

Rhetoric Strategies and Ideological Constructs in Nigeria's President Bola Ahmed Tinubu's 29th May, 2023 Inaugural Speech

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Abstract

This article examines the rhetoric strategies and ideological constructs employed in Nigeria's President Bola Ahmed Tinubu's inaugural speech. Drawing upon discourse analysis and critical discourse studies, the study aims to uncover the linguistic and rhetorical devices used by President Tinubu to shape public perception, convey political ideologies, and establish his leadership agenda. By analyzing the speech, this paper sheds light on the implications of the discourse in terms of power dynamics, identity construction, and socio-political ideologies within the broader Nigerian context. The study found, among others, that President Tinubu deployed rhetoric tools like logos, ethos and pathos in passing his message across to his audience. He also used such linguistic devices like parallelism, metaphor, and human deixis to relate his feelings for the past administration, his intention for his administration and his view of what roles Nigerians need to play in order to make Nigeria a better country. These findings contribute to a deeper understanding of the role of rhetoric in political communication and provide insights into President Tinubu's vision for governance and policy-making in Nigeria.

Key words: Rhetoric strategies, ideological construct, critical discourse analysis, inaugural speech

1. Introduction

Inaugural speeches delivered by political leaders carry significant weight in shaping public opinion, establishing policy agendas, and conveying ideological frameworks. They serve as a platform for leaders to articulate their visions, aspirations, and values to the nation. One such critical moment in the political landscape of Nigeria was President Bola Ahmed Tinubu's inaugural speech, which marked the commencement of his presidency, on 29th May, 2023. This speech holds immense importance as it sets the tone for his leadership, outlines his policy priorities, and provides insights into his political ideologies. Thus, conducting an analysis of the rhetoric strategies and ideological constructs deployed in President Tinubu's inaugural speech is vital in understanding the underlying discursive elements that shape Nigeria's political realities.

Rhetoric strategies encompass a range of linguistic and persuasive techniques used by speakers to influence their audience's perceptions and emotions (Perelman & Olbrechts-Tyteca, 1969). President Tinubu's inaugural speech serves as a prime example of such strategies, where he skillfully employs various rhetorical devices to convey his message effectively. Through an

examination of these strategies, we can gain insights into how President Tinubu sought to shape public opinion and garner support for his political agenda.

Moreover, political speeches are not mere expressions of the speaker's thoughts; they reflect the broader ideological frameworks that underpin their political beliefs and policy objectives. Critical discourse analysis offers a powerful framework to investigate the ideological constructs embedded within the inaugural speech (Fairclough, 1995). By analyzing the speech through this lens, we can uncover the implicit ideological dimensions that influence President Tinubu's political decisions and the broader socio-political landscape of Nigeria.

The socio-political background of Nigeria is deeply rooted in its history as a multi-ethnic and diverse nation with a complex socio-cultural fabric. Since gaining independence from British colonial rule in 1960, Nigeria has experienced a turbulent political landscape, marked by periods of military rule and civilian governance. The country's political system has evolved from a federal parliamentary system to a federal presidential system, with significant challenges such as corruption, ethno-religious tensions, economic disparities, and governance issues. Despite these challenges, Nigeria remains one of the most populous and influential countries in Africa, with a vibrant democracy and a striving civil society.

The emergence of Bola Ahmed Tinubu as the president of Nigeria in the just concluded 2023 Nigeria's general election, has garnered significant attention. Tinubu, a prominent politician and former governor of Lagos State, has played a crucial role in Nigeria's political landscape. As a founding member of the All Progressives Congress (APC), the ruling political party in Nigeria now, Tinubu has been instrumental in forming strategic alliances and coalitions, leading to the victory of the APC since the 2015 presidential election. His astute political maneuvering and leadership have earned him the title of the "Jagaban of Nigerian Politics." Tinubu's victory as Nigeria's president has sparked discussions and debates across the nation, with supporters praising his track record of transformative governance in Lagos State, while critics raise concerns about potential challenges and controversies that may arise during his tenure. As the political landscape continues to evolve, President Ahmed Tinubu's emergence signifies the complexities and dynamics of Nigerian politics, where leaders with diverse backgrounds and ideologies win the nation's highest office, aiming to address the country's pressing socio-economic challenges and shape its future trajectory.

Understanding the rhetorical strategies and ideological constructs in President Tinubu's inaugural speech will enable us to discern the power dynamics at play, identify the key issues and themes that President Tinubu prioritizes, and examine the potential impacts of his leadership on societal structures. Such insights can contribute to a more nuanced understanding of the dynamics between political rhetoric, ideological frameworks, and the governance strategies employed by President Tinubu.

Political actors use linguistic and rhetorical strategies in order to effectively communicate with their audience and maintain political relevance. This aspect renders the investigation of political language a captivating academic endeavor. Numerous researchers, both within and outside of Nigeria, have undertaken a critical examination of political discourse in order to uncover concealed meanings (Abokoma and Alofa, 2015; Anderson, 2014; Gameli and Alofa, 2016; Lawan, 2016; Ayaawan and Opoku, 2020). Many of these studies have concentrated on

the structural analysis of the text with just a few focusing on the rhetoric strategies and ideological constructs of inaugural speeches, hence, this study.

