

Rhetoric among Prominent Politicians Excerpts from Yar'adua and Rimi's Speeches

Murtala Shafi'i¹, Salisu Bala Abubakar^{2*} 

¹Department of English, School of Secondary Education Languages, Isa Kaita College of Education Dutsin-ma, P.M.B 5007, Dutsin-ma, Katsina State, Nigeria.

Email: murtalashafii2@gmail.com

²Department of English, School of Secondary Education Languages, Isa Kaita College of Education Dutsin-ma, P.M.B 5007, Dutsin-ma, Katsina State, Nigeria.

Email: Salisubalaabubakar@gmail.com

ABSTRACT

CORRESPONDING

AUTHOR (*):

Salisu Bala Abubakar
(Salisubalaabubakar@gmail.com)

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This article attempts to investigate how politicians used their rhetoric to influence their audiences by examining the specific types of speech rhetoric. Though they employ various of rhetorical speeches when delivering their manifestos. It thus seeks to assess the effectiveness of Speech Act Theory as a framework for analysing the speeches of Alhaji Umar Musa Yar Adua and Alhaji Abubakar Rimi in order to gain a better understanding of their political purposes. The significant events, conflicts, and challenges that the Nigerian people face while their politicians are in office are thought to have a significant impact on the types of speech acts produced in their speeches to make their points clear. This article employs a linguistic taxonomy of rhetorical speech acts based on Aristotle's theory of rhetoric. It provides a method for categorizing speech acts in order to reveal the linguistic and political premise of two well-known politicians' speeches, which stand in for significant events in Nigerians' lives. The findings of the analysis show that socio-political events in the country have a significant impact on the types of speech acts delivered by these two politicians. This is also resulting in their speeches with varying goals of encouraging voters to cast their votes on them for them to win elections.

Contribution/Originality: This research is the first of its kind in north west of Nigeria as a country and it has both practical and theoretical contributions. Its practical contribution is that politicians and awareness agencies may use the finding to encourage and give awareness to people in terms of politics and government policy implementation in the region and the country at large.

1. Introduction

The researcher argues that there is a need to investigate the use of political rhetorical strategies of Malam Umaru Musa Yar'adua and Abubakar Rimi as prominent politicians from the Northern part of Nigeria. Similar research was carried out from the southern

part of the country which compared the rhetoric used by Mashood Abiola and the rhetoric employed by Awolowo. Comparing and contrasting the use of rhetorical strategies in political campaigns by these two political figures of northern Nigeria will provide an insight into the use of rhetoric in Nigerian politicians' speeches. As a result, it is assumed that any linguistic element in a political speech is purposefully chosen and used rhetorically to advance political action. As such, no word in political speech is chosen at random. If a word is used, rest assured that it was chosen with care. In other words, politicians take advantage of linguistic options to express their political will. It is against this backdrop; this study will attempt to elucidate the primary arguments used by political elites regarding electorates' persuasion during political campaigns by analysing the use of persuasive expressions in Yar'adua and Rimi's political speeches during their political campaigns. Thus, the researchers aim to determine the rhetoric used by two prominent northern politicians, namely Abubakar Rimi and Malam Umaru Musa Yar'adua, in the context of Nigeria, because research of this kind has not been conducted in the northern part of the country. The Nigerian politicians' speeches are of greater importance in running determining their successful policy implementation. The investigation of the political rhetoric among politicians' strategies in their campaigns for convincing electorates to vote for them is paramount.

Therefore, it is pertinent at this point to talk briefly about the political leaders under investigation (i.e., Malam Umar Musa Yar'adua and Abubakar Rimi) to provide the readers with an understanding of their significance in Nigerian politics. Umaru Musa Yar'adua (August 16, 1951 – May 5, 2010) was a Nigerian politician who was President of the country from 2007 to 2010. He was former university lecturer and declared the winner of the Nigerian presidential election on April 21, 2007, and sworn in on May 29, 2007. He was the Governor of Katsina State and a member of the People's Democratic Party (PDP) from 1999 to 2007. He was one of the few presidents who received widespread support across the country, regardless of ethnicity, religion, or region. Yar'adua was only in office for three years, but those three years were the best in the history of Nigerian democracy. He died after spending months in the hospital.

