

**LANGUAGE OF PERSUASION: AN EXAMINATION OF
GOVERNOR ALIYU WAMAKKO'S SELECTED SPEECHES**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
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APPROVAL PAGE

This research work has been supervised and approved as part of the requirements for the award of B.A. English by the Department of Modern European Languages and Linguistics, Usmanu Danfodiyo University, Sokoto.

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DEDICATION

Dedicated to my late and beloved father Alhaji Idris Musa Lamido, and three of my grandparents; Alhaji Gidado Marafa, Alhaji Musa Lamido' and Malam Ibrahim Mai doki. May your souls rest in perfect peace.

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My appreciation and special thanks go to my supervisor Dr. Ahmad Babajo Kofa for his tireless efforts towards guiding me through this piece of work. May Allah (S.W.T) reward you abundantly, amin.

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DECLARATION

I declare that this research project is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously and is not concurrently submitted for any purpose at Usmanu Danfodiyo University, Sokoto.

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ABSTRACT

This research work focuses on the language of persuasion by examining some selected speeches of Governor Aliyu Magatakurda Wamakko. It has been carefully observed that the Sokoto state Governor is fond of using persuasive expressions in most of his speeches. He uses the language mostly to captivate and convince his audience and this tends to endear him across the state to achieve his political goals

CHAPTER ONE

GENERAL INTRODUCTION

1.1 Background of the Study

Language is the system of human expression conducted by the means of the use of words. It is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of voluntary produced symbol (Sapir, 1921). Language is a resource used for any social purposes, it is to be found wherever human live in social relationships and helps in maintaining political control, as it can be used to communicate attitudes and feelings of government towards people as well.

However, there are many interpretations to the concept of language. Many scholars, and political analysts consider language of politics as a means to play or deceive the citizens so that, the citizens would believe them.

So, many features have been attributed to the nature of language of politics, which depict politicians in most negative lights, this is because the nature and characteristics of the processes, procedures and activities in governance require constant communication between the leaders and the led.

It is however believed that every set-up and discipline use certain patterns of language to process information and ensure proper understanding within their profession. For instance, in the legal profession and engineering etc, have specific choice of words and terms that are peculiar to them, so also are politicians and public officials in leadership positions.

But the use of certain terms in language construction by politicians is deliberate just to achieve some set of goals. Most of the times, politicians lie, deceive, exaggerate etc, to convince the populace of their good intention so as to generate continued support. Thus, citizens are made to believe at times, what is either not true or over blown beyond proportion.

O' Bar (1976) states that people use language (verbal or written) in relation to the study of political process. Thus, politicians use language either to impress, persuade, captivate or woo the interest of their people, and the kind of language used by the politician to captivate attention of their people differs greatly from the language they use to persuade. In this research, attempt will be made to study how politician apply language of persuasion by giving special emphasis and references to some selected

speeches of Governor Aliyu Magatakarda Wamakko, the Executive Governor Of Sokoto State (2007 to date).

1.2 Statement of the Problem

The research examines how Aliyu Magatakarda Wamakko uses language of persuasion to achieve political tenureship.

1.3 Aim and Objectives

This study is aimed at finding the possible application or implication of this language use by Governor Aliyu Makatakarda Wamakko to his success as a political leader.

(a) It will also try to find out the degree of success Aliyu Magatakarda Wamakko speeches serve in his governance.

(b) The research will identify defects, if any, of the language use of the Governor.

(C) Identify the techniques used in the speeches to appeal to the audience.

1.4 Scope and Delimitation

This study is concerned with the use of language of persuasion by an executive political head, particularly, some selected speeches of Governors Aliyu Magatakarda Wamakko, the executive Governor of Sokoto state. The research will focus on an educational speeches delivered

by the governor, the speeches on education are selected among all the volumes of speeches delivered by the governor, for the past six years, considering the time limitation. The research will be restrained to just four (4) speeches on education.

1.5 Definition of Terms

a. LANGAUGE

Language is easily the most important attribute that sets man over and above other "Lesser Beings". Many Linguistics try to give their own perception on the concept of language. For instance;

Sapir. (1921) defines language as "a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of voluntary produced symbol".

Brown (1980) sees language as "the use of sound and symbol for communication".

Bolinger. (1968) defines language as a system of arbitrary patterned sound unit assembled according to a set of rules, interactive with the experience of its user.

