately in your favor. By providing small gestures of consideration to others, you can ask for more back in return which others will happily provide.

Abraham Lincoln (1862) says persistence pays, the person who is willing to keep asking for what they want, and keeps demonstrating value, is ultimately the most persuasive. The way that so many historical figures have ultimately persuaded masses of people is by staying persistent in their endeavors and message. Consider Abraham Lincoln, who lost his

mother, three sons, a sister, his girlfriend, failed in business and lost eight separate elections before he was elected president of the United States.

Barrak H.Obama (2006) in his Audacity of Hope, the twin words **confidence and certainty** worked wonderfully for him. He says in a clear, unmistakable and unequivocal language that he would rule America. This confidence fetched him unsavory responses: Mad man, Nigger, and so on. What happened later? He succeeded.

It is the person who has an unbridled sense of certainty that will always be able to persuade others. If you really believe in what you do, you will always be able to persuade others to do what's right for them, while getting what you want in return.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

Any work of research is a process of arriving at a dependable solution to the problems through plans and the methods employed in carrying out the research that is in the area of data gathering, research design, population, sampling, data collection instruments, variables and so on. Research is the most important instrument for the advancement of knowledge, for promoting progress and for enabling man to relate more effectively with his environment and so on and so forth.

3.1 Restatement of Research Questions

In the absence of any modifications that could warrant refinement of my research questions, they still remain thus:

- i. Do figures speeches have the needed magic wand to manipulate audience?
- ii. Do politicians deem figures Speech as veritable tools in the attainment of their political needs?
- iii. Is it still politically expedient to take to 'Rhetoric'?

It is also assumed that figures of Speech could enhance political manipulations and change the gullible audience to the desired state of mind.

He said that as people who could not easily be intimidated, they would discuss issues on merit and would not pander to parochial interests.

He said he would strive to ensure the passage of quality laws and implementation to the letter of all budgetary provisions.

He lamented that despite huge provisions for security in the federal budgets, the states still end up doling out assistance to the security agencies.

Wamakko said that if elected into the Senate he would push for more devolution of power and resources to states and local governments so as to improve on their performance in view of their proximity to the grassroots.

He said 'I refused to host the media tour team during the tenure of Emma Maku as

Information Minister because of the paucity of federal projects in the state = (Categories).

He again justified the emergence of APC in the nation's political terrain saying that it was a child = (Personification) of necessity (Anangeon) just as the late General Sani Abacha described his regime.

He said that with the existence of two major viable political parties the nation has put behind it the tribal parties of yesteryears and could compare with what obtained in the U.S., Britain and other advanced democracies of the world.

3.2 Research Design

The method of research in this project is largely sentential, drawing together the use of Figure of Speech in political speeches of former Governor Dr. Aliyu Magatakarda Wamakko of Sokoto State. It is nevertheless, **Ex post facto research**. This is because events have already taken place and the data are already in existence. There is also a componential analysis to show the formal properties of some words based on the data derived from simple texts from Guardian and a Paper presentation. The texts are the speeches of Dr. Aliyu Magatakarda Wamakko former Governor of Sokoto State. The data were collected through speeches suitable for my interpretation in political features.

3.3 Data Collection

There are obviously several methods of collecting data in a work of this nature. Here it is not that of a questionnaire but the documentary research method which consist of putting together political expressions in the said

papers above. It is an examination of sample texts so as to see the meaning certain word exact on the language of politics.

3.4 Sources of Data

The primary source of data for this work is the textual form of the speeches as contained in The Guardian News Paper of February 27, 2015 and Paper presentation of June 10, 2015, at four points by Sheraton, Oniru Estate, Lagos. (see appendix 1).

3.5 Procedures for Processing Collected Data

The raw data will be processed by frequency count, that is to say the number of Figure of Speech will be taken and processed to give room for the formation of frequency table then subsequently, a pie chart and bar graph will be formed.

