Metadiscoursal mappings of persuasion in President Muhammadu Buhari's local interviews on Boko Haram conflicts in Nigeria

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Abstract

This paper investigates the way PMB manipulates metadiscourse features during media interviews in Nigeria to persuade Nigerians on the policies and actions deployed by Nigerian government in battling Boko Haram (BH) threats, which have become the country's major security challenge. It explores the various interactional metadiscourse elements and linguistic forms that characterise PMB's persuasive strategies in such interviews. The data comprise three media interviews of PMB's randomly selected from three Nigerian media stations (*EbonyLife* Television, National Television Authority, and TVC NEWS). These were transcribed and subjected to content analysis with insights from Ken Hyland's interpersonal model of metadiscourse and aspects of Halliday's Systemic Functional Grammar. Five interactional metadiscourse resources were observed in PMB's interviews: self-mentions engagement markers, hedges, boosters, and attitude markers. These are largely realized through his use of modals, performatives, and personal pronouns. **Key words:** Metadiscourse, President Muhammadu Buhari, media discourse, political interviews, Nigeria insecurity, Boko Haram.

Introduction

The term metadiscourse - a concept in linguistics and discourse analysis, has elicited a wide range of scholastic research which has contributed immensely to literature in the field of textual and discourse analysis. Metadiscourse is derived from the Greek words for 'beyond' and 'discourse' and was originally coined by the American linguist - Zellig Harris into the field of applied linguistics in a 1959 paper entitle: 'linguistic transformations for information retrieval.' Harris described metadiscourse as a way of basically understanding language or representation of the speaker's or writer's influence on the hearer's or reader's perception of the text. Drawing from this research, many linguists have delved into the study of metadiscourse from various aspects, establishing definitions, theories, models, categorisations and practical analysis of language both written and spoken, thereby bringing prominence to the concept and connecting it to academic scholarship.

During the late 1980s and early 1990s, the concept of metadiscourse witnessed a shift or an advancement from linguistic theory to rhetorical theory to which Crismore contributed. To this effect, Crismore (1990) argued that metadiscourse is a 'social, rhetorical instrument' (p. 4). In Halliday's (1985, p. 12) systemic functional theory, language is said to perform three metafunctions. Moreover, according to Hyland, metadiscourse 'reveals the writer's awareness of the reader and their need for elaboration, clarification, guidance and interaction. In expressing an awareness of the text, the writer also makes the reader aware of it, and this only happens when the reader has a clear, reader-oriented reason for doing so. In other words,

drawing attention to the text represents a writer's goals relative to an assessment of the reader's need for guidance and elaboration' (p. 49), and to illustrate this view, Hyland introduced an interpersonal model.

The concept of metadiscourse is basically an umbrella term that comprises words and phrases that organise discourse, link ideas, inform and indicate the writer's attitude towards the text and intended audience. It also indicates audience participation, facilitates meaning and comprehension, and communication. Metadiscourse has continually been used as a framework for the analysis of media discourse such as press reports (Liu & Zhang, 2021), televised debates and speeches (Zhu, 2018), advertisements (Shahab & Assadi, 2014), etc. As such, metadiscourse has been applied to media use of language to explore how interactive and interactional resources facilitates meaning, comprehension, and communication. This study further explores the linguistic forms that characterise the interactional metadiscourse resources used in his interviews. To this end, this study combines both quantitative and qualitative methods to examine the role of metadiscourse strategies in some selected media interviews and how these express PMB's political ambition and intentions, espoused ideologies, and political position.

President Muhammadu Buhari's political speeches/debates

Several research have been conducted on the political discourses of President Muhammadu Buhari, especially from linguistic (e.g., Ademilokun, 2015; Koutchade, 2015; Nnamdi-Eruchalu, 2017; Olayemi, 2018; Ugoala, 2020; etc.) and social scientific (e.g., Malah & Taiwo,