His accomplishments, on the other hand, are listed below:

- i. Reduction of Petrol pump price from 75 naira to 65 naira
- ii. Declaration of all his assets setting a template for others to follow
- iii. Approval of the Dredging of River Niger
- iv. Granting of Amnesty to Niger-Delta Militants
- v. Implementation of the 18,000 minimum wage
- vi. Construction of the Kaduna-Abuja railway
- vii. Allocation of 10billion worth of allocation to Lagos State local government after political differences between ex-president Olusegun Obasanjo and Bola Ahmed Tinubu
- viii. Judicial reforms and respect for the rule of law. He said: "I think my greatest achievement is the effort to institute a strict culture of respect for the rule of law in Nigeria."
- ix. CAF Platinum Award 2008
- x. Electoral reforms (Dickson, 2010).

Similarly, in July 28, 1979, Alhaji Muhammad Abubakar Rimi was duly elected Governor of Kano State in a landslide victory. On October 1, 1979, he was sworn in as the First Civilian Governor at the Kano race course. During his time as Governor, he scored three big goals. They are the repeal of poll tax (Haraji) and cattle tax (Jangali), the establishment

of a full-fledged Ministry of Rural and Community Development (both in 1979), and the declaration of May 1st as a public holiday in recognition of workers' legitimate contribution to national development. The latter, which was founded in 1980, has since evolved into a national celebration, while Haraji and Jangali have remained a local tradition.

Later on, in life, under the General Ibrahim Babangida administration, Rimi accepted the position of Chairman of the Nigerian Agricultural and Cooperative Bank (NACB) in 1993. Rimi was a member of the centre-left Social Democratic Party (SDP) during the transition to Nigeria's Third Republic and one of the early supporters of the June 12 movement, which protested the annulment of MKO Abi's victory. He was one of the People's Democratic Party's founding members (PDP). He was the Chairman of the Party's Finance Committee at its inception and one of its presidential candidates. During Obasanjo's first term as a civilian president, he was appointed Chairman of the Nigerian Security Printing and Minting Company (NSPMC). He later joined the Action Congress (AC), but in 2007 he left. In December 2008, he called for resigning the Chairman of the Independent National Electoral Commission (INEC), Professor Maurice Iwu, citing irregularities in the previous presidential election. His wife was murdered at his home in January 2006. His son was charged with the murder but was later released due to a lack of evidence, and one of his nephews, Mustapha, is still missing. Armed robbers attacked Rimi on his way back to Kano from Bauchi State on April 4, 2010. Despite being unharmed, he appeared to have suffered a massive stroke and died shortly afterwards ([Ayeomoni, 2012](#)).

1.1. Problem Statement

Politics has become synonymous with power; the power to make decisions contain mostly in language. It could be use in controlling resources, people's behaviors, and, their values and opinions in relation to political policies and decisions. The use of language by leaders to achieve good manifestation determines whether or not these forces are exercised. Language can be used rhetorically to change realities and can be used to promote human well-being. Politicians used languages; however, their words are judged not only on grammatical significance but also, are important on their rhetorical impact on their audience ([Febriana & Fajariah, 2018](#)). Rhetoric as instruments of communication that determine the effective ways for convincing audience, regardless of their opinions ([Alattar, 2014](#)). This entails the rhetoric's power as goals to convince, impress, and manipulate audience. Therefore, rhetorical strategy is one of the methods for persuading people to agree with you on a point in order to achieve political goals.

