

Rhetorical Discussion On "See Who Wants To Be President Of Nigeria" And The Impact Of Language On Politics And Communication/Advertising In The Era Of Change Agenda

Abalaka, J.N¹, Ajiteru, S.A.R², Sulaiman T.H³

¹Crown University, USA ²Relations Achievers University, Nigeria,

³Crown University, USA.

Email: abalaka.james@yahoo.com¹, ajiterudr.sheriffdeen@gmail.com², staiwohassan99@yahoo.com³

Abstract: Building agreement and influencing public opinion need effective communication. As a means of expressing ideas, language creates emotions that are used for political advantages during an electoral campaign. Human existence and the maintenance of connections depend on communication, a complex process. In actuality, human interactions are lubricated by this substance. Despite its importance, communication has two sides and can be applied either favorably or unfavorably. From the standpoint of its capacity for complexity, Boulton (2019, p. 41) pointed to the negative social intent of language. She also noted that language is frequently employed to deceive rather than to communicate. Human existence and the maintenance of connections depend on communication, a complex process. In actuality, human interactions are lubricated by this substance. Despite its importance, communication has two sides and can be applied either favorably or unfavorably. According to Boulton (1978, p. 41), from the standpoint of language's capacity for complexity to the detrimental societal intent of language. She also noted that language is frequently employed to deceive rather than to communicate. Therefore, this discourse examines how the political advertisement "See who wants to be President of Nigeria" exposed ignorance and ineptitude as unacceptable in a moral and democratic society such as Nigeria. It is a political communication activity that uses word choice and language as a means of rejecting a candidate in the April 2015 Nigerian presidential election.

Keywords: politics, language use, political campaign, discourse, rhetoric, advertising, and the Nigerian agenda for communication change.

1. OVERVIEW

Politics, according to Kaid (2021), "is largely a word game." It employs words that have been carefully chosen and presented in a particular way, in order to accomplish a predetermined goal. In discourse analysis, the mode is praised by the way certain words are arranged in a specific order and expressed, whether orally or in writing. The spoken word technique was employed in the "See Who Wants to Be President of Nigeria" political ad, which was used to solicit votes for political candidates during the country's presidential electioneering campaign in April 2015. The substance of words and their meanings in the political sphere are likely brought to light by the functionalistic definition of discourse, which defines it as the relationship that language establishes in "topic, situation, intention, and background knowledge." Ajiteru (2023).

People that share a shared frame of reference utilize words to generate meaning (Owuamalam, 2020). Within certain contextual factors, their use and meaning are dynamic rather than static. Abalaka (2023). As the psychological result of comprehension, their manner of presenting themselves in a political setting creates the atmosphere that welcomes assertions and sentiments and conditions feelings. Therefore, rhetoricians can address controversial topics like who is most qualified to be elected to a political office, like President of the Federal Republic of Nigeria, by using word choice. The functionalists, who favor word use and context as the determinants of meaning, disagree with the formalists, who favor word meaning as linguistically provided interpretation (Fiske, 2020). People who are engaged and look for reasons to defend their conduct within a political framework are excited by the functional approach. Therefore, the presentation style of political advertising is shaped by the usefulness of word use. It helps build rapport with the audience in order to accomplish a political objective. Sulaiman (2023).

2. Importance Of Communication and Language in Political Campaigns

One of the special qualities that sets man apart from other animals is his capacity to communicate with his surroundings through language. Language is viewed as a system in which each communication item takes its worth from the overall context, rather than just a means of expressing ideas and feelings or a vehicle of culture. where it operates. It would be difficult, if not impossible, for humans to survive without language as it would be difficult for anyone to interact with others. Thus, language is an essential tool for all human endeavors, including political campaigns. According to Barber (2019, p. 27), language allows us to affect each other's actions, which in turn facilitates human cooperation. It serves as a medium for the expression of human emotions and desires. Additionally, it is employed in the exercise of a person's authority (Abalaka, 2023).

According to Christie (2019), language is a tool that people use to generate information, ideas, or concepts as well as to shape and organize their experiences. of perspective and conveys attitudes. Thoughts and feelings are also shaped, expressed, and communicated with it. Therefore, the ability of man to use language and the growth of his linguistic potential are strongly tied to his survival as he goes about the business and pleasure of his everyday existence. Consistent with these schools of thinking, Gutberlet (2015, p. 299) believes that democracy necessitates an understanding of language as a reflection of the mutually reinforcing linkages between polity, culture, and identity, as well as a medium for communication. Language, according to Abalaka (2023), is a quality that distinguishes humans. Its ability to

communicate in a variety of settings frequently explains the goals and behaviors of its users. It is a variable that allows us to most effectively envision, create, aspire, and desire. Feel free to express yourself and utilize it to broaden your horizons and realize your full potential.

Language is a powerful tool for communication in politics because it can convey a wide range of meanings. It is a political discourse instrument. Several African languages were used to combat the colonists during the colonial era in Africa. For instance, the Swahili term "uhuru" (freedom) became a potent call to action in East Africa during the period of independence. The word "merdeka," which also means "freedom," had a similar impact in Malaysia. Once more, in South Africa, the terms "black" and "white" represent a whole way of life and a fight rather than just the skin tones of the various racial groupings of political culture and identity Ajiteru (2023).