2020) perspectives. Koutchade (2015) attempted an analysis of the acceptance speech of General Buhari. The analysis was built on Halliday's systemic functional approach to explore the language of the speech, particularly, "aspects of experiential meaning, realized through the transitivity patterns which focus on the different processes, participants and circumstances and the interpersonal meaning realised through modality, which includes modalization and modulation" (Koutchade, 2015, p. 24). This research showed instances of transitivity and modality in General Buhari's speech and that his idiolect was reflected in his expression of social experiences and world-view. Okafor and Issife (2017) subjected President Buhari's inaugural speech of May 29, 2015 to a stylistic analysis. The research adopted Halliday's (1985) systemic functional grammar alongside stylistics to explore the predominant use of statements and modal auxiliaries which expressed intention, obligation, informative nature of the speech and the President's commitment to fulfil his promises. Nnamdi-Erechalu (2017) argued that Muhammadu Buhari in both his maiden speech as a military Head of State in 1984, and inaugural speech as a democratically elected President in 2015 tactfully deployed personal pronouns to present different identities and project different ideologies, and … the backgrounds from which he spoke impacted on his pronominal choices" (2017, p. 156). From a critical discourse perspective, the pronominal choices used by the President in the two speeches explored the meaning embedded in the speeches, his persuasive intent on his audience, solicitation of support and cooperation with his government from different segments of society and his awareness of his audiences' religious, political, ethical and regional diversity.

Through the research, PMB's choice of pronouns in the two speeches analysed revealed his military and civilian identities/beliefs and illuminated the context from which he channelled his information and the purpose which his speech tends to achieve (Nnamdi-Erechalu, 2017, p. 162).

Malah and Taiwo (2020) adopted the concept of conceptual metaphor initiated by Lakoff and Johnson (1980) in the analysis of PMB's Presidential primaries speech, acceptance speech, victory speech and first Presidential inaugural speech, to show how he used conceptual metaphors to establish his ethical integrity, heighten emotional impact and communicate his anti-corruption and political ideologies" (Malah & Taiwo, 2020, p. 27). These researchers, through Charteris-Black's (2009) contemporary model of metaphor and political communication showed that President Buhari used "human metaphors (32%), war metaphors (21%), journey metaphors (16%), family metaphors (11%), building metaphors (11%), illness metaphors (3%), light metaphors (3%) and story metaphors (3%)" (Malah & Taiwo, 2020, p. 35).

Awotayo (2018) applied the principle of critical discourse analysis, particularly the Discourse Historical Approach (Reisgl and Wodak, 2016) to investigate the "change" slogan of Buhari's presidential and religious addresses. The research, examined the fundamental role of critical discourse analysis for the analysis of ideological clashes which is a consequence of the use of "change" slogan and the semantic undertone of the slogan.

The previous works reviewed have generally provided insights on the persuasive (rhetoric) feature of metadiscourse, the structure of a text (based on genre or community discourse) to

determine the metadiscourse resources prevalent in a particular text, as well as the impact of these resources on communication and comprehension skills, and the dynamics of the content and context of PMB's speeches. These reviewed works share a certain similarity with this present research in that they explore the influence of metadiscourse markers in the organization, production, and receipt of intelligible communication and the linguistic implication of PMB's political speeches. The present study, therefore, goes further to draw attention to PMB's media chats with objectives aimed at identifying and interpreting the significance of the interactional metadiscourse resources as a persuasive strategy used by PMB to persuade Nigerians on the policies and actions of the Nigerian government as well as the military in battling Boko Haram insurgency and examining the linguistic forms that characterise the metadiscourse elements.

Hyland's (2005) Framework

Hyland (2005) illustrated metadiscourse as a "system of meanings realised by an open-ended set of language items" (p. 37). His stand on the concept of metadiscourse is basically interpersonal, that is, it focuses on the audiences' knowledge and experiences, reveals the presence of the reader/hearer, takes an audience sensitive viewpoint of communication, and guides the receiver's understanding of a text using a set of linguistic features which explicitly organise texts, engages the audience with the text in context and projects the attitude of the writer/speaker to the content of their text and their audience. Hyland proposed a classification scheme known as the interpersonal model of metadiscourse, which builds on earlier models of metadiscourse and takes a wider scope by including both stance and engagement features (2005, p. 49).

Table 1: Hyland's interpersonal model of metadiscourse (2005)

Category	Function	Examples
Interactive	**Help to guide the reader through the text**	**Resources**
Transitions	express relations between main clauses	in addition; but; thus; and
Frame markers purpose	refer to discourse acts, sequences or stages	finally; to conclude; my
Endophoric markers section 2	refer to information in other parts of the text	noted above; see Fig; in
Evidentials	refer to information from other texts	according to X; Z states
Code glosses other words	elaborate propositional meanings	namely; e.g.; such as; in
Interactional	**Involve the reader in the text**	**Resources**