This study aims to examine the rhetorical strategies and ideological constructs in President Bola Ahmed Tinubu's May 29th inaugural speech with the specific objectives of identifying and analyzing the rhetorical strategies employed in the speech; examining the ideological constructs embedded in it and their impact on shaping Nigeria's political ideologies; and assess the effectiveness of the rhetoric strategies and ideological constructs in influencing public perception and garnering support for his political agenda.

2. Review of Related Studies

Ayaawan and Opoku (2020) have approached inaugural speeches from a critical discourse analysis perspective, exploring the discursive formations of governance present in these speeches. By choosing the dialectical relational approach and drawing upon concepts such as subject positioning, agency in discourse, and intertextuality, their analysis examines the ideological discursive formations of governance manifested in the inaugural speeches. Additionally, it investigates the issues of subject positioning, agency, and ideological implications within the inaugural addresses. The analysis uncovers that while the ideological discursive formation of collectivism is to some extent ingrained in the addresses, there are variations in terms of how the subject is characterized within this collectivism. Moreover, it reveals discrepancies in how the principals of the two political traditions demonstrate agency within the speeches, emphasizing the examination of ideologies, lexical choices, and the political discourse structures employed as ideological strategies to convey the speakers' political stances.

Acheoah et al., (2023), carried out "A Speech Act Analysis of Bola Tinubu's Election Victory Speech". This study offers a valuable contribution to the understanding of President Bola Tinubu's political communication by focusing on his election victory speech. Selected utterances from the speech are analyzed to find out how the speaker skillfully deployed speech acts that are germane to the psychological context of the speech, occasioned by the opponents' claim that the election was rigged. Hinging on two theoretical frameworks (Bach and Harnish's Speech Act Theory as well as Stance and Engagement theory), the study concludes that speech acts have intentional contents which are products of speaker-hearer shared knowledge, and persuasive use of language in political speeches presupposes the use of different communicative strategies: skillful selection and sequencing of speech acts, personal pronouns, emotional appeals, exploring speaker-hearer shared knowledge, establishing speaker hearer bond, among other strategies. In relation to the present study, both studies share a common interest in analyzing President Tinubu's speeches. However, they adopt different theoretical frameworks and analytical approaches. While the present study focuses on examining the rhetoric strategies and ideological constructs employed in President Tinubu's inaugural speech using critical discourse analysis and rhetoric theory, the reviewed study employs a speech act analysis framework to explore the performative aspects and illocutionary force of President Tinubu's election victory speech.

Similarly, Akinrinlola (2016) did a rhetorical analysis of President Muhammadu Buhari's inaugural speech. The aim of his study was to examine the use of rhetorical devices to achieve

persuasive effects in the inaugural speech of Ex-president Muhammadu Buhari in 2015. The study adopts Norman Fairclough's model of critical discourse analysis complemented with rhetoric as its theoretical framework. The analysis of President Buhari's speech reveals various discursive strategies employed to convey commitments, obligations, and promises towards the welfare of the Nigerian people. The choice of lexical items, pronouns, metaphors, paradoxical expressions, and historical allusions are discussed to shed light on the socio-political context and ideological implications of the speech. In relation to "Rhetoric Strategies and Ideological Constructs in President Bola Tinubu's Inaugural Speech," both studies share a common focus on the analysis of presidential speeches in Nigeria. They both recognize the importance of examining the rhetorical strategies employed by Nigerian presidents to convey their political ideologies and shape public perception. Both studies employ critical discourse analysis and rhetoric as theoretical frameworks to uncover the persuasive elements and socio-political implications embedded in the speeches. However, the two studies have their focus on different presidents and their respective inaugural speeches. While the reviewed study examines President Muhammadu Buhari's inaugural speech in 2015, the present study specifically focuses on President Bola Tinubu's inaugural speech on May 29th, 2023. This difference allows for a more nuanced analysis of the rhetorical strategies and ideological constructs used by different political leaders in Nigeria in different years.

Addae, et al., (2022) focus on the critical discourse analysis of selected speeches of Dr. Kwame Nkrumah of Ghana, to investigate the roles of language in creating ideology, sustaining power, and examining ideological discursive structures in political speeches. The study utilizes qualitative research and textual analysis methods, employing Fairclough's CDA and Van Dijk's socio-cognitive approach as theoretical frameworks. The analysis identifies linguistic expressions carrying ideological connotations and explores discursive structures such as evidentiality, pronouns, agency, metaphor, intertextuality, rhetorical questions, and strong moral obligation. The study concludes that political speeches serve as a means of establishing, maintaining, and sustaining power and unequal power relations.

In relation to the present study, the reviewed work provides insights into the role of language and rhetoric in political discourse, specifically focusing on Dr. Kwame Nkrumah's speeches. It analyzes the linguistic and discursive strategies employed by Nkrumah to convey ideology and maintain power. This study establishes the significance of language in politics and demonstrates how political actors strategically use language to shape public opinion and maintain their positions of power. The present study, on the other hand, focuses on a different political figure, President Bola Ahmed Tinubu, and specifically, his inaugural speech with the aim of analyzing the rhetoric strategies and ideological constructs within President Tinubu's inaugural speech on May 29th, 2023. By focusing on different political contexts and speeches, this study expands the understanding of rhetorical techniques and ideological implications within the speeches of Nigerian political figures.