These opinions support the assertion made by British Prime Minister Benjamin D. Israeli in the nineteenth century that few people can truly understand what words imply (Harris 2019, p.53). Certain people can use language, and more especially lexical choices, as effective tools to express satisfaction or promote particular leadership philosophies in an effort to garner a lot of support. Political leaders have a significant impact on society, and many of their supporters and followers agree with what they have to say, as Oduori (2017) also points out. According to Sulaiman (2023), this is because of certain behaviors that stem from terms that are linked with them and that serve as the foundation for their political beliefs.

In particular, Julius Nyerere, the late president of Tanzania, felt that the country needed a society in which equality (Usawa) would serve as its guiding ideal. His Ujamaa (socialism) philosophy, which is founded on what he called African socialism, was the result of his desperate attempts to make sure that this was included. His impact was so profound in the political arena that it gave Tanzanians a unique identity (Abalaka, 2023).

Importantly, political elites' level of success in achieving their predetermined objectives and political ends is somewhat determined by the number of political expressions they use. To put it another way, each political situation is presented and handled differently by the parties involved, with words that have been carefully chosen to support or validate their specific approach. It's interesting to note how purposefully and consciously political rhetoric is employed to either commend or criticize. Since it is a weapon used to attack or defend oneself against adversaries, it may be creative, productive, or destructive. This leads us to Ajiteru's (2023) concept of a political campaign.

3. Electioneering Campaigns' Purpose for Political Messages

A political campaign is a concerted attempt to change the way a certain group or environment makes decisions. It can also be seen as the grouping of people or organizations to exert influence over others in order to bring about a desired and acknowledged political change. It demonstrates how individuals, and especially political candidates, can raise awareness of the relationship between to transforming them into better representatives of the people and potential members of the community. In any case, each campaign is different, and winning an election is the ultimate objective of practically all political campaigns. While there isn't a single "best" campaign plan, the appropriate approach may vary depending on the candidate and the election (Lynn, 2019). The "message" that is conveyed to the electorate appears to be crucial in any political campaign. Sulaiman, a campaign message is a crucial and effective instrument. (2019).

A. The Objectives of Public Speaking and Writing

that politicians use to communicate their beliefs and feelings to the public in an effort to change and reroute the opinions of the voter to support their own. The message ought to be a straightforward assertion that may be said often during the campaign to sway the target audience or sway people to support the candidates. The key points that the candidate wants to convey to the electorate should be included in the campaign message, and they should be reiterated frequently to leave a lasting impression. Actually, in order to draw in voters, effective campaigns like to keep their message broad. In other words, effective identification of the types of electorates targeted for mobilization during or after a political campaign is necessary for appropriate language use. In the same context, Lekan Oyeleye categorizes listeners into three types:

- i) Captive Audience, who are fervently drawn to a mobilization program, thus he lends his support without requiring any convincing.
- ii) Hostile Audience: a person who is completely disinterested in the program and may avoid it by not supporting it and
- iii) Keep an eye on the audience, which is just uninterested in the show.

Furthermore, in his discussion of the sociology of language, Adekunle (2014, p.15) notes that "Society is seen only as a factor of language development and functioning."

Raymond Ross' identification of the broad aim and purposes of speaking—that is, utilizing language as described—is supported by this point of view. Speech analysis is a verbal communication technique used to enlighten, entertain, and convince an audience. It is crucial to remember that political speeches are given for specific reasons campaign phrases and party slogans. A political party's manifesto or an aspirant's intentions may be communicated to the public by this action. It might also aim to influence or persuade voters to support a politician or political party through their consciences. During political campaigns, it is typically not the goal to just amuse the public. The primary reason for not trying such a purpose or objective is that political campaign terminology should represent the perceived needs of the people and society at any particular time. Once this objective is accomplished, it will be simple to educate and influence voters to support particular candidates or political parties Abalaka (2023).

Every electorate has expectations, whether they are explicitly stated or not. These expectations are typically evaluated in relation to specific symbols, especially linguistic expressions, which might have multiple meanings throughout political campaigns. In his work "The Power of Words and the Techniques of Public Communication," Oyeleye (2019) points out that the function and language choice to be used in an exchange are determined by the combination of the context, audience, and communication goal (172). He also distinguishes two roles of language: the regulatory role, which can create and sustain social mobilization and empowerment, and the informative role, which conveys the encoder/speaker's experience. These opinions also support Ross's points of view. This context supports the idea that political statements should be expressed clearly and without any kind of uncertainty. As a candidate for president, governor, or senate, the speaker should demonstrate interest in the presumed or perceived need or needs of the populace, demonstrate a thorough comprehension of those needs, and make the necessary or coordinated efforts to meet those demands. Frequently, rhetoric, persuasion, propaganda, metaphor, euphemism, parallelism, jingles, and slogans define and influence political campaign language. Ajiteru (2023).

The primary goal of rhetoric in politics is to present a person or his opinions in the best possible light (Harris, 2019, p.58). George Orwell contends that "political language is designed to make lies sound truthful and murder respectable" in light of this (Harris, 2019, p.58). The art of persuasive speech is known as rhetoric. It is a language that is full of formal, literary, and needlessly long words that are frequently false and insincere. According to Charteris Black, metaphor has long been seen as a crucial component of political discourse and as a significant tool for forming worldviews and conceiving political concerns. According to Abalaka (2019), a metaphor is essentially a way for us to grasp one idea in terms of another.