From the above definitions, language can therefore be said to be arbitrary conventional symbols for the organization and transmission of thought, ideas etc. from one person to another. It is the knowledge of a code for representing ideas about the world thought, a conventional system of arbitrary signals for communication.

b. LANGUAGE OF PERSUASION

This is another variety of language use that tends to pass the needed information to the electorate with a view to convince or appeal to them. It is usually laden with emotion and has the effect of causing the electorate to have a change of mind on an issue. It is characterized as one of the techniques used by politicians to achieve their goals. These can be justified from Szanto (1978) description of the language of politics where he described it as a “lexicon of conflict and drama of ridicules and reproach, pleading and persuasion, colour and fermented. A language designed to value men, destroy some and change the mind of others”. Hudson (1979), Advances four basic features of language of politics. According to him language of politics is full lies and deceit. Anybody in the position of

power twists language most of the times to deceive people. This is done in order to maintain their positive and power in their environment.

Another significant feature posited by Hudson is ambiguity of the language of politics. In politics all sort of ambiguous language and statements are used. The idea and impression created are absolutely different from what is meant. A third feature is exaggerating the idea of telling people that employment opportunities will flourish if voted into power but what eventually prevail is high rate of unemployment.

Hudson sees propaganda as a very vital feature of language of politics. Propaganda is a consistent choice of language over more value. It is the manipulation of words so that emotions rather than reasons manifest.

With this description one can understand that language of politics and languages of persuasion are two faces of the same coin and actually work hand in hand in attempt to achieve political aims.

c. SPEECH

Speech can be simply defined as the faculty of uttering articulate sounds or words; the ability to speak or to use vocalization to communicate. In other words, speech can be seen as a session of speaking; a long oral message

given publicly usually by one person to audience. It is a verbal means of communication.

1.6 Introduction of Governor Aliyu Wammako's Biography:

a. LIFE HISTORY AND HIS HISTORY AS A GOVERNOR

His Excellency, Alh. (Dr.) Aliyu Magatakarda Wamakko was born in Wamakko local government area of the central part of Sokoto state on the 1st of March 1953. Between 1960 and 1967 he received his primary education at Magajin Gari Ward and Wamakko Primary School respectively. He attended and finished his secondary school at Sokoto Teachers College in 1972. His first degree was from the University Of Pittsburg, United States Of America which he completed in the year 1980. After a while, he enrolled for a post graduate course in the same University between August 1980 to December same year. He had his master degree in public administration (MPA) at Ahmadu Bello University (ABU), Zaria in 1984 .On the 29th May, 1999. Alh (Dr.) Aliyu Magatakarda Wamakko later resigned his position as the Deputy Governor for political reasons on the 15th March, 2006. A step he took towards becoming the next elected governor of Sokoto state on the 14th April, 2007

and on the re-run of 24th April, 2008 after the annulment of the previous one. In the 2012 election that was held on the 18th of February, he had a landslide victory with total votes of 518,247.

b. NUMBER OF SPEECHES SELECTED

For the purpose of this research, five numbers of speeches are selected on education in order to examine how he uses language of persuasion and its impact towards his political success.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

In this chapter, we are going to review some related literature with a view to reflecting on the major aspects of the variables affecting or relating to the most important part of this research. Authors, scholars and intellectuals in this field of language and politics, have introduced and stated the aim and methodology, as well as delimited the study. This chapter seeks to undertake a review of previous researches carried out in this field as they relate to our study.

2.1 Language-Politics Relationship

When we ordinarily think of language and politics, many of the situations which readily come to mind are those which we might describe as involving Language as a dependant variable in the relationship. One of the most basic ways in which Language and Politics are related is through a verbal communication system, which is associated with every system which we would call Government. We know of no system of Government which does not involve the use of Language, Language is a pre-requisite upon which all Governmental system are predicted.

O'Barr and O'Barr (1976:5), echo this views

“There are three important categories between language and politics:- (a) Those situations in which Governments intervene in, and attempt to control the communication system itself. (b) Those in which language factors intervene in and thus affect the processes of government and politics. (c) Those in which Language and Politics are in mutual interaction, feeling back upon one another”. (O'Barr &O'Barr19976:5)

Here we can see that Language is a resource in the political process, whether in the hands of individual actors or of Governments, and in which it is used to control, manipulate, and achieve political ends. The most important relationship between Language and Politics is the fact that all these are verbal exchange systems in which the primary business is conducted through discussion, argumentation, discourse, speech making, questioning etc. mostly through written and spoken words.