3.6 Limitations of the methodology

The research is naturally without perfection especially in the area of data gathering. For instance, in his speech (Former Governor, Aliyu Magatakarda Wamakko) of February 27, 2015 – Guardian News Paper the reporter modified some part of speeches from direct speech to indirect reported speech. In this, I deliberately avoided reported parts and made use of direct speeches.

It also appeared to me that it would be near impossible to consider all Figure of Speech in my selection. Even here, I chose some just to achieve practicality of the work.

CHAPTER FOUR

4.0 Analytical Framework

There are various works on language in politics: a case study of the use of figure of speech has to do with the language manipulation and exaggeration that can be analyzed. This has led to various theoretical and analytical techniques to analyzing such data.

The analytical framework of this project is based on the usage of figure of speech to manipulate language by the former Governor.

In this work, however, one of the models chosen is the componential analysis as done by Palmer (1976) it is clear to say, that sentences and words do not have meaning in the same way; as referential meaning seems to be a characteristics of sentences, while meaning in terms of sense, on the other hand appears, to belong largely to words. Some scholars believe that the meaning of a sentence can be divided from the sum of the word meanings, and we shall discuss political expressions in this term.

However, analysts of meaning distinguish between denotation or the meaning a form has for all those who use it, and connotation, or the specially additional meaning the same form may have for one speaker or certain speakers

By the way, the raw data is given below:

4.1 Data Presentation

For the simple fact that Governor's staff responsible for his speech have politicized his speeches, hence, they were very unwilling to release them to the non-party members. I find it expedient to resort to News Papers and other sources. As luck would have it. I got his paper presentation and some extract from a dependable and reputable National Daily, The Guardian News Paper.

I gleaned my data, presented it, and transformed it into a readable form. That is to say Histogram and Pie Chart.

Why I want to be a senator, by Wamakko

On February 27, 2015 – Guardian News Paper

SOKOTO State Governor and the All Progressives Congress (APC) senatorial candidate in the April elections, Alhaji Aliyu Magatakarda Wamakko, has said that his desired to be in Senate is not for personal interest but for the purpose of serving the entire country.

The governor, while fielding questions at the correspondents' forum said, "I am not seeking election into the Senate to go and make money but to make a difference = (Affirmatio). I am not going to buy new cars for my family and myself. I am not going there as a hungry man, so I intend to make impact = (Synonymia) from day one."

According to him, ` I have served at the state level, my ambition is now to serve the whole country` = (Bomphiologia)

He stated that his two terms as governor and interactions in the governors' forum have equipped him to make meaningful contributions to the enactment of good laws for the good governance of the country.

He lamented that despite huge provisions for security in the federal budgets, the states still end up doling out assistance to the security agencies.

Wamakko said that if elected into the Senate he would push for more devolution of power and resources to states and local governments so as to improve on their performance in view of their proximity to the grassroots.

He said `I refused to host the media tour team during the tenure of Emma Maku as Information Minister because of the paucity of federal projects in the state = (Categoria)

He again justified the emergence of APC in the nation's political terrain saying that it was a child = (Personification) of necessity = (Anangeon) just as the late General Sani Abacha described his regime.

He said that with the existence of two major viable political parties the nation has put behind it the tribal parties of yesteryears and could compare

with what obtained in the U.S., Britain and other advanced democracies of the world.

4.2 IDENTIFIED FIGURES OF SPEECH

SPECIAL GUEST OF HONOUR, ON THE OCCASION OF 2015 NIGERIAN ACADEMY OF ENGINEERING TECHNOLOGY DINNER LECTURE TITLED: “THE NIGERIA POWERSECTOR REFORM: PROGRESS, STATUS, ISSUES AND OUTLOOK” ON JUNE 10, 2015, AT FOUR POINTS BY SHERATON, ONIRU ESTATE, LAGOS.