Persuasion is the process by which someone appeals to sound judgment to achieve his objectives, usually through logic or well-reasoned arguments. Voters are calmed by persuasive language, especially when campaign topics or issues focused on issues that voters face are brought up frequently. Additionally, it follows that the Propaganda and rhetoric are effective forms of political campaign language because most politicians use them to convince voters to support them and their parties by portraying themselves as the only qualified candidates for the job. Abalaka (2023). Szanto characterizes the language of politics as a "lexicon of conflict and drama, of ridicule and reproach, pleading and persuasion, color and bite permeated" most likely because of this. According to Ajiteru (2023), "it is a language designed to exult some men, destroy some, and change the mind of others." The key idea is that persuasion is a fundamental aspect of politics and a prerequisite for gaining and using power. Politicians employ a range of strategies. Politicians employ a range of strategies to make sure they capture voters' interest and win their confidence and trust. Furthermore, the idea of persuasion with the goal of generating interest in a political party or candidate is crucial, just as the necessity for information cannot be overstated. Jingles, catchy phrases, colloquial expressions, songs, posture, gestures, facial expressions, and other ways of expressing political intents are examples of symbolic actions of speech that can be used to effectively persuade. But in a political campaign, the goal should not be to just amuse an audience. This is due to the importance of making sure that voters are not just aware of the party's policy but also convinced of it at best the candidate's readiness to adhere strictly to the party's admirable goals and programs. According to Sulaiman (2014), a campaign message that is delivered in plain, everyday language will therefore automatically persuade voters to support a party.

According to Jacque (2021), propaganda is the purposeful expression of beliefs or behaviors by individuals or organizations with the intention of influencing the beliefs or behaviors of other individuals or groups for specified purposes through psychological manipulations. In order to arouse and sensitize the electorate and, hence, aid in the hurting of an opponent, it is typically repeated and distributed via a variety of media.

Slogans: Conversely, a campaign slogan is a short, memorable phrase that goes with a brand or logo that captures the political candidate's goals and objectives. It is a crucial term associated with a political party or job applicant. Slogans can also be derived from the concept of a motto or from the statement of the opponent's values or ideas. Crucially, a political slogan has the ability to concisely and accurately link voters' concerns with the state of politics today.

4. Discussion of Concepts

Numbers play a key role in politics. In electioneering campaigns, the majority's judgment is favorably sought. It is thought that when a political theory has the backing of the majority, it will be propagated and accepted. For example, winning the presidency of the Federal Republic of Nigeria, a candidate must receive a simple majority of the votes cast for that purpose among all candidates, as stipulated in the 1999 Constitution as amended. Furthermore, such a candidate needs to receive at least 25% of the votes in at least two-thirds of Nigeria's states as well as the Federal Capital Territory (Sulaiman, 2023).

A candidate's goal of winning the election is what drives political acts to be used in political communication in order to satisfy the specified requirements. It implies that in such an election, the selection and implementation of vote-catching tactics require political calculations and permutations. Additionally, political ads are the result of combining a strategy with a certain goal, which offer useful voter data intended to affect the selection of a candidate Sulaiman (2014). Such television presentations, such as the one that offered information on "See who wants to become President in Nigeria," are known as political ads. Language is used in political advertising to convey political ideas and opinions (Kaid, 2021). The meaning that is produced by the language employed has the power to alter attitudes, beliefs, and opinions as well as to affect political behavior. Abalaka (2023). The language makes use of words that are deliberately chosen and delivered in a particular way to grab voters' attention, spark their interest in the political topic being discussed, and win their support for the concept being canvassed. The words employed evoke emotions and sentiments that support political behavior justifications. It implies that wordsmithing is necessary to manipulate viewpoints and convictions in political discourse. It is the expected behavior that message sources in political advertisements want to accomplish in order to draw more voters to their client and guarantee the candidate's electoral success (Ajiteru, 2023).

In April 2015, when the majority of Nigerian voters were anticipated to be exposed to its message, the political commercial "See who wants to be President of Nigeria" was broadcast on the Nigerian Television Authority's (NTA) network news prime time. According to TV Guide (2019), the use of NTA, which has 54 stations and is connected to state television stations and a few others, offered the commercial's message the greatest reach and ease of access within Nigeria's political constituencies. In the contemporary media era, the main idea was to use television as an electronic medium for political information that may affect voter behavior

(Borchers, 2017). The message that was sent fell under the category of political rhetoric, which is intended to influence public opinion through propaganda as stated by Abalaka (2023).

"Political rhetoric serves the art of politics at every turn, both as a mode of thought and as an instrument of expression and action," claims Bitzer (2021, p.225). As an expression that is anticipated to impact political activity in the electorate through voting in the presidential election, the viewpoint explains why political commercials are designed to spread political ideas. Therefore, the purpose of political discourse is "to ensure the viewers' conviction and persuasion" (Perelman, 2019) in political contexts, including Nigeria's 2015 presidential election. The source of "See who wants to be the President of Nigeria" most likely used the words that were available to assess a presidential candidate's ability in the political situation, in accordance with the Aristotelian theory that rhetoric finds "the available means of persuasion in any given case" (Bitzer, 2018). According to Perelman Sulaiman (2014), rhetoric is "at work whenever a writer or speaker uses arguments to secure the assent of others to theses he advances."