3. Theoretical Framework

The theories of critical discourse analysis (CDA) by Van Dijk and rhetoric theory by Aristotle offer valuable frameworks for examining the rhetoric strategies and ideological constructs present in President Bola Ahmed Tinubu's inaugural speech. Both theories provide unique

perspectives that enhance our understanding of the persuasive elements and socio-political implications of the speech.

Van Dijk's critical discourse analysis theory emphasizes the examination of language as a social practice that reflects power relations, social structures, and ideological formations (Van Dijk, 1995). This theory is highly relevant to the study of President Tinubu's speech as it enables a comprehensive analysis of the linguistic choices and discourse strategies deployed to shape public perception. Van Dijk argues that language is not neutral but carries ideological implications, and through CDA, researchers can uncover the hidden ideologies and power dynamics embedded within the speech (Van Dijk, 2009). By applying the principles of CDA, researchers can contribute to a deeper understanding of the broader socio-political landscape of Nigeria and the implications of President Tinubu's leadership agenda.

Aristotle's rhetoric theory, as outlined in his work "Rhetoric," provides a classical framework for understanding persuasive communication (Aristotle, 350 BCE). Aristotle's theory focuses on the use of rhetorical devices, such as ethos, logos, and pathos, to appeal to the audience's emotions, logic, and credibility. President Tinubu's inaugural speech employs these persuasive techniques to convey his political ideologies and establish his leadership agenda. By utilizing Aristotle's rhetoric theory, researchers can identify and analyze the specific rhetorical devices employed in the speech, their intended effects, and their contribution to shaping public opinion. This theory helps elucidate the persuasive power of President Tinubu's discourse and its impact on the audience.

The combination of critical discourse analysis theory by Van Dijk and rhetoric theory by Aristotle proves to be most suitable for this study. Van Dijk's CDA theory allows for a deep analysis of the broader socio-political implications, power dynamics, and hidden ideologies within the speech (Van Dijk, 2009), while Aristotle's rhetoric theory provides a systematic framework to analyze the persuasive techniques employed by President Tinubu to influence public perception and garner support (Aristotle, 350 BCE).

By integrating these theories, the researchers can conduct a comprehensive examination of the linguistic features, rhetorical devices, and ideological constructs present in President Tinubu's speech. This multi-dimensional approach ensures a holistic understanding of the speech's discursive elements, its persuasive impact, and its alignment with President Tinubu's political agenda. The theories of CDA and rhetoric enrich the study by providing conceptual tools and analytical frameworks that capture the complexities of persuasive communication, ideological construction, and power dynamics inherent in political speeches.

4. Methodology

This study employs a qualitative research approach, specifically focusing on a single case study of President Bola Tinubu's inaugural speech. The research utilizes a combination of critical discourse analysis (CDA) and rhetoric as theoretical frameworks to analyze the rhetoric strategies and ideological constructs present in the speech. The primary data for analysis is the transcript of President Tinubu's inaugural speech. The analysis involves a close examination of the rhetorical devices, linguistic choices, and discursive patterns employed in the speech to convey political ideologies and shape public perception. The findings of the analysis are based

on the researchers' interpretation and critical examination of the speech text within its socio-political context.

5. Data Presentation and Discussion

In this section, a detailed analysis of President Bola Ahmed Tinubu's 29th May 2023 inaugural speech is conducted, focusing on identifying and examining the rhetoric strategies deployed and the underlying ideological constructs conveyed. Through linguistic and content analysis, we aim to gain valuable insights into the persuasive techniques and ideological themes used in shaping the discourse of this significant political event.

5.1 Rhetoric Strategies

Logos

Logos relies on sound arguments, facts, and rationality to appeal to the audience's intellect and logic. This appeal can be direct or indirect, depending on the previous knowledge of the context. Below are some of these, as deployed in President Tinubu's inaugural speech of May 29th, 2023.

Excerpt 1:

“The question we now ask ourselves is whether to remain faithful to the work inherent in building a better society or retreat into the shadows of our unmet potential.”

At the heart of the above statement lies a fundamental choice between two contrasting paths. On one hand, there is the option to remain faithful to the work of building a better society. This implies actively engaging in efforts to improve the current state of affairs, fostering progress, and addressing the challenges that hinder Nigeria's growth. It speaks to the logical notion that positive change and advancement require dedication, perseverance, and a collective commitment to overcome obstacles.

On the other hand, the statement presents the alternative of retreating into the shadows of unmet potential. This suggests a passive approach where individuals and society as a whole may disengage or avoid confronting the pressing issues at hand. By highlighting the shadows of unmet potential, it implies that Nigeria has untapped opportunities and capabilities that are yet to be fully realized. It logically suggests that retreating from the challenges would result in missed opportunities for growth and development.

By framing the situation as a logical dilemma, the statement encourages Nigerians to critically assess the consequences of their choices. It poses the question of whether embracing the work inherent in building a better society is the logical and responsible path to pursue, or if succumbing to the shadows of unmet potential would hinder progress and perpetuate existing challenges.