2.2 The Use of Language

Language, which is malleable and variable, is a cultural resource for manipulation of meaning by those who choose to use it. One of the ways in which manipulation is manifested is in the very definition of language. It is commonly believed that the boundaries between Languages are

relatively clear-cut and fixed. Those with greater sophistication would argue that Languages are structural entities, which have a life of their own. No matter how people try to change them, they continue in the same direction.

Man is involved in activities and employs Language uniquely to express various fields of endeavor. We notice a general characteristic which underlines the register of those various fields, particularly those of religion, conversation, campaign and politics. The language used in these sectors tends to be predominantly manipulative, informative and persuasive. Boulton (1960:83) tends to subscribe to this view when she remarks that, “language is often used not to communicate, but to deceive. This is often true of political and religious propaganda, is far from unknown in the field of personal life and is exemplified in the world of presenting large-scale commercial advertising”.

Conversational language is the most commonly used kind of English and its variety which is very familiar to the majority of English-speaking people every day. This claim cannot be made of any other variety of English. Politicians use this variety during campaigns because the campaign is something that has to do with conversation, which is used to

manipulate and convince the electorate for their votes. According to Crystal and Davy (1969:95), “it is the least ‘marked’ kind of situational influenced English”. Other varieties are clearly restricted to a particular situation, while conversational English has no comparable situational specificity. It is situational speaking, the most neutral kind of English one can find.

Brain (1978), in his book “political argument”, attempts to give us what he called the general characteristics of the language used typically in the political context. He notes that if a politician, on being asked what his political principles are, his response by mentioning words like “peace”, “justice”, “freedom”, is merely providing trite common-place remarks. And even if the statements were sincere, their predictive value may be infinitesimal. According to him, the problem with this kind of statement is two-fold: first, the semantic choices are too common-place among politicians, and therefore of no use in helping the electorate to choose between rival candidates, secondly, there may be a great distance between these statements and the candidate’s decision on particular issues. Brain (1978) further remarks that:-

“There may be long and complex means and chains involved so that a man committed to ‘peace’ as an end might support any number of different policies according to his estimates of their relative chances of providing peace!!” (Brain 1978)

Muller, (1973) in *The Politics of Communication*, draws attention to the ability of politicians to distort, manipulate, and twist Language in socio-political functions. The consequences of this are manifested in three forms of arrested communication. He observes that the meaning of Language in the political context can be restrictive and prejudiced. It is often submerged and can consequently lead to a subjective interpretation. He describes the nature of political communication as which a full discussion of problem, issues and ideas, that have public relevance.

Hudson (1978) “The language of modern politics” expresses views similar to Muller’ like Muller, Hudson stresses on the ability of politicians to tailor Language to distort and twist views. According to him Language of politics is the Language, which often seeks to employ words and phrases in favor of solidarity at the expense of general public. The Language in the political context is evasive and most often means distinct things to distinct people. It is tailored in such way that its substance can be

abandoned or out-rightly denied. The use of euphemisms i.e. vague indirect and softer expressions is in place of ones, which are thought to be unpleasant embarrassing or offensive, is very common in the Language of politics. Hudson (1978) is explicit on the tendencies of such usage which colors and impression. He writes;

“For most politicians Language is dull stuff intended to make a tarnished idea or no idea at all, seem bright and glossy to inflate the author’s reputation to score a point off an opponent”.

A politician may select linguistic items on being motivated by certain psycho-social factor, which usually are personal. The psycho-social factor may include a need to win an election, a need to persuade a member of his constituency that his line of action is the right one, etc. The sociolinguistic character of the Language of politics is manifested in the pragmatics of Language of use from one human society to another .Its observed that, a particular linguistic item choose on a particular occasion may mean different things to different individuals or group of individuals. In categorizing the function of the Language of politics they included saying what you do not mean what to say in such way that can be accepted as meaning something masking shading of the truth, protecting or

depending how oneself (that is the politicians), perpetrating different kind of violence, sometimes culminating in killing and recognizing reality in the cosmos, according to the occasion. The speaker as a politician may want to inform, misinform, abuse, disabuse, hate, love, hearer. Muller (1973) and Hudson (1978) from the fore-going, perhaps using distinct approaches, express the same view that the Language of politics is employed to persuade, influence and manipulate, and is subsequently tailored to achieve these aims.