The use of language as a symbolic technique of eliciting collaboration in animals that by nature relate to symbols, however, is "rooted in an essential function of language itself." Burke (2019). Thus, rhetoric "seeks to promote cooperation by use of symbolic, linguistic, and other strategies of identification," according to Bitzer (2021, p. 227). The key point is that rhetoric uses words as a means of expression to influence political behavior, like voting in a Nigerian presidential election. A deeper comprehension of how language usage affects political behavior during elections is made possible by the conceptual review of the presented opinions.

5. Political Commercial Synopsis

The purpose of the political communication gimmick, "See who wants to be President of Nigeria," is to warn Nigerian voters about the perils of choosing a "ignorant" to hold the country's most coveted governmental position. APC General Muhammadu Buhari was exposed to two easy language use memory tests that focus on word usage and definitions. The political messaging source's chosen phrases were associated with the candidate's political goal of winning the presidency of the Federal Republic of Nigeria. Pronouncing the name of his running mate or vice-presidential candidate from his political party correctly was the first exam. As Buhari attempted to enunciate "Yemi Osibanjo," he faltered and stumbled. He was also requested to explain what the abbreviation "INEC" meant. Since his response in that campaign ad did not match the proper phrase, which is "Independent National Electoral

Commission," he failed the test. It is an abbreviation for the electoral body associated with the He was unaware of the election's conduct in which he was a candidate. He faltered, stammered, and failed the easy word test once more. The resulting mockery, which was founded on word usage experience, revealed the candidate's "incompetence and ignorance" in pursuing the office. In the 2015 Nigerian presidential election, the political ad thus promoted "a dunce that wants to be President of Nigeria" as a political concept to the voters (Ajiteru, 2023).

6. Problem Statement

The study's declared goal was to determine whether Buhari, as portrayed in the commercial, was

"ignorant" in the sense of winning the presidency of Nigeria. The advertisement's explanation of the answer may appear apparent to common sense, but empirical evidence is necessary as a scientific method of intellectual reasoning to support any response (Unanka, 2017). In order to ascertain if observable data exhibits findings that attest to the fact as portrayed on television or otherwise, the political commercial was subjected to content analysis using the rhetorical discourse approach.

The results may demonstrate that a candidate is stupid, yet other political factors allow people to choose them. In other studies, this condition leads to a better understanding of the other variables that voters used to choose that candidate. Additionally, the test items that generated the results can even be subjective, guaranteeing that the candidate in question receives a bad score due to ignorance. Once more, this point of view is also researchable.

7. Study Methods

The manifest substance of communication was examined in the study. When examining how word choice was anticipated to impact political considerations when choosing a presidential candidate among those in the same race, the content analysis option (Nwodu, 2019) was always appropriate. From a rhetorical standpoint, the qualitative component of content analysis was employed as the discourse approach to assess the television political commercial "See who wants to be President of Nigeria."

Measuring a message that is presented, such as in the political advertising under investigation, is part of content analysis. It calculates how frequently the signs used to evaluate communication content occur so that they can be compared to reality or real-life situations. experience. Comparative results like this provide insight into how a message has been

developed and handled in a communication medium like television. According to Fiske (2020, p.137), it "analyses the denotative order of signification."

According to Wimmer and Dominick (2020), content analysis needs to be more than just quantitative. Additionally, content analysis can be done qualitatively (Best and Kahn, 2016). To relate ideas to observations, the approach makes use of the fundamental idea of outcome comparison (Hofstetter, 2021, p.529). Krippendorff (2020, p. 16–18) states that "making replicable and valid references from data to their context" in communication is the foundation of any intellectual justification, which is based on the relationship between ignorance and observed evidence in the political commercial that is being presented. Therefore, the chosen phrases serve as linguistic indices that shed light on how a seemingly straightforward and straightforward topic evolved into the standard by which a candidate is judged in an election scenario (Sulaiman, 2023).

Opinions, beliefs, attitudes, and political behavior were supposed to be influenced by the political commercial on television, which presented the observed data to the electorate as evidence. Determining who is most qualified to be elected President of the Federal Republic of Nigeria is the anticipated shift in popular opinion.

8. The Method of Rhetorical Discourse

"Honest effective communication" is the focus of the chosen rhetorical discourse technique (Osuafor, 2019, p.7). To "the attention aggregate" (Schramm, 2014), who are participants in the process, such communication must be straightforward and understandable. engagement, even as spectators. This point of view clarifies why, in the context of Nigerian politics, the test's indices were based on the words "pronunciation" and "meaning of a common acronym." The audience, especially the electorate, would be able to determine whether or not the candidate was uneducated based on how he answered the questions.

The analysis's discourse component focused on the outcome of the test indices' intended use as well as the political environment in which they gained significance. The study's appropriate theoretical framework was the functional paradigm of language use rather than its formalistic consideration. According to Abalaka (2023), it displays "the functional relations with the topic, situation, intention, and background knowledge." The Spoken words in the test language gained relevance as a means of explanation.

Thus, linguistic study "cannot be independent of the analysis of the purpose and functions of language in human life," according to Schrifin, quoted in Osuafor (2019). It is the

intention of the chosen words to solve the stated problem of ignorance by providing the rhetorical evidence through observed data in order to arrive at a logical conclusion. This implies that the most important component of rhetorical discourse is proof.