Hedges about	withhold commitment and open dialogue	might; perhaps; possible;
Boosters that	emphasize certainty or close dialogue	in fact; definitely; it is clear
Attitude markers surprisingly	express writer's attitude to proposition	unfortunately; I agree;
Self-mentions	explicit reference to author(s)	I; we; my; me; our
Engagement markers that	explicitly build relationship with reader	consider; note; you can see

This model of metadiscourse is classified into two categories; the interactive and the interactional. The interactional category which is significant the analysis carried out in this study are discussed briefly below:

The interactional helps the writer to express his view towards the propositional content, and also reflects the interaction between the writer/speaker and their audience. The interactional category is made up of five subcategories, namely:

- Hedges, which this suggests a comparatively lower degree of commitment or subjectivity of a writer's opinion towards the propositional information. Examples of such resources include; might, perhaps, possible, it seems that, it is unlikely, etc.
- Boosters - this emphasizes a higher degree of certainty or confidence of the writer towards the propositional information or argument. Examples: in fact, definitely, evidently, obviously, undoubtedly, etc.
- Attitude markers - used to express the writer's affective attitude to propositions. Examples: in fact, definitely, obviously, undoubtedly, etc.
- Self-mentions - this indicates the degree of the writer's presence in the discourse. This usually is comprised of first-person pronouns and possessive adjectives. Example; I, me mine, our, my, etc.
- Engagement markers: these are devices that explicitly draw the reader's attention or engage them as participants in the discourse. Examples include; consider, note, imagine, recall, think about, you can see that, determine, etc.

Methodology

This study essentially adopted content analysis as a part of qualitative research. Content analysis is a research technique that opts for an objective, systematic and quantitative description of the contents of communication. It is basically a research tool which aids researchers in identifying and analysing the presence, meanings and relationships of patterns of contents within texts. This design was adopted in this research because it is the most suitable research method for communicative linguistic studies, which involves the analysis of the meanings and relationships

of words/concepts and the identification of patterns in recorded communication.

The data for this study consists of three media interviews of President Muhammadu Buhari (PMB). The first interview was hosted by NTA NEWS in 2019. And in this interview, the anchor - Adamu Sambo interviewed PMB on the achievements of his past administration from 2015 to 2019, and what his administration intended to achieve in his second tenure. The second interview was hosted by TVC NEWS in 2015. In the interview, the anchor - Azeezat Olaoluwa interviewed the President on his motivations for coming back into partisan politics and his plans towards the development of some sections of the Nigerian economy. The third interview was hosted by *Ebonylife* Television during the TV series "Moments with Mo." The anchor - Mo Abudu interviewed PMB on his motivation for coming back into power, his leadership style and how he intended to solve the problems of insecurity, unemployment and economic underdevelopment. The data were collected from YouTube, transcribed to writing, and line-numbered for easy references.

The method of data analysis comprises a combination of quantitative and qualitative methods. We carried out a participant observation, listened to the interviews, and as Nigerians we understood the contextual realities of PMB's responses to the interviews on insecurity as a burning issue that arouses everybody's interest. Hyland's interpersonal model of metadiscourse, particularly the interactional unit, was used to identify relevant metadiscursive resources. Other metadiscourse features that are not relevant to the purpose of this research was discarded. A quantitative analytic method was employed in creating a distribution for the three media interviews in relation to the frequency of interpersonal metadiscourse features present in the interviews. The qualitative method of analysis was adopted in comparing, analysing, and interpreting the result of the distribution. The discussion of findings is guided by the objectives of this study thereby obtaining the quantitative result of the frequency of occurrence and the proportional percentage of interactional metadiscourse resources in PMB's media interviews in Nigeria and a qualitative analysis of the interactional resources and the linguistic forms that characterise these elements.

Findings and discussion

Table 2: Frequency of interactional metadiscourse markers in the interview samples.

Interactional metadiscourse marker	Total Number	%
Hedges	83	13.2
Boosters	79	12.6
Attitude Markers	63	10.1
Self-Mentions	285	45.5

Engagement Markers	116	18.5
	626	100

Hedges

Hedges are linguistic forms that indicate the subjectivity of a proposition and suggest a comparatively lower degree of commitment towards a piece of propositional information. Hedges has been identified in linguistic forms such as 'if' clauses, introductory phrases, adverbs, nouns, probability adjectives, modal lexical verbs, and modal auxiliary verbs. Examples of these forms in PMB's media interviews are shown below:

Use of modal lexical verbs

EXCERPT 1

Buhari: *I think a culture was developed in the national assembly where they should dictate the terms. I think that was wrong. It is the executive who dictate the term and take it before the legislature that will examine it and agree or disagree with it. But, once they go about posing that they are the government and not the executive, then there's a problem and I felt that, and I spoke personally to the Senate President Saraki as the leader of the house. They gather, you could not deny it. I told them how do they feel to hold the country at ransom for seven months without passing a budget? So, for seven months, they are listening to, I said personally they are not hurting me, they are hurting the country. So, rarely, in terms of patriotism, I think I rated them very very low indeed. (Lines 64-72)*
President Muhammadu Buhari's special interview with NTA's Adamu Sambo.