In the Nigerian context, this logical appeal holds significant relevance. Nigeria is a country with immense potential, abundant resources, and a vibrant population. However, it also grapples with issues such as corruption, poverty, inadequate infrastructure, and social

inequality. The statement urges Nigerians to confront these challenges head-on, acknowledging that progress requires collective efforts and a commitment to overcome obstacles.

As a logical appeal, the statement underscores the importance of taking an active role in nation-building and working towards the betterment of Nigerian society. It reminds individuals of their agency and calls for a logical assessment of the potential consequences of their choices. By remaining faithful to the work of building a better society, Nigerians can harness their collective potential, drive positive change, and shape a brighter future for themselves and future generations.

Excerpt 2:

“We have endured hardships that would have made other societies crumble.”

The above excerpt carries a strong appeal to logic, known as *logos*. It presents a logical argument by highlighting the resilience and strength of Nigerian society in the face of challenging circumstances. By emphasizing the ability to withstand and overcome adversity, the statement appeals to reason and reinforces the notion that the society in question possesses unique qualities that set it apart.

The use of the word "endured" implies a prolonged and arduous struggle, indicating that the society has faced significant challenges. The phrase "hardships that would have made other societies crumble" suggests that these difficulties were severe enough to potentially cause the collapse or disintegration of other societies. This logical argument invites the listener or reader to consider the remarkable resilience demonstrated by the Nigerian people.

By emphasizing the society's ability to withstand hardships, the statement indirectly asserts the strength, fortitude, and resourcefulness of its members. It appeals to logic by presenting evidence of society's capacity to overcome obstacles and persevere in the face of adversity. This logical appeal aims to instill a sense of pride and confidence in the society's collective ability to confront and surmount challenges.

Moreover, the statement implies a comparative perspective by highlighting that other societies might have crumbled under similar circumstances. This comparative reasoning further strengthens the argument's logical appeal. It suggests that Nigeria possesses unique qualities or attributes that have enabled it to endure and thrive in the face of daunting trials.

In the context of Nigeria or any other society that has faced significant challenges, this logical argument serves to highlight the resilience and perseverance of its people. It acknowledges the difficulties encountered but emphasizes society's ability to overcome them. This logical appeal can inspire a sense of unity, pride, and determination among Nigerians, reinforcing their belief in their collective capacity to overcome future obstacles.

Excerpt 3:

“To the surprise of many but not to ourselves, we have more firmly established this land as a democracy in both word and deed.”

The above statement employs logos as a persuasive technique in the Nigerian context. It presents a logical argument that aims to provide evidence of the progress made in establishing Nigeria as a democratic nation.

The phrase "To the surprise of many but not to ourselves" acknowledges that some may have doubted or been skeptical about Nigeria's ability to establish itself as a democracy. This acknowledgment of skepticism serves to enhance the logical appeal of the statement. It implies that the progress achieved in building a democratic system in Nigeria goes against the expectations of those who doubted its feasibility.

The statement also employs logos by asserting that Nigeria has "more firmly established this land as a democracy in both word and deed." This assertion implies that Nigeria has not only embraced democratic principles in rhetoric or words but has also taken concrete actions to uphold democratic values and practices. By emphasizing both the words and deeds, the statement suggests a comprehensive commitment to democracy.

The logical argument in this statement rests on the assumption that establishing Nigeria as a democracy is a desirable goal. In the Nigerian context, democracy is widely seen as a system that promotes citizen participation protects individual rights, and ensures accountable governance. By presenting Nigeria's progress in establishing itself as a democracy, the statement seeks to convince the audience that the nation is moving in the right direction and has made significant strides.

Furthermore, the phrase "more firmly established" implies a sense of progress and improvement. It suggests that Nigeria has not only embarked on the path of democracy but has also made advancements in strengthening democratic institutions and practices. This logical appeal aims to instill a sense of confidence and pride in the audience, emphasizing the positive trajectory of Nigeria's democratic journey.

Excerpt 4:

"We shall defend the nation from terror and all forms of criminality that threaten the peace and stability of our country and our subregion."

The statement begins with a mandative tone. The phrase, "We shall defend the nation," which implies a proactive and determined approach to protecting Nigeria. By using the word "defend," the statement suggests that Nigeria is under potential attack or facing threats that need to be addressed. This logical appeal resonates with the audience's concern for national security and highlights the urgency of taking action.

The statement further asserts that the defense is necessary to counter "terror and all forms of criminality." By combining these two distinct but interrelated concepts, the statement encompasses a wide range of threats, including acts of terrorism, organized crime, and other criminal activities that pose risks to the peace and stability of the country. This logical connection between defending against terror and criminality helps to emphasize the seriousness of the situation and the need for robust action.

Moreover, the statement emphasizes the impact of these threats on both the "peace and stability of our country" and "our subregion." This logical appeal recognizes that the security challenges faced by Nigeria can have regional implications. By highlighting the potential

spillover effects, the statement reinforces the importance of addressing these threats not only for the well-being of Nigeria but also for the stability of the broader subregion.

In the Nigerian context, where security concerns have been prominent, the logical argument in this statement resonates with the audience's desire for safety and stability. It appeals to the rationality of individuals by emphasizing the need for a strong defense and proactive measures to counter threats. By presenting the defense of the nation as a logical response, the statement seeks to garner support and rally the public behind efforts to combat terror and criminality.