PROTOCOL:

I am delighted to be invited as Special Guest of Honour of this very important = (Auxesis) event. For me, this is like home coming = (Analogy) considering the warm relationship that has existed and flourished = (Parrhesia) between me and this reputable = (Aureation) Academy. I will continue to cherish = (Oeonismosthis) this warm = (Auxesis) relationship especially considering our shared commitment to the growth of the engineering profession and more importantly, the invaluable role our profession has continued to play in the development of our nation.

Today’s occasion is important. It is also symbolic = (Hyperbole). I say so because as a nation, we find ourselves at a crossroad = (Categoria) as we

begin the process of fashioning a new road map for a new nation = (Diacope). As you already know, our nation has made history = (Hyperbole) such that for the first time, an opposition political party has defeated a ruling party to elect a new President = (Parrhesia). This historic development demands that we resolve to do all we can as citizens and professionals to deploy our abundant human resource to ensure that the new administration succeeds.

As a body made up of highly skilled professionals, I am confident that you would avail the Administration the benefit of your expertise in order to strengthen standards and ensure that as we embark on massive infrastructural renewal programmes, your contributions and commitment will become invaluable assets that will leave behind enduring legacies that would stand the test of time = (Optatio).

Let me say it loud and clear = (Exergasiain) this historic City of Lagos that the new Nigeria which the APC led Buhari Administration envisages needs you. I call on you to give your best to your country. Only the best is good for Nigeria = (Anangeon). We need your creative genius. We need your rich intellect. We need your rich experience so that together, we can work as members of one family in the challenge = (Antanaclasis) of building a new

Nigeria where though tribe, tongue and creed may differ, yet in brotherhood we shall continue to stand = (Paradiastole) Nigeria cannot develop at the pace she should if we do not place emphasis on technology = (Cacemphaton). The engineering profession has an important role to ensure that we achieve this. I believe that by placing emphasis on technology, we can fast track our development process to create new jobs, rebuild_our economy and achieve efficiency in our public institutions. Also the civil service which is needed to function efficiently in any Government will be further strengthened to enable it provide the necessary support which government needs to execute and implement policies for the good of our people. Even our electoral process will be = (Diacope) made more transparent and credible, so as to strengthen our democracy for the good of our nation = (Bomphiologia). The recent use of card readers = (Exemplumin) in the last general election is a clear testimony of how the use of technology can strengthen the power of the voter to_determine who governs him in the country = (Affirmatio).

Finally, ladies and gentlemen, I believe that Nigeria is destined for greatness = (Oeonismos) as a united, peaceful and prosperous nation = (Anamnesis). I believe that with the support and commitment of people like you, Nigeria

will rise again = (Aureationto) lead the way in our search for a new African civilization. The best for our country is yet to come = (Prolepsis).

God bless the Nigerian Academy of Engineering. God bless Nigeria = (Diacope). This reputable = (Aureation) Academy. I will continue to cherish = (Oeonismosthis) this warm = (Auxesis) relationship especially considering our shared commitment to the growth of the engineering profession and more importantly, the invaluable role our profession has continued to play in the development of our nation.

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strengthen standards and ensure that as we embark on massive infrastructural renewal programmes, your contributions and commitment will become invaluable assets that will leave behind enduring legacies that would stand the test of time = (Optatio). Let me say it loud and clear = (Exergasiain) this historic City of Lagos that the new Nigeria which the APC led Buhari Administration envisages needs you. I call on you to give your best to your country. Only the best is good for Nigeria = (Anangeon). We need your creative genius. We need your rich intellect. We need your rich experience so that together, we can work as members of one family in the challenge = (Antanaclasis) of building a new Nigeria where though tribe, tongue and creed may differ, yet in brotherhood we shall continue to stand = (Paradiastole). Nigeria cannot develop at the pace she should if we do not place emphasis on technology = (Cacemphaton). The engineering profession has an important role to ensure that we achieve this. I believe that by placing emphasis on technology, we can fast track our development process to create new jobs, rebuild our economy and achieve efficiency in our public institutions. Also the civil service which is needed to function efficiently in any Government will be further strengthened to enable it provide the necessary support which government needs to execute and implement policies for the good of our people. Even our electoral process will be =

(Diacope) made more transparent and credible, so as to strengthen our democracy for the good of our nation = (Bomphiologia). The recent use of card readers = (Exemplumin) in the last general election is a clear testimony of how the use of technology can strengthen the power of the voter to determine who governs him in the country = (Affirmatio).