In the text above, in the first line, PMB suggestively mentions that a particular action was taken by the national assembly without making any commitment to this assertion. In the second and last lines, the statements 'I think that was wrong' and 'I think I rated them very very low indeed,' show how PMB mildly condemns the incompetency of the national assembly without clearly or directly saying so:

EXCERPT 2

Buhari: Yes, well it was erm, I think it was a landmark in Nigeria political history. Firstly, erm for an opposition party, you know, to successfully win in election against the incumbent party which had been there for sixteen years. And I think more significantly, what the President did by calling me before even the final talky errgh and before the announcement of INEC and said that arrgh he is congratulating me for winning, that is, it shows a remarkable statesmanship and this stabilise the politics of this country. And I feel he is ergh going down into history for that because arrgh from the extension of six weeks arrgharrgh… I think many observers in errgh especially Nigerians feel that errgherrgh the elections and the results are going to errgh controversial but the President decided to cut it off by accepting what errgh is practically on the ground. (Lines 34-43). Gen.
Muhammadu Buhari's first exclusive interview with Azeezat Olaoluwa from TVC news.

EXCERPT 3

Buhari: Exactly, and arrgh also <u>I discern</u> he is a minister in one of the arrgh very strong church (Lines 346-347). **Gen. Muhammadu Buhari's interview with Mo Abudu from Ebonylife Television**.

In the above texts, the use of the lexical verb 'I think' in EXCERPT 2 further shows that the statement made by President Buhari is basically his personal opinion and not an established knowledge. And by doing so, he detaches every form of commitment from his assertions. In EXCERPT 3, the use of the lexical verb 'discern' projects PMB's uncertainty about Professor Osinbajo being a minister in a religious denomination.

Use of 'If' clauses

The hypothetical 'if'' is used to indicate uncertainty, possibility and likelihood of an action, event or proposition. The use of 'if' clauses as a hedging device are identified in the excerpts below:

EXCERPT 4

Buhari: Well, it's after them since they said they, <u>if they say nothing will happen to them</u>, let them behave themselves or they better run. (Lines 158-159)
President Muhammadu Buhari's special interview with NTA's Adamu Sambo.

EXCERPT 5

Buhari: Well, I criticise this government, arrgh earlier on one day, there was this national conference which was not constitutional, and they said they voted seven billion naira for it. But the national assembly instituted that and this is their job. <u>If that seven billion was given to ASUU and the teachers at tertiary institutions</u>, our children wouldn't have been at home for two academic, almost two academic years. (Lines 236-241). **Gen Muhammadu Buhari's interview with Mo Abudu from Ebonylife Television**.

In EXCERPT 4, the 'if' clause shows PMB's uncertainty over the claim of a group of people (represented by the third person pronoun 'they'). The 'if' clause in this excerpt also indicates a likelihood that something will either happen to these groups of people mentioned or not. A threat is mildly implied, and as such, it can be deduced that PMB indirectly threatened or dared any citizen that will try to oppose his leadership. The 'if' clause in EXCERPT 5 indicates a possibility and a likelihood that the Academic Staff Union of Universities' (ASUU) strike would have been averted if the seven billion naira that was voted for the national conference paid. The clause 'if that seven billion was given to ASUU and the teachers at tertiary institutions', also portrays PMB's suggestive personal opinion as opposed to the decision taken by the incumbent government. And in this light, he indirectly makes a judgement on the incumbent government as insensitive to the needs of the masses.