Language is essentially aimed at honesty and clear communication; however, in using Language, Man has been given to a preponderant misuse, twisting, distortion and masking the expressive resource of Language. It is purposefully and consciously distorted to appeal to the emotions of audience. We can relate this to Bolinger's (1980:117) Words on advertising. He remarks that "advertising turns a time-piece into a jewel, a motor car into a symbol of prestige and a mosquito swamp into a tropical paradise". Here, there is the notion of exaggeration on advertising, so it is in the Language of politics. The politician is the guiltiest of the offence of skillfully and masterfully masking truth and reality. His victory

is predominantly predicated on his ability to use Language to convince, persuade and influence the electorate.

We are besets by the Language of politics; it surrounds us. We meet it every day in diverse form and sources; in radio and television broadcasts, in newspapers, in everyday conversation we have with friends and colleagues or in the family circle. There is thus the Language of politics, the Language required by, and immediately designating, the characteristic feature and processes of the political institution. Political Language transiently reflects issues and initiative. In a political Language, there are group of words; verbs in ‘-ize’ denoting political intensions or process, for examples; “privatize”, “modernize”, Liberalize”, “politicize”, “democratize”, “radicalize”, etc. Such formations are very common in political journalism.

As Ronald and Walter (1990:135) are “The general public becomes sufficiently sensitive to the verbal spoken of political difference to able to infer from a usage the politics of the user”.

Thus even the general public is very sensitive and concerned with the verbal token and discourse of political differences, in order to form an opinion or make judgments based on political token that is to make

assessment. From their views we can see how important the Political Language is, since politics goes hand in hand with people, and the people are the assessors.

Ronald and Walter (1990) further assert that political utterances (politician's utterances) are expressions of lofty humanity; at the same time they are a masterpiece of political rhetoric. In comparing this, i.e. the masterpiece, to other genres, they said, "such achievements, like other masterpieces in other genres, are rare".

2.3 The Use of Figurative Expressions

Figure of speech simply refers to rhetorical devices that achieve a special effect by using words in distinctive ways. Figurative language on the other hand, refers to the language using figure of speech (a way of saying one thing and meaning another); language that cannot be taken literally. Simile, metaphor, metonymy, synecdoche, personification, apostrophe, are all forms of figurative language.

However, there some features of political language among which include:- the figurative use of language, that is using a word or phrase, meaning etc in some way other than the main or usual meaning, suggesting a picture in the mind or making a comparison. Word choice, choosing a

variety of words to express the same things in a different way shows that the Language of politics is full of word choice. Also other notable features include phrase-making and variety of appeals. In the Language of politics, these features; are common, especially the variety of appeals; example appeal for peace, appeal for unity, appeal for co-operation, and many other appeals.

Looking at a variety of appeals, in the Language of politics, here is an example from a speech by His Excellency, Dr Aliyu Magatakarda Wamako the Executive Governor of Sokoto State: “I therefore wish to appeal to the members of the committee to be just, fair and objective in the course of their assignment.”

2.4 Conclusion

From the foregoing, it can be observed that the language of politics is an essential variety that convinces, persuades, informs, manipulates, organizes, coordinates and bring peace and harmony among people and indeed within the society. The related works reviewed above tend to agree on that. As earlier seen in the review, so much works have been done on the language of politics. What is left is to try and see how Governor Aliyu

Magatakarda of Sokoto uses the language to achieve his political goals which is the basic concern of this research.

CHAPTER THREE

ANALYSIS OF DATA

3.0 Introduction

This chapter focuses on the methods adopted in the collection of data. It specifically explicates instrument used in gathering the data as well as the method used to analyze the collected data.

3.1 Research Instruments

The method and the tool adopted in this research work include using interpersonal relationships with the Director Protocol, Sokoto state government house to obtain confidential information. The researcher met with the Director personally and obtained some copies of the printed and documented speeches of the Governor. Also some video clips were collected and examined to determine the nature and the type of language used by the Governor.

3.2 Method of Data Analysis

A number of statistical methods are usually employed to analyze the collected data for different research purpose. But in the case of this work, the researcher watched some of the electronic version (video clips) of the speeches and read the printed copies of them. Later, the researcher

converted his observation of persuasive expressions from speech form into content analysis to present them in the work.

The procedures used include the multiple approach of examining document in printed form such as the four speeches, properly contextualized with date, place, and theme of each speech. The next step is watching recorded audio-visual occasion in order to note and observe the interaction and reaction of the audience. This is very important in indicating people reception or rejection of the speech. Then, there are instances of participation, observation, situation where the researcher watches how people react to the Governor's speech.