A rhetorical technique is widely used in a variety of fields, including advertisement, literature, and diplomacy among others. In the world of advertisement, rhetorical techniques are used to capture public attention ([Hussain, Shahwar, & Basit, 2020](#); [Okoro, 2017](#); [Zamir, 2021](#)). In this case, rhetorical devices are used to enhance the beauty, quality, fashion, variety, and gaudiness based on the power of language ([Abdul Latif, 2016](#)). In the world of politics, rhetoric supposed to be used to convince electorates, through use of multi-disciplinary processes. This naturally occurred using language, culture, philosophy, and history to understand and influence a variety aspect of human thoughts. However, despite the important of this area a very little concern has been traced by the academia in conducting research on its impacts. In addition, very little or no research was conducted in northern Nigeria on such impacts. Therefore, this research was conducted to assess the used of rhetoric by the prominent politicians in persons of Alhaji Umar Musa Yar Adua and Alhaji Abubakar Rimi's speeches from the northern Nigeria.

1.2. Research Objectives

This study's general objective is to explore the use of rhetoric in political speeches, and the specific objectives of the study are:

- i. To identify the key themes used by Yar'adua and Rimi during political speeches.
- ii. To determine what rhetorical strategies Yar'adua and Rimi employ in their speeches.

1.3. Research Questions

- i. What are the key themes that Yar'adua and Rimi used during the political speeches?
- ii. What are the rhetorical strategies employed by Yar'adua and Rimi during the political speeches?

1.4. Research Significance

The significance of the present study lies in providing a considerable insight into the use of rhetoric in political language, especially to persuade the electorates. The analysis investigates the role of rhetorical strategies in the development of political discourse in specific settings, which will in turn aid researchers in comprehending the socio-political situation in northern Nigeria. The research will also benefit politicians, students, and those interested in political discourse analysis. The research also contributes to the field of political discourse by making their political rhetoric strategies easily accessible in documented form for use by current and future politicians at the local, state, and national levels.

2. Literature Review

Political speeches are intended to inform and persuade the public about the implementation of the government's plans, policies, and socioeconomic initiatives. Political speeches are a type of discourse that combines the elements of logos, ethos, and pathos (Latupeirissa, 2019). The logos, or line of reasoning, in a discussion, according to de Gregorio and Goanta (2022), is based on the truth as it is. While pathos (emotions) can be seen in some facts mentioned by a speaker in arguments, ethos (ethics) is the proof of ethics in which the speaker's character is manifested through the message. To be able to hear believers and get into the proper frame of mind (Schleiter, Tavits, & Ward, 2022). Hamilton, Oganian, and Chang (2020), went on to define three types of speeches: informative, team or individual persuasive, methodical, and speeches given on special occasions. In this case, the politicians' remarks about Hamilton, Oganian, and Chang (2020) clarified that the speech was planned for official occasions. A political speech will be effective and accepted by society if it has good rhetoric, such as by using persuasive and effective language (Chavez, Campos, Corona, Sanchez, & Ruiz, 2019). This is consistent with the results of Larrazabal and Korta's rhetoric study, which discovered that linguistic ability can contribute to persuasive language and persuade listeners through informative speech acts or locution (Rakhmawati & Sulistyorini, 2021). Furthermore, a politician's speech that uses rhetorically persuasive public language and is related to the general public's interests has a special ability to capture the attention of the entire society (Tarish, 2019). A good political speech must have a good rhetorical structure and use persuasive and effective language in order to be good and accepted by society (Khajavi & Rasti, 2020). Political speeches have become a regular occurrence and serve as a model

for all aspects of society, particularly speech learners (Abdul Latif, 2016; Sourou Koutchadé, 2017). Political speeches, in particular, are highly valued in political discourse. Everything politicians say has a greater impact on society than any other speech. Politicians always express public policy in their speeches, and the federal government is concerned about this. The goal of Yar Adua and Rimi's speech as a political speech is to persuade, influence, and convince a country's populace while also familiarizing the listener with the government's social-economic policies, plans, and initiatives. This speech delivered by these notable politicians of the Republic of Nigeria is the primary means of delivering and implementing government programs based on citizens' democratic aspirations, particularly political programs, in the era of reform. The national political goals that the government set for itself during the reform era, particularly under President Yar'Adua, demonstrated that Nigeria has begun to compete with developed countries. Despite political competition, the government is responsible for managing the country's political system, which is still influenced by political forces. Whether the rhetoric is well-constructed or merely rhetoric, the structure of the rhetoric of political speech is central in this case. According to Aristotle, art is lacking, and rhetoric rejects this perception for a variety of reasons, including a false ontology. Instead of delving into what reality entails, the rhetorical content in this situation focuses on what appears to be true and good.