Excerpt 5:

"We shall remodel our economy to bring about growth and development to achieve a GDP much better than we have today, I assure you. Do that through job creation, food security, and an end to extreme poverty."

The statement above employs logos as a persuasive technique in the Nigerian context. It presents a logical argument that appeals to reason and outlines a plan to improve the economy and address key socio-economic challenges.

The statement begins by asserting the intention to "remodel our economy" in order to bring about "growth and development." This logical appeal recognizes the importance of a robust and sustainable economy for national progress. By emphasizing the goal of achieving a higher Gross Domestic Product (GDP) than the current level, the statement presents a quantifiable measure of economic advancement. This appeals to the audience's desire for improved living standards and economic well-being.

The statement further outlines specific strategies for achieving the economic goals. It mentions "job creation, food security, and an end to extreme poverty" as key areas of focus. This logical connection between these factors reflects an understanding of the interconnectedness of various aspects of the economy and society. It acknowledges that job creation is vital for reducing unemployment and poverty while ensuring food security is crucial for the well-being of the population. This logical argument resonates with the audience's concerns about unemployment, poverty, and access to food.

Moreover, the statement's use of the phrase "I assure you" adds a sense of credibility and confidence. By making this assurance, the speaker seeks to inspire trust and confidence in their ability to deliver on the promised outcomes. This logical appeal leverages the audience's desire for leadership that can effectively address economic challenges and bring about positive change.

In the Nigerian context, where economic growth, job creation, food security, and poverty reduction are pressing concerns, the logical argument in this statement resonates with the audience's aspirations for a better future. It presents a clear plan of action by President Bola Ahmed Tinubu and emphasizes the potential benefits of remodeling the economy. By appealing to reason and providing tangible goals, the statement aims to gain support and generate optimism among the population.

Ethos

Ethos refers to the credibility, character, and trustworthiness of the speaker, which plays a crucial role in influencing the audience. President Ahmed Bola Tinubu, in his inaugural speech, did not directly talk much about his own character. He, instead stresses the character and contributions of the dignitaries that graced the occasion. By the means of his association with these dignitaries, it can be concluded that himself possess like character. Instances of this are as follow:

Excerpt 6:

“Here, permit me to say a few words to my predecessor, President Muhammadu Buhari. Mr. President, you have been an honest, patriotic leader who has done his best for the nation you love. On a more personal note, you are a worthy partner and friend. May History be kind to you”

In President Tinubu's inaugural speech, he delivers a powerful statement to his predecessor, President Muhammadu Buhari, demonstrating the use of ethos, one of Aristotle's modes of persuasion.

President Tinubu begins by respectfully addressing President Buhari, acknowledging him as his predecessor. This act alone conveys a sense of honor and recognition, emphasizing the importance of a smooth transition of power. By doing so, President Tinubu demonstrates his willingness to engage in a respectful and constructive dialogue with his predecessor, setting a positive tone for his own leadership.

President Tinubu proceeds to attribute commendable qualities to President Buhari, describing him as an honest and patriotic leader who has done his best for the nation. These words aim to enhance President Buhari's credibility in the eyes of the audience. By recognizing his dedication and commitment to the country, President Tinubu not only shows respect for President Buhari's leadership but also establishes a sense of continuity and stability for the nation.

Moreover, President Tinubu goes beyond professional acknowledgment and offers a more personal sentiment. He refers to President Buhari as a "worthy partner and friend." This statement appeals to the character of both individuals, highlighting a positive relationship and mutual respect. By doing so, President Tinubu seeks to foster a sense of unity and collaboration among the audience, emphasizing the importance of working together for the betterment of the nation.

Through this use of ethos, President Tinubu aims to build trust and credibility for himself as the new leader while also extending respect and appreciation to his predecessor. This approach creates a favorable perception of both individuals, emphasizing their commitment to the nation's welfare. By acknowledging President Buhari's accomplishments and character, President Tinubu aims to inspire confidence, promote a sense of unity, and foster goodwill among the audience.

Excerpt 7:

"In this vein, may I offer a few comments regarding the election that brought us to this juncture? It was a hard-fought contest. And it was also fairly won. Since the advent of the Fourth Republic, Nigeria has not held an election of better quality. The outcome reflected the will of the people"

In President Tinubu's inaugural speech on May 29, 2023, the above statement serves as an appeal to ethos in the Nigerian context. By acknowledging and commenting on the election that led to the current moment, President Tinubu establishes his credibility and moral character as a speaker. The use of the phrase "In this vein" signals that he is about to provide his perspective on an important matter, highlighting his authority and willingness to engage in critical discussion.

President Tinubu describes the election as a "hard-fought contest," indicating that it was a competitive and challenging process. This characterization emphasizes the commitment and effort exerted by the participants involved in the election. By recognizing the difficulty of the contest, President Tinubu demonstrates his respect for the democratic process and the dedication shown by all those involved.

Furthermore, President Tinubu asserts that the election was "fairly won," suggesting that the process was conducted with integrity and adherence to democratic principles. This statement appeals to ethos by emphasizing the importance of fairness and transparency in elections. It aims to build trust among the audience and assure them that the electoral outcome was legitimate and reliable.