The Evaluation

A political ad featuring Muhammadu Buhari as a presidential contender was released in April 2015, during Nigeria's presidential election campaign season. He was sitting, wearing a cap and a white gown. Before the glare of television viewers, he answered two questions. The inquiries were:

Voice:	What is the name of your running mate?
Buhari:	Professor Yemi Osu,. Osi, em, eh, oshi, Oshubanjo.
Voice:	Wrong! The answer is Professor Yemi Osibajo
Voice:	What is the meaning of INEC?
Buhari:	International, em, eh, Independent Nigeria Election Commission
Voice:	Wrong! The answer is Independent National Electoral Commission.
Voice:	You can see who wants to be President of Nigeria.

Buhari should make the precise noise that should allow his running companion to be properly identified. In order to teach and educate the voters on a political subject, such as the identity of the vice presidential candidate, he was supposed to read the name out loud so that viewers could determine the precise meaning of the words asked. Buhari was accused of failing to pronounce the name correctly, which caused voters to become confused as they considered the candidate's running partner.

"Pronunciation is the accepted standard of sound and rhythm for words in a given language," states Lucas (2021, GL5). It indicates that there is a standard way to pronounce things that come from a particular language; otherwise, they could have a different meaning than what they are intended to express. The Yoruba linguistic group in Nigeria is the source of the chosen word. An Hausa political candidate from a different language group in Nigeria was given the term to study, but he was required to say it like a Yoruba.

Therefore, it appeared that the purpose of the political ad was to mock Muhammadu Buhari in a "scornful jocularly" manner in order to parody a presidential contender in a serious political context, such as an election. The word test's main objective was to "criticize and disapprove" Buhari for being unsuitable to serve as the president of the Federal Republic of Nigeria. As a result, he was seen as a "jester" rather than a wise and informed person. someone qualified to serve as Nigeria's president. In a serious political scenario, such as the presidency, he was merely reduced to a "comic personae" appropriate for an age that needed "comic relief" (Sulaiman, 2014).

A jester is "a person in bright garb and a fool's cap" who entertains others, according to Hornby (2015). This image explains why Buhari was shown in the commercial as a "dumb head" despite wearing a white outfit. The forensic evidence presented as proof was utilized to denigrate the candidate by decreasing his intellectual evaluation based on the observed data arising from the response to pronunciation. The psychological foundation for Buhari's planned rejection was introduced by the emotional strain he was experiencing while he struggled to pronounce his running mate's name. someone qualified to serve as Nigeria's president. In a serious political scenario, such as the presidency, he was merely reduced to a "comic personae" appropriate for an age that needed "comic relief" (Sulaiman, 2014).

A jester is "a person in bright garb and a fool's cap" who entertains others, according to Hornby (2015). This image explains why Buhari was shown in the commercial as a "dumb head" despite wearing a white outfit. The forensic evidence presented as proof was utilized to denigrate the candidate by decreasing his intellectual evaluation based on the observed data arising from the response to pronunciation. The psychological foundation for Buhari's planned rejection was introduced by the emotional strain he was experiencing while he struggled to pronounce his running mate's name Using "stuttlng," "mumblng," and "ramblng" in an attempt to convey the meaning of INEC, which portrayed Buhari as a candidate for president of Nigeria who was "intellectually unstable." The argument stemmed from the political commercial under study's poor articulation and lack of confidence, which were demonstrated in the word test exercise. In Nigeria's April 2015 presidential election, the established contradiction made the candidate appear incompetent to the people. Accordingly, Buhari's personality and temperament as a presidential candidate revealed "a deeper truth" about the candidate to the electorate, as depicted in the commercial Abalaka (2019).

In particular, two primary templates were used by the rhetorical discourse analysis as indicators for examination. As demonstrated in the political commercial, they incorporate style and area of discourse to comprehend the nature of proof. The main goal is to gain a deeper understanding of the review's creation. Additionally, it should explain how language works, especially from the standpoint of word choice. These two tactics would clarify the source's goal, project the message content, and predict the anticipated impact the political ad was intended to have on voter behavior. Ajiteru (2016).

9. Mode as an analysis index

The candidate who was anticipated to accurately pronounce the Vice-Presidential Candidate's name was supposed to speak the words chosen for this study. The phonics exercise was meant to be praised for approval, or the hearer's disdain. The test focused on the candidate's proficiency in word pronunciation. Because his response affected Nigerian politics, it became a public issue. Through the medium of television, the proof was presented to the public as observable data. The Nigerian electorate used the examiner's parameters to evaluate the candidate. It was anticipated that the supported evidence from Buhari's statement would have a detrimental effect on voter behavior and the candidate's political ambitions in that race.

The linguistic reflection that connects the language user to the transmission medium is known as the mode. Nigerians who participate in the political commercial on television are the language users. Both the examiner and the subject are aware that there are cultural differences in a multicultural such as Nigerian society. The examiner might easily defend the test by pointing out that a president in Nigeria has absolute authority over all cultures. The Nigerian constitution's National Character concept promotes this position. Therefore, if Buhari was to be elected president in that election, it was believed that he would climb above his Hausa linguistic group and demonstrate interest in other cultures through word pronunciation (Sulaiman, 2014).

The ability to evaluate the presidential candidate's qualifications on television was made possible by the auditory component of the broadcast medium. Chaffee (2017, p. 293) points out that "advertisers have almost created a science out of exploiting language to impact people's perceptions, beliefs, and behaviors... Linking favorable or unfavorable feelings and ideas to the product or service being marketed is a fundamental advertising tactic. This claim is consistent with Abalaka's (2019) position that "the expressive role of language involves emotions, feelings, and attitudes that are expressed through language use," such as in the mass media (Ajiteru, 2016).