Finally, ladies and gentlemen, I believe that Nigeria is destined for greatness = (Oeonismos) as a united, peaceful and prosperous nation = (Anamnesis). I believe that with the support and commitment of people like you, Nigeria will rise again = (Aureationto) lead the way in our search for a new African civilization. The best for our country is yet to come = (Prolepsis).

God bless the Nigerian Academy of Engineering. God bless Nigeria = (Diacope).

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

Speeches not laced with the Figure of speech may have a tendency to become overdrawn and boring. Their goal is not to excite the audience member, but rather to provide them with the knowledge that they do not have before the speech. On the other side of the coin, persuasive speeches are designed for the audience to not only hear and understand the information, but to use it to be convinced of a view point. The end goal of a persuasive speech is not for the audience to have information, but rather for them to have a certain view.

A common out-cry against certain persuasive speeches is that they rely too much on emotion and not enough on facts. A persuasive speech that succeeds in convincing the audience to accept a view but is based on faulty or misleading information is unethical. But are the politicians interested in obeying the `true` ethics and morality? It is said that, the first duty of a politician is to get elected (either by hooks or crooks).

5.1 Summary

The project intends to fathom out any relationships between political language and persuasion. Figure of Speech was employed by former

Governor of Sokoto State, now a Senator Dr. Alhaji Aliyu Magatakarda Wamakko to disarm his audience. In Chapter one, aim and objectives were clearly stated:

- i. Show the relationships between `Rhetoric` or Figure of Speech and persuasion.
- ii. Show whether Figure of speech could be assets or liabilities to politicians.
- iii. Show whether manipulation of language via Figure of Speech culture could be used to change the mentality of audience.

At the end of the research the said objectives were achieved. And the results or reactions of the targeted audience were shown on a Pie Chart and a Histogram.

5.2 Conclusion

I am at liberty to conclude that, inclusion of Figure of Speech in any political writing and subsequent presentation in speeches is **sine qua non** and of paramount importance. This is because human beings are dynamic and complex in nature. They can only be handled by manipulation via persuasion.

Appeals to emotion are intended to draw visceral feelings from the acquirer of the information. And in turn, the acquirer of the information is intended to be convinced that the statements that were presented in the fallacious

argument are true; solely on the basis that the statements may induce emotional stimulation such as fear, pity and joy. Though these emotions may be provoked by an appeal to emotion fallacy, effectively winning the argument, substantial proof of the argument is not offered, and the argument's premises remain invalid.

In our time it is broadly true that political writing is bad writing. Where it is not true, it will generally be found that the writer is some kind of rebel, expressing his private opinions and not a "party line. And this is not altogether fanciful. A speaker who uses that kind of phraseology has gone some distance toward turning himself into a machine. The appropriate noises are coming out of his larynx, but his brain is not involved as it would be if he were choosing his words for himself. If the speech he is making is one that he is accustomed to make over and over again, he may be almost unconscious of what he is saying,

Today, in Nigeria, political speech and writing are largely the defense of the indefensible. Things like cross-carpeting from one party to another, the local government autonomy which he was at the forefront amongst those who emasculated the local councils when he was a governor. Thus, political

language has to consist largely of euphemism, question-begging and sheer cloudy vagueness.