CHAPTER FOUR

4.0 Findings

This chapter carefully describes each speech, analyzing words, composition, articulation and oracy of presentation. The purpose is to indicate persuasion and its effect on the audience.

4.1 Analysis of Speech 1

This speech was delivered at al-Ihsan Standard School, Sifawa, Bodinga local government on the 25th July, 2009. It was delivered at the 8th anniversary and graduation ceremony of the School.

The central theme of this speech is Girl- Child education whether Islamic or western. The Governor reiterated government's commitment to education with reference to the Girl-Child education which is one of the most controversial issues militating against the rights of women in Muslim communities especially in Sokoto. "Girl-Child education is one of the area of interest by this administration", echoed the Governor.

The audience of this speech comprises of the students of al-Ihsan Standard school, their teachers, Parents/Guardians, some top government functionaries, political pundits as well as wealthy tycoons but in particular we have women leaders and religious leaders. Similarly, the speech is rich, full of persuasive expressions and words that demonstrate the Governor's competence and maneuver in captivating the attention of his audience for instance, he says, "*It is indeed a pleasure for me today to be in **your midst** and especially with **the people of Sifawa***". The Governor used this expressions "in your midst" and "people of Sifawa" not only to captivate the attention of the audience but also to relate himself with them and prove that he is part of them so as to show belonging with them and their problems.

In the opening paragraph, the Governor refers to his audience back to the history of Sokoto Caliphate where he says "Sifawa....an important city in the history of the caliphate" This is to show and convince the audience how important the city of Sifawa is at the time of Shehu Danfodiyo.

The essence of this expression is for the audience to urge them strive more in search of knowledge of any kind so as to keep up with the legacy of Usmanu Danfodiyo. He evokes this historical past to persuade and promote them into action.

In the second paragraph, The Governor declares Government's support for an integral system of Islamic and Western education by saying: "*The current administration is in **full support** of integrated Islamic and western education.....*" He goes on to justify the stand of Islam, and reiterates that Islamic Injunction in education and its quest where he says "Education remains indispensable, and the search for knowledge is made compulsory upon all Muslims male or female" This expression is intended to convince the audience to remember the prophetic tradition that encourages the Muslim to seek for knowledge no matter how far, i.e. as far as China, and whatever type in order to be refined and equipped to face challenges of living.

In the third paragraph, The Governor continues to re-emphasize on how pertinent it is for women to be educated, and how fully committed the government is given maximum support in female education. Thus "We are

committed in giving maximum support to female education including women just as their male counterparts”

In the anti penultimate paragraph, The Governors made use of a phrase “Lion share” to quantify large amount of money spent annually by the State to support education and which is also used to convince and demonstrate his government’s sincerity in discharging its obligation. He goes further to use other expressions like “relevant structures in our education and institutions at various levels ... various materials, equipments and facilities for teaching and learning to be effective” are available. All these were used to give ample impression and persuade the audience that the government is poised and ready to adequately address and solve all problems relating to education.

In the last paragraph, the Government appeals to the communities and individuals to support and invest more on education. He even used the term “Sadakatu Jariya” to further indicate long time benefit of investing in education sector, so to persuade people in supporting his initiatives. He also expresses government’s readiness to collaborate itself with

community willing to assist where he says: *‘This administration is ever ready to associate itself with community efforts and selfless service’*

4.1.1 Analysis of speech 2

The speech was presented at the occasion of the 8th Graduation ceremony of Kalambaina Nursery and Model Primary School on Sunday 1st August, 2009.

The occasion of the speech was educative settings. It consists of educated elites, staff, the school management, the community, the pupils and teachers of the Kalambaina Nursery and primary school at large.

The subject matter of the speech highlighted and outlined the basic importance of education in the community. The Governor persuaded the community of Kalambaina by describing recent positive attitude and impact on education unlike the previous negative and negligent attitude towards western education: ‘I am happy particularly to see Kalambiana which was grossly disadvantaged in the field of western education now bracing up steadily to face the challenges of our time.

Moreover, another main theme of the speech was the introduction of government's plan towards sending some students abroad to study so as to meet up with the global needs.

However, he encourages parents also to contribute immensely towards encouraging their children to go to school and help them prepare for better tomorrow. And lastly, the audience included the pupils, the school management, staff and the entire community of Kalambaina, who were very calm and attentive throughout the presentation.

But 'I am also happy particularly to see Kalambaina which was grossly disadvantaged in the field of western education now bracing up steadily to face the challenges of our time' reiterates the thrust of the speech.