Buhari's answer to the question and Montgomery's (2016) perspective on spontaneous speaking provide light on the reasons behind the challenges with word pronunciation and meaning creation. He asserts that certain aspects of speech delivery present challenges to the speaker as they simultaneously think, edit, and speak. The triple demands in speech rendition

can lead to stumbling, backchannel behavior, pauses, and repetitions, as was evidently inappropriate.

throughout the examination in the case of Buhari. The candidate's language orientation as someone from a different linguistic enclave than the vice-presidential candidate might have contributed to the experience. As a result, the candidate suffered from the lexical implications of word choice (Sulaiman, 2014).

The political ad specifically aimed to gain the disapproval of the language's owners, who might take offense at a term that is borne by their stock being mispronounced. The political ad mainly targeted at least six Yoruba States in Nigeria, which have a population of over 10 million people. Additionally, people from neighboring states think Buhari ought to have practiced and understood the pronunciation because the name of his running buddy was supposed to be accurately retrieved from him anytime, he was asked, and they were also the commercial's target audience. Given that Buhari was unable to explain the significance of INEC, a significant political organization in Nigeria where the presidential election will take place, these voters were probably annoyed by the candidate's level of intelligence. The candidate's ignorance and incompetence were depicted in the exposition (Ajiteru, 2016).

It's crucial to remember that other presidential candidates were not put through the same or comparable testing in the political ad, which focused on word choice, pronunciation, and meaning creation. It indicates that voters in Nigeria were not given an equal chance to evaluate the candidates using the same standard in the politics of language use and word choice. The knowledge that linguistic variations may impact how words are pronounced and what they represent is likely what made the political ad only amusing to television viewers. Since the words and their meanings had no direct impact on the economy or the sociocultural expectations of the voters, it is yet to be empirically proven whether that commercial altered public opinion against Buhari's election as Nigeria's president, even among any linguistic group (Abalaka, 2019).

Additionally, the candidate's image in the audio-visual media lacked technical proficiency. For example, the candidate's head alignment when seated and the usage of cut as a transitional device, tended to imply morphing rather than scenic development. This opinion is supported by the lack of proof in live memory from any television program or even a video version that examined Muhammadu Buhari in this way. If the presentation had been a real-life extract rather than a fabrication designed to discredit the candidate in front of Nigerian voters

and cost him important votes in the presidential race, the story would have been different, credible, and acceptable.

10. The Discourse Field

According to Gregory and Sussanne (2018), the field of discourse is "the consequence of the speaker's role, what his language is all about, what experience he is verbalizing, what is going on through language." Given this, it becomes imperative to determine the precise nature of the political advertisement. intended to accomplish with the chosen words. Such comprehension would determine whether or not the words employed were successful in producing the intended communication outcome (Ajiteru, 2016).

The exchange of meaning between individuals engaged in an interaction is known as communication. "It is concerned with how messages, or text, interact with people in order to produce meaning," according to Fiske (2020, p. 2). The conclusion is that in any communication circumstance, the audience is the one who gives words meaning. Due to a number of intervening factors in the communication environment, the encoder may attempt to utilize terms that are universally understood through a commonality of codes, but the resulting meaning may deviate from his original goal (Abalaka, 2019).

Therefore, this study's implication is to comprehend the Pronunciation and other linguistic tone delivery factors are relevant when a candidate is elected president of a nation. The cultural difference between the examiner and the examined, with regard to the chosen word used for the interview, is most likely what caused the mispronunciation rather than the communication breakdown that the message source was hoping to take advantage of in the political commercial. As watchers of television, the commercial anticipated that the electorate would return a verdict of ineptitude regarding the pronunciation of Buhari's running mate's name and ignorance regarding INEC as an acronym. The presidential candidate was put to the test through language use, namely in word choice and delivery (Ajiteru, 2016).

By adding referents, the aforementioned test became politicized and focused the audience's interest on Nigeria's presidential election (Osgood, 2017). For example, in a political setting, the term "running mate" for a presidential race has a particular connotation. Once more, the selection of INEC as the test's abbreviation also served to draw voters' attention to the election in which Buhari was a candidate who had been approved by the organization to run for president. Therefore, it would be ridiculous for a candidate to be unaware of the name of the organization to which he submitted in order to be granted permission to run in Nigeria's

2015 presidential election. Consequently, the purpose of the exercise was to reveal the presidential candidate's intelligence to those who cast ballots in the election Sulaiman, 2014.

Nigeria's April 2015 presidential election and the candidates for the office were the subject of discussion. According to the interpretation derived from the examiner's words used to evaluate the candidate, the political scenario involved competence and eligibility. the political climate in which the test was administered, which had to do with the candidate's or examined person's desire to become president. The exercise's likely goal was to demonstrate the candidate's character and mental capacity in light of his potential to win the presidency of Nigeria. The presidential candidate was characterized as unqualified due to his blatant ignorance of his running mate's background and even the meaning of INEC as an acronym be chosen as Nigeria's president.

Such a basic civic analysis, however, would not be enough to offer any forensic or scientific proof that public administration relies on word recall and pronunciation. Word pronunciation and recitation have no direct bearing on state management operations. Beyond linguistic concerns, it is a major matter that has the potential to create political divisions along ethnic lines. It indicates that the test creators were more concerned with adding humor to a serious subject, such as choosing a nation's president.