The inflated style itself is a kind of euphemism. A mass of Latin words falls upon the facts like soft snow, blurring the outline and covering up all the details. The great enemy of clear language is insincerity. When there is a gap between one's real and one's declared aims, one turns as it were instinctively to long words and exhausted idioms, like a cuttlefish spurting out ink. In our age there is no such thing as "keeping out of politics." All issues are political issues, and politics itself is a mass of lies, evasions, folly, hatred, and schizophrenia. When the general atmosphere is bad, language must suffer and strayed scientific words, and, in general, to make pretentiousness unfashionable. But all these are minor points. The defense of the English language implies more than this, and perhaps it is best to start by saying what it does not imply.

To begin with it has nothing to do with archaism, with the salvaging of obsolete words and turns of speech, or with the setting up of a "standard English" which must never be departed from. On the contrary, it is especially concerned with the scrapping of every word or idiom which has outworn its usefulness. It has nothing to do with correct grammar and syntax, which are of no importance so long as one makes one's meaning

clear, or with the avoidance of Americanisms, or with having what is called a "good prose style." On the other hand, it is not concerned with fake simplicity and the attempt to make written English colloquial. Nor does it even imply in every case preferring the Saxon word to the Latin one, though it does imply using the fewest and shortest words that will cover one's meaning. What is above all needed is to let the meaning choose the word, and not the other way around. In prose, the worst thing one can do with words is surrender to them. When you think of a concrete object, you think wordlessly, and then, if you want to describe the thing you have been visualizing you probably hunt about until you find the exact words that seem to fit it. When you think of something abstract you are more inclined to use words from the start, and unless you make a conscious effort to prevent it, the existing dialect will come rushing in and do the job for you, at the expense of blurring or even changing your meaning. Probably it is better to put off using words as long as possible and get one's meaning as clear as one can through pictures and sensations. Afterward one can choose -- not simply accept -- the phrases that will best cover the meaning, and then switch round and decide what impressions one's words are likely to make on another person. This last effort of the mind cuts out all stale or mixed images, all prefabricated phrases, needless repetitions, and humbug and vagueness

generally. But one can often be in doubt about the effect of a word or a phrase, and one needs rules that one can rely on when instinct fails. I think the following rules will cover most cases:

- (i) Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.
- (ii) Never use a long word where a short one will do.
- (iii) If it is possible to cut a word out, always cut it out.
- (iv) Never use the passive where you can use the active.
- (v) Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.
- (vi) Break any of these rules sooner than say anything outright barbarous.

These rules sound elementary, and so they are, but they demand a deep change of attitude in anyone who has grown used to writing in the style now fashionable. One could keep all of them and still write bad English, but one could not write the kind of stuff that I quoted in those five specimens at the beginning of this article.

I have not here been considering the literary use of language, but merely language as an instrument for expressing and not for concealing or preventing thought. Stuart Chase and others have come near to claiming that all abstract words are meaningless, and have used this as a pretext for

advocating a kind of political quietism. Since you don't know what Fascism is, how can you struggle against Fascism?

5.3 Recommendations

Based on the reactions and responses of the targeted audience, it is highly recommended that Figure of Speech should be an integral part of any political speech. This is because; Marcus argues that “emotional engagement will motivate people toward making more deeply reasoned decisions about politics than those who remain dispassionate”. Others have argued that “when an emotion is aroused and experienced, it can involve a number of psychological processes that can then be used as a platform for promoting and securing influence and compliance.”

Regardless, it would stand to reason, then, that affecting a subject’s emotional state, in conjunction with a political message, could affect that subject’s attitudes.

The use of emotions to instill beliefs is prevalent in political propaganda. Depicting individuals, groups, or issues from an emotional perspective, or as actors in emotional events, evokes emotion. It thereby slips the belief that the emotion is about into the listener's mind. Presumably, it slips the beliefs

into the listener's mind more easily, smoothly and unquestioned than would happen when the information alone was transmitted.

Drawing on the work of Marcus, political scientist Tom Brader says that, “by appealing to specific emotions, [communicators] can change the way citizens respond to political messages”.

This research work could also be used as a reference source, not only to politicians but also to academics and students as well as all lovers of education.

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