Use of modal auxiliary verbs

Modal auxiliary verbs such as may, can, might, could would, should are used as hedging devices to express possibility, reduce the directness or impact of a statement/proposition, and express probability. Examples of this will be shown in the excerpt below:

EXCERPT 6

Buhari: well, these things arrgh took time to happen overnight. Arrgh, and apparently <u>it may even take a longer time arrgh to solve it</u>. But as I kept on saying, agriculture and solid minerals are the immediate areas that can be quickly developed because Nigeria has the capacity, it has the land, it has arrgh, <u>it can mobilise the capital to put everybody unemployed into the land and the solid minerals</u>. Meanwhile, arrgh the educational institutions. (Lines 177-183) **Gen. Muhammadu Buhari's interview with Mo Abudu from Ebonylife Television**.

In the text above, PMB used 'may' as a strategy to withhold commitment over his capacity to solve the economic and social problems in Nigeria. He refrains from directly making a promise to solve these problems within a short period during his tenure. Also in the excerpt, 'can' is used to express the possibility that the country can generate capital for investment into the fields of agriculture and solid minerals in other to alleviate unemployment. The use of these modals shows that PMB is not convinced or certain of the possibility of the of the issues mentioned in the excerpt happening.

Use of adverbs

Adverbs function as approximators of degree, quality, frequency and time, and are used as hedging devices to minimise the effect or force of an utterance. Some examples are identified in the excerpts below:

EXCERPT 7

Buhari: I think arrgh it's the relief to the people of Northeast especially arrgh for <u>rarely degrading the Boko Haram</u>. Arrgh, if you go to the Northeast, you will try and find out, they used to occupy seventeen local governments. They are now not holding any local government. They have resulted to holding some islands on the Lake Chad and indoctrinating people especially young girls, knocking them down with explosives and sending them to arrgh soft targets such as mosques, market places and motor parks. So, <u>rarely our first identified assignment of securing the country</u>, we have arrgh achieved some success. The economy, we are lucky, God just heard our prayers. The raining season were good, last raining season, we made fertilizers available in some of the input and <u>we have virtually security</u>. (Lines 9-17) **President Muhammadu Buhari's special interview with NTA's Adamu Sambo**.

EXCERPT 8

Buhari: <u>Virtually</u>, at all levels, we have to get competent ministers. (Line 324)

Gen. Muhammadu Buhari's interview with Mo Abudu from Ebonylife Television.

The hedging device used in EXCERPTs 7 and 8 are adverbs- 'rarely' and 'virtually.' In EXCERPT 7, PMB used the adverb 'rarely' to subjectively state his personal opinion on the issue of insecurity in Nigeria. PMB used the adverb 'virtually' to narrow his claim on the availability of security in Nigeria, and by doing so, he withheld his full commitment and avoided absoluteness to the statement in other not to be proven wrong. In EXCERPT 8, PMB used the adverb 'virtually' to reduce the illocutionary force of the utterance and to indirectly express the fact that we have incompetent ministers.

Table 3: Below is a summary of our findings on hedges in the data.

Linguistic forms	Frequency distribution	Average
Lexical verbs	30	6.2%
If clauses	12	2.4%
Modal auxiliary verbs	23	4.7%
Adverbs	18	3.7%

Boosters

Boosters emphasize a higher degree of certainty or confidence of the writer towards the propositional information. It gives no room for other alternative views. A categorical illustration of boosters is discussed below with some excerpts:

Use of modal auxiliary verb

EXCERPT 9

Buhari: ... So, whatever we said in our manifesto, people <u>must</u> accept the fact that arrgh we have to modify certainly according to law and the constitution of the country. (Lines 94-96)

Gen. Muhammadu Buhari's first exclusive interview with Azeezat Olaoluwa from TVC news.

In EXCERPT 9, 'must' exerts obligation towards an action. In the excerpt, PMB confidently vouches for the efficacy of his party's manifesto and subjects the people under an obligation of accepting the prospects of the manifesto as a sure agent of change to the system.

Use of stative verbs and adjectives

EXCERPT 10

Buhari: Luxury and consumer goods arrgh, we we have to, there's a stage we have to device a way of protecting some of our industries. For example, arrgharrgh textiles. <u>I know of sure</u> the textile industry used to employ arrgh about three hundred and twenty thousand Nigerians in Ikeja, in Kaduna, in Aba. But now, arrgh virtually the textile industry has collapsed. (Lines 151-155). **Gen. Muhammadu Buhari's interview with Mo Abudu from Ebonylife Television.**

In EXCERPT 10, PMB made use of a booster which is represented by the stative verb 'know.' The clause 'I know of sure' shows PMB's certainty over his knowledge of the running of the textile industry in Nigeria, and as such, gives credence to the propositional information and makes it indisputable.