The political ad may have been successful in making fun of Buhari, but the media's predetermined agenda may not have been able to discourage voters from supporting that candidate in the election (McCombs and Shaw, 2017). The public that was produced agenda, (McCombs, 2021) would attribute the mispronunciation of Buhari's running mate's name to linguistic and cultural differences. Perhaps the order in which the questions were given proved to be the political commercial's downfall or obstacle to achieving its intended goal. For instance, the first question on memorability was a linguistic one. Ajiteru (2016).

The candidate was in a reasonable balance of reality when the first question focused on cross-cultural expectations. No entropy other than the anticipated redundancy in cultural differences was produced by his act. It is unrealistic to expect a Hausa, such as Buhari, to sound like a Yoruba who owns the test's name. Since his failure in that regard was anticipated, it lessened the anticipated response from voters. In actuality, it added a psychological angle in which sympathy for the candidate's mispronunciation of words validated Buhari's cunning in attempting to overcome the obstacle. Unlike if he had remained silent and "moped" at the audience, his action constituted a laudable effort (Sulaiman, 2014).

Once more, the exercise had the potential to generate stock interest, as Hausas would perceive their own as being put through a derogatory test that was not related to national interest, which is the anticipated criterion for eligibility to become President of Nigeria (Abalaka, 2019). Given that at least ten states in Nigeria have a population of over 24 million Hausa speakers, compared to at least ten states with Yoruba speakers, Word choice and linguistic delivery reveal the effects of bias and ethnic characteristics in six states with around 15 million voters. It demonstrates that, contrary to what the message source Ajiteru (2016) had anticipated, the aforementioned political ad was able to produce a backlash impact in favor of Buhari.

Any failure of that political commercial to accomplish the intended electoral goal may likely be attributed to the local consideration of words in their selection and usage. However, as a problem in communication research, this viewpoint is open to additional empirical investigation. Thus, Pool (2020), Lerner (2020), and Graber (2021) concur that "the same words may belong to different languages and may mean diverse things given different settings." to several linguistic groups, such as those in Nigeria.

11. Findings Synopsis

During this analysis, the following conclusions were reached:

- ❖ In the Nigerian presidential election held in April 2015, Buhari's pronunciation proficiency as a candidate was evaluated using carefully chosen terms.
- ❖ The candidate mispronounced his running mate's name in front of the television viewers of the political ad that was shown for that reason.
- ❖ Buhari was depicted bumbling, stuttering, and tripping as he frantically attempted to respond to queries. By redefining INEC as an acronym, the candidate was shown as being unintelligent and unfit to serve as Nigeria's president.
- ❖ The candidate's test results were made public by the television media. It was designed to provide Nigerian voters the opportunity to "see who wants to be President of Nigeria."
- ❖ In terms of cross-cultural considerations, the exercise results in a linguistic problem. It demonstrated how a Hausa candidate must correctly pronounce a Yoruba name in order to be elected President of Nigeria. Additionally, it was a test of how memorable Buhari's running mate's name was.
- ❖ Except for Buhari, none of the other candidates took the test. It demonstrates that the political advertisement did not offer a fair forum for evaluating each candidate's proficiency using the same yardstick.

- ❖ Television viewers may have found the political ad humorous, but it was questionable whether the emotions and mood it created would convert into the intended electoral outcome achievement. The test's subject matter has nothing to do with national problems that influence voters' preferences at elections.

12. Definition

The political ad gave people a chance to learn how language usage and word choice may result in objective failure. The chosen phrases, for example, created a wonderful comedy that took the focus away from the intended process message of ineptitude and stupidity, which would have been disastrous for the candidate in the political scenario. Instead, the candidate was seen as a clown or jester on the presidential political stage due to his bumbling and stumbling over the pronunciation and memorability of words (Ajiteru, 2016). As a result, the way language is used, the way the chosen words are applied in the political. Instead of creating the physical clamor that would have led to protests and the dismissal of Buhari as unfit to hold the president, commercials created psychological noise. Politics is still a human activity that requires connections and interactions between equal and free persons. In order to satisfy human needs or desires for a greater standard of living in society, it must seek to improve human conditions. This is very important since it affirms each person's individuality and gives life purpose. Therefore, the development of a "just society," which Aristotle once referred to as the "master science," should be encouraged by politics as an ethical endeavor. Humans cannot exist in a world full of wants, anxiety, fear, force, frustration, and desires for self-actualization or self-esteem stay human without turning into a politician. Politics determines the government, which in turn defines the lives of the citizens, who ultimately define the politics of the state, as noted by Ayoade (2017, p. 2). Politics is essentially an effort to ease the conflicts that exist between wants and social reality. Language thus becomes important in order to accomplish this goal. Abalaka (2019).

The terms that were chosen and utilized had little to do with the electorate's political needs, which were important during elections. The poorest tactic in ethusing expected protest votes against the electorate's ignorance and ineptitude was most likely the way the language and presentation style related to political terms. It demonstrates that the desired or acceptable communication outcome can only be attained if utilized language and presentational style give the message recipient the same impression that the message originator had in mind. It implies that for the communication goal to be achieved, the words used must be relevant to the

audience's needs. Any discrepancy in audience expectations would result in an ancillary effect that is distinct from the permutation of the message source, such as television viewers being pleasantly satisfied by a humorous presentation in a political commercial, rather than leading to the rejection of a candidate in Nigeria's presidential election (Sulaiman, 2014).