He goes on to claim that the recent election was of superior quality compared to previous elections in Nigeria's Fourth Republic. By making this statement, he positions himself as someone who has a deep understanding of Nigeria's political history and has the authority to evaluate the quality of electoral processes. This assertion strengthens his ethos by showcasing his knowledge and expertise in Nigerian politics.

Finally, the speaker concludes that the outcome of the election reflected the will of the people. This statement appeals to the ethos by emphasizing the significance of popular sovereignty and the power of the Nigerian citizens in shaping the country's political landscape. It suggests that the election results accurately represented the choices and preferences of the Nigerian electorate, further reinforcing the legitimacy of the government.

Excerpt 8:

"However, my victory does not render me any more Nigerian than my opponents. Nor does it render them any less patriotic. They shall forever be my fellow compatriots. And I will treat them as such. They represent important constituencies and concerns that wisdom dare not ignore"

This excerpt exemplifies the use of ethos in President Tinubu's speech. By acknowledging that his victory in the election does not make him more authentically Nigerian than his opponents, President Bola Tinubu demonstrates humility and a recognition of the shared identity of all citizens. This statement appeals to ethos by emphasizing his commitment to inclusivity,

fairness, and unity. It establishes his credibility as a leader who values the principles of equality and respect for all individuals, regardless of political differences.

President Tinubu further emphasizes his respect for his opponents by asserting that their patriotism is not diminished by his victory. This acknowledgment serves to humanize his political rivals and highlights his willingness to work collaboratively with them. By portraying them as fellow compatriots, he appeals to ethos by showing his commitment to national unity and his intention to treat all citizens with fairness and dignity.

The statement also recognizes that President Tinubu's opponents represent important constituencies and concerns. This acknowledgment signifies his understanding of the diverse perspectives and interests within Nigeria. By stating that these constituencies and concerns should not be ignored, he appeals to ethos by demonstrating his commitment to inclusivity, equity and responsiveness to the needs and aspirations of all citizens.

Excerpt 9:

"My supporters, I thank you. To those who voted otherwise, I thank you as well, I extend my hand across the political divide. I ask you to grasp it in national affinity and brotherhood. For me, political coloration has faded away. All I see are Nigerians"

The above excerpt uses ethos predominantly. Herein, President Tinubu expresses gratitude to his supporters and also extends his gratitude to those who did not vote for him. By thanking both his supporters and those who voted otherwise, he demonstrates a spirit of inclusivity, fairness, and respect for all citizens. This appeal to ethos emphasizes his commitment to unity and reconciliation, transcending political differences and emphasizing the common identity of being Nigerians.

President Tinubu's statement goes beyond mere words of gratitude. He extends his hand across the political divide, inviting those who may have opposed him politically to come together in national affinity and brotherhood. This gesture signifies his willingness to work collaboratively with individuals from different political backgrounds, promoting a sense of unity and cooperation in the nation. By doing so, President Tinubu appeals to ethos by highlighting his commitment to inclusive governance and the well-being of all Nigerians, irrespective of their political affiliations.

Furthermore, President Tinubu asserts that political coloration has faded away for him. This statement indicates that his focus is no longer on partisan politics but on the collective identity of Nigerians. By declaring that all he sees are Nigerians, he emphasizes his commitment to national unity and his intention to serve the interests of the entire nation. This appeal to ethos showcases President Tinubu's genuine concern for the well-being and unity of the Nigerian people, transcending political divisions and emphasizing his dedication to inclusive leadership.

Overall, this statement by President Tinubu demonstrates ethos by highlighting his gratitude, inclusivity, and commitment to unity. It reflects his intention to govern with fairness and to bridge the political divide in Nigeria. By extending his hand to those who voted otherwise and emphasizing the common identity of Nigerians, President Tinubu seeks to foster

a sense of national unity and cohesion, establishing himself as a leader who prioritizes the interests of the nation above political differences.

Pathos

Pathos refers to the use of emotions to persuade or influence an audience. Aristotle believed that emotions played a crucial role in human decision-making and that appealing to the audience's emotions could be an effective means of persuasion. The following excerpts exemplify the use of pathos in President Tinubu's inaugural speech:

Excerpt 10:

"Our administration shall govern on your behalf but never rule over you. We shall consult and dialogue but never dictate. We shall reach out to all but never put down a single person for holding views contrary to our own. We are here to further mend and heal this nation, not tear and injure it."

The statement above appeals to pathos at many points. The language used in this statement evokes emotions of hope, empathy, and a desire for positive change. It acknowledges the challenges and shortcomings of previous administrations, suggesting that the Nigerian people have experienced governance characterized by ruling, dictation, and suppression of dissenting views. This appeals to the emotions of frustration, disappointment, and a longing for a different approach to governance.

By stating that their administration will govern on behalf of the people rather than ruling over them, President Tinubu's statement taps into the hopes and desires of Nigerians for a more participatory and inclusive form of governance. It suggests a departure from the authoritarian tendencies that may have characterized past administrations and promises a shift towards a more consultative and collaborative approach.