The above statement used by the governor persuaded the entire people of Kalambaina society and made them feel more important and essential towards the development of western education in our time. He made this statement in order to encourage them do more on the line of western education

“The state government has been spending a lot of money for training and retraining of teachers at all levels”.

This statement was made on order to persuade the pupils and the management and staff of the school in order to ginger more effort towards putting their best at going as far as they could in ensuring they are educated. He made the statement to indicate government’s determination and readiness to make a conducive learning environment easy in the state.

He further encourages and persuades parent to not only put every expectation on government alone, they should play supportive well roles too in order to effect a positive and glowing outcome.

“The responsibility of educating our young ones do not fall on the government alone as it is assumed. It is a collective responsibility of both parent and the government to ensure that all children of school age are enrolled into schools and are given adequate and sound education to help prepare them, God’s willing to become leaders of tomorrow”

And on the concluding part, he further persuaded the teachers, pupils and the entire people of Kalambaina community. He tries to carry the community along with this statement:

“Together we can make the State great, if only, and only, we live up to our responsibilities by doing the right thing at the right time.”

This statement was made to persuade the whole community, and enlighten them on how best they can also help to promote education within their various reach.

The Speech was presented in a straight forward language. The Governor made use of simple and unambiguous language throughout his speech, So as to convey his sincere determination to improve them. His body language was readable and simple. He tried as much as he could to control the crowd and carry his audience along. The audience on the other hand was happy and calm throughout the speech presentation. Upon the completion of the speech, the audience in general were screaming and praising the Governor for a job well done.

4.1.2 Speech No. 3

The speech was presented at Sokoto State House of Assembly complex by the Governor when signing into law the Sokoto State University Bill on Tuesday 19th May, 2009.

The audience at the occasion comprises of Members of the State of Assembly, the Government functionaries, and members of the press as well as other political office holders in the state.

The major theme of the speech was to declare the approval of both Executive and Legislature with regards to the establishment of Sokoto State University and sign it into law as well.

In the first paragraph, the governor declares the purpose of the gathering by saying "...I address you on this momentous occasion of signing into law, that Sokoto State University ..."

He continues to use language of persuasion to tell his audience the idea behind signing the bill as he say, "...necessitated out of the desire of the State government to enhance the development of education in its entire ramification".It is also meant to bail out the state from the educationally disadvantaged category.

Similarly, the Governor moves further to state categorically the importance of education and its advantages to the society by making numerous references aimed to persuade and convince people to stand firm in the quest of knowledge, and to face on challenges of the world. These expressions include: "the present human race or modern man differs from his fore - fathers, not through physique or mental compatibility but through dogged and unrelenting pursuit of knowledge and research".

The Governor also states the reason behind their tireless effort in restructuring education in the state where he says "...and the smoldering ambition of the current administration to take our dear State to stand shoulder to shoulder with other citizens ... to the pathetic condition of education in the State".

All these expression are used to show the government's commitments and sincerity towards revitalization of education in the state which were widely understood and applauded by the audience.

Furthermore, the Governor continues to disclose what government has done so far and will continue to be doing to achieve their desired objectives where he says "the government gave the education sector over 20 percent allocation in its 2009 budget. Similarly, massive rehabilitation

and expansion of primary and post primary schools to being undertaken to meet the ever increasing number of children of the school going age".

In addition the Governor also brought to limelight what the government is doing to train teachers in the state. Thus "teachers are being recruited while equipment and facilities necessary for effective teaching and learning to take place are provided".

In conclusion, the Governor uses the medium to thank the State House of Assembly for their commitments, and the committees that shouldered the responsibility of charting the cause for the establishment of the University.

In a nutshell, the Governor of Sokoto State is fond of using every day language to support his claim and commitment to the audience, as justified and testified from the above speech.

4.1.3 Speech No. 4

The speech was presented by Governor Aliyu Magatakarda Wammako at the formal launching of Bank PHB Scholarship Scheme at Sheikh Abubakar Gummi Memorial College, Sokoto on Wednesday 2nd April, 2008.

The occasion was graced by a number of warm spectators ranging from the staff and management of the college, teachers and students, top government appointees as well as members of the general public.

The theme of the speech is to launch Bank PHB Scholarship Scheme which was part of the bank corporate social responsibility initiatives executed across the Federation. Another important subject of the speech was the commissioning of a library complex built and fully equipped by the Bank.