EXCERPT 11

Buhari: I have tried to make the police and the judiciary <u>much more efficient</u>. Arrgh, as I told the police and told arrgh a lot of people, the police are in the frontline. As I said, there is no town where you don't get a police station, they are supposed to be in the front line for law and order. The only thing closer to the people than the police are neighbourhood itself. <u>People know in some communities</u>, if people steal, <u>they know</u> from which family who stole it, which kind of criminals in the village. This is what I expect the Nigerian police to achieve; absolute community security, to know the criminals around them so that they can straight away head for those who commit certain crime and get them prosecuted. (Lines125-132). **President Muhammadu Buhari's Special Interview with NTA's Adamu Sambo.**

In EXCERPT 11, the boosters in the statement are represented by the stative verb 'know' and the adjectival phrase 'much more.' In the first sentence of this excerpt, PMB established his dedication and effort towards improving the police and the judiciary, and in line with this, the phrase 'much more' gives weight and a level of confidence to his assertion. The use of the verb 'know' in the fifth sentence established PMB's certainty over his assertion of the communal relationship within a particular geographical area, specifically in knowing every member of their community and being able to fish out the criminals amongst them.

Table 4: Summary of findings on boosters in the data

Linguistic forms	Frequency distribution	Average
Modal auxiliary verbs	25	6.5%
Stative verbs	31	8.1%
Adjectives	23	6.1%

Attitude markers

Attitude markers express the writer's attitude towards propositional information conveying surprise, agreement, pleasure, emphasis, obligation, etc. (Hyland 82). Attitude markers can help writers persuade readers by expressing shared attitudes through devices which can be in form of deonic modals, attitudinal adjectives, affective adverbs, expressions conveying stance or evaluation, performative, etc.

Use of deonic modals

Deonic modals such as 'have to', or 'should', are used by writers/speakers to make affective appeals and express persuasive propositions. Examples of this form are identified in the excerpts below:

EXCERPT 12

Buhari: Well, arrgh, firstly the APC that gave the ticket, arrgh if I subsequently win the election then I have to go by APC manifesto. And what has been realised by the party are two fundamental issues. (Lines 41-43). **Gen. Muhammadu Buhari's interview with Mo Abudu from Ebonylife Television**.

EXCERPT 13

Buhari: We have to see what efforts were done in terms of arrgh privatization. The good NEPA and Power Holding Company of Nigeria have been sold. Now those who bought them we have to study, what have they done with them? All we know at least twenty billion United States dollars have been spent on power between nineteen ninety-nine and now. What are the results? There is a lot of work to be done. (Lines 156-160). **Gen. Muhammadu Buhari's first exclusive interview with Azeezat Olaoluwa from TVC News.**

In EXCERPT 12, PMB used the expression 'I have to' to express what his personal attitude would be towards political rule if he succeeds in winning the election. Therefore, he pledges to abide by the APC manifesto as a guide to bring change and stability to the Nigerian economy. In EXCERPT 13, PMB used the expression 'we have to' to express affective commitment to his government towards evaluating the work done so far by the previous government in the power sector. In the third sentence of this excerpt, the expression 'we have to' is used by PMB to provide a personal evaluation of his government toward the privatization of the power sector.

Use of affective adverbs

Adverbs such as 'interestingly', 'surprisingly', 'exactly', 'overwhelmingly', etc. are used to express attitude towards propositional information - to persuade or engage a reader into discourse. Examples of affective adverbs will be shown explicitly in the excerpts below:

EXCERPT 14

Buhari: <u>Exactly</u>, *and arrgh, I think the recent primaries conducted here in Lagos, I think convinced arrgh all those that are interested and they are following the political development that the party has really decided, you know, to give me the ticket to contest arrgh this year's election on the fourteenth of next month.* (Lines 20-23). **Gen. Muhammadu Buhari's interview with Mo Abudu from Ebonylife Television**.

In EXCERPT 14, PMB used the affective adverb 'exactly' to express solidarity of proposition and to confirm the accuracy of the interviewer's statement.

EXCERPT 15

Buhari: <u>Greatly</u>. (Line 132)

Gen. Muhammadu Buhari's interview with Mo Abudu from Ebonylife Television.

In the EXCERPT above, the affective adverb 'greatly' expresses solidarity to the proposition and as such, conveys his agreement with the interviewer on the grounds that investments in agro-business and solid minerals will stabilise the economy of Nigeria.