13. Advice

This study demonstrates the importance of carefully choosing words to use in political contexts in order to convey the desired message to the recipient. Despite the fact that the selected term is appropriately positioned for its intended use, the language's delivery style must be such that it elicits the desired response from the audience in order for communication to be effective. It indicates that the chosen word needs to be phatic in order to elicit the anticipated audience response. If a counter-impact in word choice is to be avoided, linguistic features of the recipient audience should be taken into account. It should be mentioned that depending on audience perceptions and individual variations, messages may inspire action. Therefore, it must be the responsibility of language use and word choice to create the psychological effect that is in conflict with the communication goal. This is the fundamental way that language shape's public opinion Ajiteru (2016).

Additionally, word choice and selection must be appropriate in meeting the expectations of their recipients within the context of the language used; otherwise, the intended outcome as intended may elude its source. For example, the audience is more affected by the key issues in a language use situation than by the superficial associations of words to the presentation environment. In the political commercial under study, references to the "running mate" and the meaning of a political institution, INEC, would not convey to the voter that the candidate is truly ignorant and incompetent, as the outcome could also indicate both forgetfulness and resilience on the examined person's path.

As a result, various people interpret the weak influence differently. Instead of misleading voters with alluring rhetoric, political candidates should make a concerted effort to educate or convince people in order to perform politics without resentment. They ought to utilize straightforward language to convey their political goals instead of resorting to aggression, force, destructive impulses, or unhealthy rivalry. During political campaigns, they should try to steer clear of derogatory remarks that could incite strife. Sulaiman (2014).

REFERENCES

- Abalaka, J. N. (2023). The impact of social media on voting behaviour in Nigeria: A study of selected voters in Lagos. *International Journal of Innovative Research in Education, Technology & Social Strategies*, 10(1). <http://internationalpolicybrief.org/journals/international-scientific-research-consortium-journals-2/intl-jrnl-of-innovative-research-in-edu-tech-social-strategies-vol10-no1-april-2023>
- Ajiteru, S. A. R. (2023). The impact of social media on voting behaviour in Nigeria: A study of selected voters in Lagos. *International Journal of Innovative Research in Education, Technology & Social Strategies*, 10(1). <http://internationalpolicybrief.org/journals/international-scientific-research-consortium-journals-2/intl-jrnl-of-innovative-research-in-edu-tech-social-strategies-vol10-no1-april-2023>
- Borchers, T. A. (2017). *Persuasion in the media age*. Boston, MA: McGraw Hill.
- Chaffee, J. (2017). *Thinking critically* (5th ed.). Boston, MA: Houghton Mifflin Company.
- Federal Government of Nigeria. (2019). *Nigerian constitution*. Lagos: Government Press.
- Fiske, J. (2020). *Introduction to communication studies* (2nd ed.). London: Routledge.
- Graber, D. (2021). Political languages. In D. D. Nimmo & K. R. Sanders (Eds.), *Handbook of political communication* (pp. xx–xx). Beverly Hills, CA: Sage Publications.
- Gregory, M., & Sussanne, C. (2018). *Language and situation: Language varieties and other social contexts*. London: Routledge and Kegan Paul.
- Hofstetter, C. R. (2021). Content analysis. In D. D. Nimmo & K. R. Sanders (Eds.), *Handbook of political communication* (pp. xx–xx). London: Sage Publications.
- Hornby, F. (Ed.). (2015). *Oxford advanced learner's dictionary*. London: Oxford University Press.
- Kaid, L. (2021). Political advertising. In D. D. Nimmo & K. R. Sanders (Eds.), *Handbook of political communication* (pp. xx–xx). London: Sage Publications.
- Lerner, D. (2020). The revolutionary elites and world symbolism. In H. D. Lasswell, D. Lerner, & H. Speier (Eds.), *Propaganda and communication in world history* (Vol. 2, pp. xx–xx). Honolulu, HI: University Press of Hawaii.
- Lucas, S. E. (2021). *The art of public speaking* (7th ed.). Boston, MA: McGraw Hill.
- Montgomery, M. (2016). *An introduction to language and society*. London: Methuen.

- Nigerian Television Authority. (2014). TV guide (April–June ed.). Abuja: NTA.
- Nimmo, D. D., & Sanders, K. R. (Eds.). (2021). Handbook of political communication. Beverly Hills, CA: Sage Publications.
- Nwodu, L. C. (2016). Research in communication and other behavioural sciences: Principles, methods and issues. Enugu: Rhyce Kerex Publishers.
- Ozoh, H. C. (2013). Principles and practice of advertising. Enugu: Rhyce Kerex Publishers.
- Pool, I. de Sola. (2020). The language of politics: General trends in content. In H. D. Lasswell, D. Lerner, & H. Speier (Eds.), Propaganda and communication in world history (Vol. 3, pp. xx–xx). Honolulu, HI: University Press of Hawaii.
- Sulaiman, T. H. (2023). The impact of social media on voting behaviour in Nigeria: A study of selected voters in Lagos. International Journal of Innovative Research in Education, Technology & Social Strategies, 10(1). <http://internationalpolicybrief.org/journals/international-scientific-research-consortium-journals-2/intl-jrnl-of-innovative-research-in-edu-tech-social-strategies-vol10-no1-april-2023>
- Unanka, G. O. (2017). Methodology of social science research. Owerri: All Ages.
- Wimmer, R. D., & Dominick, J. R. (2020). Mass media research: An introduction (6th ed.). Belmont, CA: Wadsworth Publishing Company.