The Governor disclosed the major reason of the gesture, to prevent any opposition from the audience to misinterpret the initiatives as politically motivated where he says "the gesture was part of the bank's national scholarship scheme which forms a base for the banks' corporate social responsibility initiative...."

The Governor further describes the gesture as something worthy of emulation for other people in the audience so as to get them inspired and do something similar in nature to the State. Thus "the bank has really set the pace for others to emulate"

The Governor also uses another technique or style to convince the audience on how committed and serious the State government is on the

issue of education where he says, "This administration is leaving no stone unturned to ensure that due attention is given to education through massive rehabilitation construction and equipping of primary, post - primary and tertiary institutions".

Similarly, he draws the attention of other stakeholders to invest more on the issue of education by saying "As education is known to be capital intensive there is the need for all stakeholders to extend a supportive hand to government...." This is to show clear stand of government towards anything that has to do with education and how ready they are to partner with anybody willing to invest in the state education.

Summary

This research work has tried to explore how the Governor of Sokoto uses language of persuasion to woo the attention and interest of his audience. In doing so, it has been realized that the state governor made frequent use of persuasive language in almost all the speeches he delivered.

Similarly, the Governor used to be religiously guided in his utterance. He became religiously sentimental, quoting religious verses and giving reference from Prophetic tradition in order to persuade and convince his audience.

Moreover, from the selected speeches carefully observed and analyzed, it is clearly understood that the Governor is very fond of being in the shoe of his audience. He always consider himself as part of the masses not as someone above their status or better than them in hierarchy. This made the audience believe in him, trust and support anything brought to them by him.

Conclusion

From the foregoing, this piece of work helped us understand the power and wisdom attached to language of persuasion in realizing anything politician needs to achieve from the electorates. This has been

justified from the selected speeches of Governor Aliyu Wamakko of Sokoto State as political office holder. It has shown the power of the language to captivate, entice, convince and persuade the audience and make them feel ever ready to support his initiatives.

Recommendations

In view of the above research, it is pertinent and paramount to conduct further researches on language of persuasion by examining different speeches delivered by different political office holders in different sector of administration. This will help in exploring more wisdom attached to the language.

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APPENDICES

Speech 1

AT THE 8TH ANNIVERSARY AND GRADUATION CEREMONY OF AL-IHSAN STANDARD SCHOOL SIFAWA

25TH JULY 2009

It is indeed a pleasure for me today to be in your midst, and especially the people of Sifawa, an important city in the history of the Caliphate, and a centre of learning and religious enlightenment.

The current administration is in full support of integrated Islamic and western education as it is the best way to meet the needs of the Muslim communities. As the desire of every Muslim is to succeed in this world, as well as in the hereafter, education remains indispensable and the search for knowledge is made compulsory upon all Muslims male or female.

Girl child education is one area of interest by this administration. As Islam has not differentiated between male and female in education; we are committed in giving maximum support to female education including women in purdah just as their male counterparts.

Distinguished ladies and gentlemen, it has remained an often repeated statement of fact that education is the key to success, and the foundation for meaningful development. It is in this regard that we have allocated the lion share of 20 percent to the sector in our budgetary provisions. In the last two years of our administration, we have done a lot in providing relevant structures in our educational institutions at various levels, as well as various materials, equipment and facilities for teaching and learning to be effective.

I must congratulate the people of Bodinga Local Government area for having Al-Ihsan Standard School Sifawa, around you. It is indeed a blessing to the whole people of the state. I am particularly impressed with the structure and curriculum of the school.

I will like to use this opportunity to appeal to communities and individuals in the state to invest more in education. It is a reliable industry, profitable and a Sadakatu Jariya. This Administration is ever ready to associate itself with community efforts and selfless service.

Thank you and wassalamu alaikum.

Speech 2

ON THE OCCASION OF THE 8TH GRADUATION CEREMONY OF KALAMBAINA NURSERY AND MODEL PRIMARY SCHOOL

SATURDAY 1ST AUGUST 2009

It gladdens my heart to be here to witness this very important occasion of the 8th graduation ceremony of Kalambaina Nursery and Primary School. The occasion we are to witness today is a testimony that our young school pupils have been prepared to face future academic struggles and challenges.

I am also happy particularly to see Kalambaina which was grossly disadvantaged in the field of western education now bracing up steadily to face the challenges of our time.

Following the importance attached to education, the state government has been spending a lot of money for training and retraining of teachers at all levels, construction of new classroom blocks, renovation and repairs as well as providing all necessary items to schools to ensure conducive teaching and learning environment.