The statement further emphasizes the importance of consultation, dialogue, and respect for differing views. By pledging not to put down anyone for holding views contrary to their own, President Tinubu's administration seeks to create an environment of inclusivity and respect for diverse opinions. This resonates with the emotions of individuals who may have felt marginalized or silenced in previous political climates.

Additionally, the statement appeals to the emotions of healing and unity. It acknowledges the need to mend the nation and move away from practices that may have caused division and injury. This conveys a sense of empathy and compassion, acknowledging the pain and suffering experienced by the Nigerian people and promising a commitment to reconciliation and progress.

In summary, the statement appeals to pathos by addressing the conditions of Nigerian governance before President Tinubu's emergence as President. It taps into emotions of hope, frustration, disappointment, and a desire for positive change. By promising a departure from past practices and emphasizing principles of consultation, respect, healing, and unity, the statement seeks to evoke emotions of optimism, empathy, and a renewed sense of trust in the governance of Nigeria.

Excerpt 11:

"This day is bold and majestic yet bright and full of spirit, as is our precious nation. As a nation, we have long ago decided to march beyond the dimness of night into the open day of renewed national hope"

In the context of Nigeria, the above statement evokes pathos by appealing to the emotions and aspirations of the Nigerian people. The use of words such as "bold," "majestic," "bright," and "full of spirit" creates a positive and uplifting tone, instilling a sense of pride and optimism. These words paint a vivid and inspiring image of a nation filled with potential and promise.

By mentioning the idea of marching "beyond the dimness of night into the open day of renewed national hope," the statement conveys a powerful metaphorical image. It appeals to the emotions of hope, progress, and a brighter future for Nigeria. This metaphor suggests that Nigeria has overcome challenges and is ready to embrace a new era of prosperity and unity.

The pathos in this statement lies in its ability to connect with the audience's desire for positive change and national development. It taps into the emotions of hope, pride, and determination, inspiring the people to believe in the country's potential and to actively contribute to its progress.

By evoking these emotions and aspirations, the statement aims to foster a sense of unity and collective responsibility among Nigerians. It encourages the audience to embrace a shared vision of a better future and motivates them to work towards realizing that vision.

Excerpt 12:

"Over six decades ago, our founding fathers gave bravely of themselves to place Nigeria on the map as an independent nation."

This statement appeals to pathos in a typical Nigerian context by evoking a sense of pride, nostalgia, and gratitude towards the country's history and the sacrifices made by its founding fathers.

Through stating the timeframe of "over six decades ago," the statement emphasizes the long-standing history and legacy of Nigeria as an independent nation. This evokes a sense of admiration and respect for the individuals who fought for Nigeria's independence, connecting with the audience's emotions and instilling a feeling of national pride.

The phrase "our founding fathers" further emphasizes a collective identity, fostering a sense of unity and shared history among Nigerians. It invokes a feeling of respect and gratitude towards those who played a pivotal role in shaping the nation's destiny, appealing to the audience's emotions and fostering a sense of belonging.

The use of the words "gave bravely of themselves" creates a powerful emotional appeal. It suggests that the founding fathers made personal sacrifices and demonstrated courage and selflessness in their pursuit of independence. This elicits admiration and gratitude towards their actions and reinforces the audience's emotional connection to their country's history.

Building Ideology through Inclusive Pronominals

In the provided speech, several ideological constructs are built through the use of pronouns. These constructs help shape the speaker's vision and emphasize unity, inclusivity, and a shared sense of purpose among Nigerians. Here are some examples:

1. "We" and "us": The speaker consistently uses pronouns like "we," "us," and "our" to create a sense of collective identity and unity. By including themselves as part of the Nigerian community, they emphasize their commitment to serving the nation and working together with the people. This reinforces the notion that everyone has a role to play in the country's progress.
2. "My fellow citizens": Addressing the audience as "fellow citizens" establishes a sense of camaraderie and equality. It reinforces the speaker's acknowledgment that they are one among the citizens, bound by a common goal and responsibility to the nation.
3. "Our administration" and "our government": The speaker uses these pronouns to denote that the government represents the collective will and interests of the people. By associating the administration with the citizens, President Bola Ahmed Tinubu seeks to build trust and assure the audience that their voices and concerns will be taken into account.
4. "All I see are Nigerians": By stating that political coloration has faded away and that all he sees are Nigerians, President Tinubu emphasizes the importance of national unity and transcending political divisions. This construct reinforces the idea that regardless of differences, all Nigerians share a common identity and deserve equal treatment.
5. "We shall consult and dialogue but never dictate": This pronouncement highlights the speaker's commitment to inclusivity and participatory governance. It suggests that decisions will be made through open dialogue and consultation, rather than unilateral dictates. This construct emphasizes the speaker's intention to govern in partnership with the people.
6. "Let us be united": This call for unity employs the pronoun "us" to emphasize the shared responsibility of all Nigerians in working towards a better future. It encourages the audience to put aside differences and come together for the collective benefit of the nation.