3. Research Methodology

This research employs a qualitative method to gain a comprehensive understanding of the rhetoric and persuasive strategies used by Yar'daua and Rimi in their campaign speeches. The data consisted of twelve (12) political speeches from selected YouTube and KTTV made by Malam Umar Musa Yar'Adua and Abubakar Rimi. The data is examined using Aristotelian persuasion strategies such as logos, ethos, and pathos.

4. Data Analysis

After the speeches were transcribed and translated, they were manually analyzed. The data were analyzed in three steps: 1) The written text was analyzed to determine the subjects and themes addressed by Umar Musa Yar'adua and Abubakar Rimi during their political campaign speeches; 2) the data was coded using a line-by-line analysis to classify the Aristotelian rhetorical language used by both leaders. These will be achieved through the Aristotelian persuasion strategies:

a) Appeal to One's Personal Ethos

Yar'adua and Rimi are attempting to introduce themselves in such a way that people can appreciate and listen to them. They used the Ethos approach to get people to believe them as their saviors' and leaders. In his inaugural speech, Yar;adua addresses his audience about corruption in the country, saying, "We are determined to intensify the war on corruption, especially because corruption is central to poverty."

b) Emotional Appeal-

Yar'adua and Rimi used pathos to draw the audience into their agendas. Pathos is a rhetorical technique that appeals to the audience's feelings in order to establish a deep bond with them.

c) Appeal to Logic-

Yar'adua employs the logical appeal of logos, in addition to ethos and pathos. In addition to the proofs, he offers a logical debate. "Our goal is built on the accomplishments of the past few years...", he says of Obasanjo's previous administration. President Obasanjo's administration has laid a solid base on which we will create your future prosperity.

4.1. Analysis of Abubakar Rimi's Speeches

There are six speech samples from both Abubakar Rimi's speeches and Umar Musa's speeches, and the themes were identified according to what the speaker intends to communicate to the electorates.

Abubakar Rimi's speeches were identified with the following themes: from his first speech title "Launching the Party," the merger party on Politics is identified as a theme. In the second speech, my hope for Nigerians, especially people of Kano State, I identified the theme "Avoid of money politics." Followed by theme of "Religion/ethnicity in politics" identified from Abubakar Rimi's campaign speech in Sokoto 1983 and the fourth speech Abubakar Rimi's statement on free and fair elections the theme c was identified there then the fifth speech Abubakar Rimi on Emir of Kano was identified with the theme of "Emir a public officer" and the final speech identified with the theme of power Abuse in Abubakar Rimi Yesterday was better than today.

4.2. An analysis of Abubakar Rimi's Speech on Emir of Kano: Emir a Public Officer

He used Aristotle's logic of persuasion method in the opening line, saying, "*I would advise you to cease talking about this Emir of Kano as you are pushing people and how our political opponents are.....*". He is attempting to demonstrate that the way Kano's people regard the Emir of Kano should not be diminished simply because he is also beneath him. Abubakar Rimi then employed the ethos strategy, stating, "*As the governor of Kano state, I treat the emir of Kano as nothing more than a government official who can be removed, dismissed, or suspended*". The Emir of Kano is the same as all eight Kano rulers in the Kano Emirate, according to Abubakar Rimi. He then used Aristotle's logos to demonstrate to them that the formation of a non-aligned government frequently leads to problems with the formation of a government.