The State Government has also embarked on sending some students abroad to study in various fields of human endeavour, so as to meet up the

Millennium Development Goals as well as taking the state to greater height in its manpower development.

The responsibilities of educating our young ones do not fall on the government alone as it is assumed. It is a collective responsibility of both parents and the government to ensure that all children of school age are enrolled into school and are given adequate and sound education to help prepare them, God willing to become leaders of tomorrows.

Distinguished personalities, ladies and gentlemen, I want to seize this opportunity to appeal to all parents and guardians in Kalambaina and its environs to hasten efforts in bringing their children for enrolment in schools. Education is the only legacy that any responsible parent can bequeath to the young ones.

Lastly, I thank the management, staff and pupils and the entire Kalambaina community for inviting me to witness this important ceremony. I urge you not to relent in your efforts to see that the level of illiteracy in this area is reduced to its barest minimum.

Together we can make the state great if only and only when we live up to our responsibilities by doing the right thing at the right time.

Thank you and wassalamu alaikum.

Speech 3

SIGNING INTO LAW THE SOKOTO STATE UNIVERSITY BILL

ON TUESDAY 19TH MAY 2009

It is with immense gratitude to God that, I address you on this momentous occasion of signing into law, the Sokoto State University Bill as passed by the State House of Assembly.

The Sokoto State University Bill was necessitated out of the desire of the state government to enhance the development of education in all its ramification. It is also meant to bail out the state from the educationally disadvantaged category.

It is an incontrovertible fact, that man made the scientific and technological breakthrough; whose benefit we are all joyously reaping through the acquisition of knowledge and education;-

The present human race or modern man differs from his fore-fathers, not through physique or mental capability but through dogged and unrelenting pursuit of knowledge and research. It is this mental state for unrelenting quest that saw our world becoming what is proudly called global village.

Distinguished personalities, ladies and gentlemen, the burning desire and the smoldering ambition of the current administration to take our dear state to stand shoulder to shoulder with other citizens of the world was what informed the aggressive push to ameliorate the pathetic condition of education in the state.

To achieve the objective, the government gave the education sector over 20 percent allocations in its 2009 budget. Similarly, massive rehabilitation and expansion of primary and post primary schools is being undertaken to meet the ever increasing number of children of the school going age.

In addition to this teachers are being recruited while equipment and facilities, necessary for effective teaching and learning to take place are provided.

At this juncture, I would like to thank the State House of Assembly for the zeal it has shown in passing the Sokoto State University Bill, without delay. This indeed indicates the mutual and friendly working relationship between the executive and the legislature.

Before I conclude my short remarks, I must thank the committee that shouldered the responsibility of charting the cause for the establishment of the university.

May Allah Reward all of us abundantly. Amen.

Thank you and wassalamu alaikum.

Speech 4

FORMAL LAUNCHING OF BANK PHB SCHOLARSHIP SCHEME AT SHIEKH ABUBAKAR GUMMI MEMORIAL COLLEGE

SOKOTO

ON WEDNESDAY 2ND APRIL 2008

It is with great pleasure that I welcome you air to this historic event, the commissioning of a library complex built and fully equipped by Platinum Habib Bank Plc (Bank PHB Plc).

In addition, we are also witnessing a scholarship award to 20 indigenous students from JSS to University level, all sponsored by the Bank. This event is in partial fulfillment of the pledge made by the Bank about two years ago to build seven libraries and award scholarship to 20 students across the state.

The gesture is part of the Bank's National Scholarship Scheme which forms a base for the banks corporate social responsibility initiatives taking place throughout the federation.

On behalf of the government and the entire good people of Sokoto state, I wish to thank Bank PHB for this gesture. The Bank has really set

the pace for others to emulate. It has shown strong belief in the future of this country.

On our part, government would continue not only to appreciate but also to partner with this type of initiative.

As education is known to be capital intensive there is the need for all stakeholders to extend a supportive hand to government in order to see to the realization of attaining the much needed development and to enable us stand up shoulder to shoulder with the industrial giants of the world by 2020.

It is against this backdrop, that this administration is leaving no stone unturned to ensure that due attention is given to education, through massive rehabilitation, construction and equipping of primary, post primary and tertiary institutions.

This is to make them conducive for teaching and learning, while the teachers are adequately remunerated to squarely face this challenge.

Finally, I hope this friendly and patriotic gesture by the Bank PHB Plc would culminate into more profitable relationship between the State Government and the Bank.

Thank you and wassalamu alaikum.