Use of other expressions conveying stance or evaluation

EXCERPT 16

Buhari: ... *So rarely, I understand Nigerian politics, but I found out that the elites are just for themselves, they are just there. That is why* <u>I didn't so much bother about what they felt</u> *and what they threatened they could do, and* <u>I am very pleased</u> *that I proved myself right...* (Lines 41-43). **President Muhammadu Buhari's special interview with NTA's Adamu Sambo.**

In EXCERPT 16, PMB used expressions such as 'I didn't so much bother about what they felt' and 'I am very pleased' to convey stance over his evaluation of Nigerian elites who campaigned against his election in 2015.

Use of performatives

Performatives are generally utterances which are being enacted as they are uttered. PMB made use of performatives in his interviews to express gratitude and to make appeals. An illustration of performatives will be identified in the excerpt below:

EXCERPT 17

Buhari: Well, I thank Nigerians for putting me under remarkable score. And seeing the way I came through, you know, I was a governor in Katsina State. I was a petroleum for three and quarter year, I was a military Head of State… and then I won in 2015 and now constitutionally, I won the last time, the fifth time. So rarely, for somebody who has been in the field for twenty years, from bottom to top, I think errgh if Nigerians show respect or love for me, I'm grateful they are appreciating my efforts. (Lines 185-191). **President Muhammadu Buhari's special interview with NTA's Adamu Sambo.**

In Excerpt 17, the performative expressions 'thank Nigerians' and 'I'm grateful' are used by PMB in the course of the interview to express his gratitude to Nigerians for their support towards his political ambition and administration.

Table 5: Summary of findings on attitude markers in the data.

Linguistic forms	**Frequency distribution**	**Average**
Deonic modals	14	2.2%
Affective adverbs	23	3.6%
Expressions that convey stance or evaluation	17	2.7%
Performatives	9	1.4%

Self-mention

Self-mentions are interactional resources that indicate the degree of author presence in the discourse; it contributes to the development of a relationship with the reader when it occurs alongside attitude markers, and also helps the speaker to build an affective and rhetoric discourse. Self-mentions can be identified with respect to linguistic forms such as pronouns and possessive adjectives.

Use of pronouns

Pronouns are basically words that substitute for nouns and noun phrases in sentences. With respect to self-mentions, a speaker makes use of first-person pronouns to emphasize personal dispositions or sensibilities (Hyland, 2005, p. 83). Emphasis on this is illustrated below:

EXCERPT 18

Buhari: Yes, I think the first question errgh if you are following errgh, my political antecedent you would have known that errgh it was answered by me personally in April 2002 when I joined partisan politics. On that date I said that all myself and all those that were close to me if arrgh were asked a year ago, that means in the year 2000 was I being to practice politics, I would say No. This was simply because of arrgh to politicians of the second republic. So, I thought I would never erm you know participate in Nigerian partisan politics. But then, I think that would seem to be erm a credit for me when people are accusing me of being rigid stereotype and all that. If I can modify my faults, I think that people should give me a credit for that. (Lines 12-21). **Gen. Muhammadu Buhari's first exclusive interview with Azeezat Olaoluwa from TVC news.**

In the excerpt above, PMB predominantly made use of the first person (subjective case) pronoun 'I' to assert himself and justify his decision to join partisan politics and continue contesting at the polls. The use of self-mention in the excerpt signifies PMB's active presence and contribution to the discourse from a personal perspective. The exclusive 'we' used by PMB in the excerpt refers to himself and his political associates/party members, and thus creates a collective identity.

Use of possessive adjectives

Possessive adjectives basically modify nouns by showing a sense of possession. The possessive determiner 'our' and 'my' serve as self-mentions and instances are shown in the excerpts below:

EXCERPT 19

Buhari: Well, my frustration is that we cannot move faster in prosecution, in punishing the rarely big raft. We've made some progress, we've recovered arrgha number of assets, fixed assets and arrgh many banks including Europe and America. But under this system, you cannot be too in a hurry even if you see including using whistle blowers, you have to go through the police for the police to go through the rigmarole of full investigation before prosecution. This is my biggest frustration really. (Lines 20-25). **President Muhammadu Buhari's special interview with NTA's Adamu Sambo.**

EXCERPT 20

Buhari: Now, that will be against our manifesto. Our manifesto stresses social justice and somebody who promise social justice and put it in writing cannot come, turn around, and promote injustice. We are not, we are going to provide social justice. People are going to get what they deserve, whether they are in opposition or in the, or in our party. (Lines 247-251). **Gen. Muhammadu Buhari's first exclusive interview with Azeezat Olaoluwa from TVC News.**

In EXCERPT 19, the possessive determiner 'my' is used by PMB to express his heartfelt regrets and frustration over his inability to bring embezzlers, money launderers and

other corrupt politicians to justice as a result of the inefficiency of the police and delayed investigation. On the other hand, In EXCERPT 20, PMB used the possessive determiner 'our' to refer to the manifesto and his political party (APC), as a collective identity/ownership. Therefore, the manifesto and the party do not belong to him alone but also make reference or involve a particular group of people.