Building Ideologies through Parallel Structures

A parallel sentence, also known as parallel structure, refers to a grammatical and structural technique in writing where similar ideas are expressed using consistent patterns of words, phrases, or clauses. In a parallel sentence, the components are structured in a way that creates balance and symmetry, making the sentence more aesthetically pleasing and easier to understand. President Tinubu's inaugural speech contains several parallel sentences that contribute to the construction of various ideologies. A few examples of such structures and the ideologies they carry are:

1. *"Buhari, the past president, the respected highly commendable president and former president of Nigeria, my regards to him."*

The above line paints the ideology of respect and acknowledgment of the previous president's contributions, emphasizing continuity and unity in leadership.

2. *"My love for this nation is abiding. My confidence in its people is unwavering. And my faith in God Almighty is absolute."* This highlights the ideology of patriotism, trust in the Nigerian people, and reliance on religious faith as a guiding force.
3. *"This day is bold and majestic yet bright and full of spirit, as is our precious nation"* indicates optimism and hope for the future, portraying Nigeria as a vibrant and resilient nation.
4. *"The question we now ask ourselves is whether to remain faithful to the work inherent in building a better society or retreat into the shadows of our unmet potential."* This portrays a call for commitment to nation-building and progress, rejecting complacency and emphasizing the responsibility to fulfill Nigeria's potential.
5. *"For me, there is but one answer. We are too great a nation and too grounded as a people to rob ourselves of our finest destiny"* emphasizes national pride, belief in Nigeria's greatness, and the notion that the nation's destiny should not be compromised.
6. *"We have endured hardships that would have made other societies crumble. Yet, we have shouldered the heavy burden to arrive at this SUBLIME moment where the prospect of a better future merges with our improved capacity to create that future."* This builds the ideology of resilience and steadfastness in the face of challenges, highlighting Nigeria's ability to overcome adversity and the collective effort needed to shape a brighter future.
7. *"To the surprise of many but not to ourselves, we have more firmly established this land as a democracy in both word and deed."* The ideology portrayed here is that of pride in Nigeria's democratic progress and a sense of accomplishment in consolidating democratic principles.
8. *"The peaceful transition from one government to another is now our political tradition. This handover symbolizes our trust in God, our enduring faith in representative governance, and our belief in our ability to reshape this nation into the society it was always meant to be"* emphasizes peaceful governance, faith in democratic institutions, and a shared vision of transforming Nigeria into an ideal society.
9. *"Here, permit me to say a few words to my predecessor, President Muhammadu Buhari. Mr. President, you have been an honest, patriotic leader who has done his best for the nation you love"* builds an ideology of respect for leadership. It shows appreciation for the previous president's dedication, and fostering a sense of unity beyond political differences.
10. *"For many years, Nigeria's critics have trafficked the rumor that our nation will break apart, even perish. Yet here we are. We have stumbled at times, but our resilience and diversity have kept us going and we will keep going"* this expresses the ideology of unity in the face of external challenges, dismissing the notion of Nigeria's disintegration, and highlighting the strength derived from diversity.

Constructing Ideologies through Metaphors

In discourse, a metaphor refers to the use of metaphoric language or expressions to convey meaning beyond the literal interpretation of words. Metaphors are used to create imagery, evoke

emotions, and convey complex ideas by drawing comparisons between unrelated concepts or objects. They can be found in various forms of communication, including speeches, conversations, literature, and advertisements. Metaphors in discourse allow speakers or writers to communicate ideas more effectively, engage their audience, and convey abstract or intangible concepts in a more relatable and understandable manner. In the speech delivered by Tinubu, several metaphors can be identified. Examples:

1. The phrase *"retreat into the shadows of our unmet potential"* uses the metaphor of shadows to convey a sense of unfulfilled possibilities or untapped capabilities. The shadows represent the unexplored and unrealized aspects of individuals or society. This metaphor contributes to the construction of an ideology of progress and growth. It suggests that there is a choice between either embracing and striving to fulfill one's potential or succumbing to complacency and remaining in a state of unfulfilled promise. It implies that individuals or society should not settle for mediocrity or stagnation but should actively pursue personal and collective development.
2. The phrase *"march beyond the dimness of night into the open day of renewed national hope"* uses the metaphor of night and day to convey a sense of transition from a period of darkness, difficulties, or despair to a new era of optimism, progress, and hope. This metaphor contributes to the construction of an ideology of positive transformation and renewal. It suggests that the current state of affairs is characterized by challenges, symbolized by the darkness of night, but it also offers the promise of a brighter future, symbolized by the open day. The metaphor implies that by marching forward, overcoming obstacles, and embracing change, Nigeria can leave behind its struggles and embrace a renewed sense of hope and progress.

6. Conclusion

The analysis of rhetoric strategies and ideological constructs in President Bola Tinubu's inaugural speech provides valuable insights into the discursive dimensions of political leadership and the broader socio-political landscape of Nigeria. Through the lens of discourse analysis and critical discourse studies, this study has shed light on the linguistic and persuasive techniques employed by President Tinubu to shape public perception, convey his political ideologies, establish his leadership agenda, and publicize his policy priorities. By critically analyzing President Bola Tinubu's inaugural speech, this study contributes to the existing scholarship on discourse analysis and political communication. It emphasizes the importance of considering linguistic and rhetorical devices employed by political leaders in shaping public discourse and perceptions. The insights gained from this analysis can inform future research on the role of rhetoric in political leadership, contribute to the development of effective communication strategies, and facilitate a more informed and engaged citizenry.

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