Table 6: Summary of findings on self-mentions in the data

Linguistic forms	Frequency distribution	Average
Pronouns	191	272.1%
Possessive adjectives	94	133.9%

Engagement markers

Engagement markers are devices that explicitly draw the reader's attention or engage them as participants in the discourse. This can be identified by the use of second-person pronouns, imperatives, question forms, asides first-person pronoun (possessive case) etc.

Use of second person pronoun

The second person pronoun simply refers to the person the speaker is addressing. This type of pronoun is made up of 'you' (subjective and objective case), and 'your' (possessive case). An instance of this is identified in the excerpts below:

EXCERPT 21

Buhari: If you, if you are listening to the news properly, you find out Cameron seem to be fighting Boko Haram more than Nigeria. (Lines 89-90)

EXCERPT22

Buhari: Go and vote and make sure your vote count. (Line 395)

Gen. Muhammadu Buhari's interview with Mo Abudu from Ebonylife Television.

In EXCERPT 21, through the use of the second person pronoun 'you', PMB directly involves the interviewer in the discourse by making reference to the probable shared Knowledge in other to establish a unified understanding and agreement. PMB tries to draw the interviewer into a concord on the most suitable strategy for combating Boko Haram insurgency. In Excerpt 22, the pronoun 'your' refers to the audience/Nigerians watching the interview. Here, PMB implores the Nigerian populace to go out and vote on the day of the election.

Use of first-person pronoun

The first-person pronouns are pronouns that refer to the speaker and a third party. This category of pronoun is comprised of 'I' and 'we' (objective case), 'me' and 'us' (objective case), and 'my' and 'our' (possessive case). An illustration of these will be identified in the excerpts below:

EXCERPT 23

> *Buhari: The federal government and the state government should be encouraged, you know, to arrgh to spend less money on overheads. Arrgh, you know, going all the place with arrgharrgh convoy of vehicles, arrgh very often. <u>Let us</u> erm empower <u>our</u> institution, <u>let us</u> improve <u>our</u> health care<u>, let us</u> improve <u>our</u> education system so that people would develop confidence in them and stay at home. And then<u>, let us</u> arrgharrgh… import less luxury goods. <u>Let us</u> get <u>our</u> industry to start so that <u>we</u> can get employment and goods and services. (lines 139-146).* **Gen Muhammadu Buhari's Interview with Mo Abudu from Ebonylife Television.**

In the Excerpt above, PMB makes use of the exclusive 'we' and 'us' to refer to the government and through this, he establishes solidarity and collective identity with them and also draws their attention to developments that will stabilise the economy and ensure improvement in the standard of living of the Nigerian citizens.

Table 7: Summary of findings on engagement markers

Linguistic forms	Frequency distribution	Average
First-person pronoun	44	25.5%
Second-person pronoun	72	41.7%

Conclusion

Five interactional metadiscourse resources have been observed in PMB's interviews (i.e., self-mentions (45.5%), engagement markers (18.5%), hedges (13.2%), boosters (12.6%), and attitude markers (10.1%). Through these metadiscursive markers, PMB is able to involve the interviewer in the discourse by making reference shared knowledge and also involve Nigerian citizens in the discourse by soliciting their support and directly imploring them to get their permanent voter's card and vote on the election day. PMB also made use of the five interactional features or stance markers; namely the hedges, boosters, attitude markers and self-mentions as rhetoric devices in disclosing the policies and actions of government towards effective security and persuading Nigerians to have faith in the capacity of his administration and the Nigerian military to defeat Boko Haram insurgency. This research which is carried out from a qualitative approach has contributed to the vast area of study on political discourse. The study established that in comparison to PMB's

political speeches, addresses and debates, PMB's media interviews is an avenue through
which he expresses his political ambition and intentions, leadership goals, and commitment towards bringing positive change to every sector of the Nigerian society.

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