Success rarely goes to people from other parties who have never worked for the government, and the largest difficulty is that a successful party frequently utilizes government authority and money to buy opponents or give those favors or contracts before to an election. "*One of the things you and other people can do is keep up the pressure... there will be some difficult decisions for government,*" he said, encouraging ordinary people to help solve this massive task. He stated that "*if there is a fair election, Allah (SWT) will not destroy it because Allah (SWT) has mercy on His servants*". This demonstrates to the electorate that Abacha's regime is oppressive. Pointed out that instead of the party being in charge of the party's affairs, it is common in Kano for a woman to be in charge of the party. He went on to say that the election was rigged and that the winner would not be declared the winner by the Electoral Commission.

4.3. An Analysis on Abubakar Rimi's Speech on The Launching of the Party: Merger Party

He used Aristotle's logos to persuade voters, showing them that those elected by their party have the best interests of the government. If each party wins a seat in the elections,

the winners will be extremely comitatives. Abubakar Rimi also used Aristotle's logos to persuade voters that no matter who you are or how much money you have, you will not be able to give a government unless God blesses you. This is supported by the study conducted by Tarish (2019), politicians used logos as a strategy of convincing voters. Again, he continued saying that "One of the things you and other people can do is keep up the pressure... there will be some difficult decisions for government," he said, encouraging voters to help solve this massive task. That is not going to happen. He then used Aristotle's logos to demonstrate to them that the formation of a non-aligned government frequently leads to problems with the formation of a government. Success rarely goes to people from other parties who have never worked for the government, and the largest difficulty is that a successful party frequently utilizes government authority and money to buy opponents or give those favors or contracts before to an election. "One of the things you and other people can do is keep up the pressure... there will be some difficult decisions for government," he said, encouraging ordinary people to help solve this massive task.

He stated that "if there is a fair election, Allah (SWT) will not destroy it because Allah (SWT) has mercy on His servants." This demonstrates to the electorate that Abacha's regime is oppressive. He pointed out that instead of the party being in charge of the party's affairs, it is common in Kano for a woman to be in charge of the party. He went on to say that the election was rigged and that the winner would not be declared the winner by the Electoral Commission. He wanted to show that politics of God fatherism should be discouraged thereby allowing free and fair election to take place.

4.4. Calling for Nigerians Especially Kano State: Money Politics

In his speech, Abubakar Rimi used Aristotle's logos to persuade voters to be careful not to vote for money. It's like saying "...you can vote for a person for a hundred or twenty naira..." but it's just a matter of contempt. Voters are encouraged to vote for the right people in the run-up to the polls, which they would do well if they were expected to do well. "When it comes to elections, they decide to vote for the right people."

4.5. Abubakar Rimi Yesterday was better than Today: Power Abuse

In this speech, the speaker used Aristotle's wisdom of pathos to draw the audience's attention where he said "... What did you do to them, even if you are so badly beaten that you can't stop them? He went on to say that no matter what the opponent does, when it comes to elections, he will demonstrate his boundaries. He then adds the wisdom of pathos in the second paragraph "(a) In the Nigerian arena, people are saying that they will not run in elections, that they will not form a government, that they will not bring change, and that the father of leprosy is a small man. "Politics is practiced in this world, and it is abandoned in this world," he finally said, using logos logic that is, a person will be responsible for all he does in the world.

4.6. Religion and Ethnicity in Politics

The speaker used the ethos theory to draw the audience's attention to the fact that anyone who joins the National Party of Nigeria (NPN) will go to hell if he does not repent. Given that the people he is speaking to are Muslims from northern Nigeria, they will be afraid to continue supporting the NPN because it demonstrates that the NPN leader does not share their religious beliefs. He is a Christian, whereas they are Muslims. Then, in the first paragraph, he used logos to show them that the party's leader was not a Hausa but a

yoroba, saying "his name is Akinloye." It is more appropriate because you already know "... Akinloye is a disbeliever who does not pray." We can see that Abubakar Rimi used the logos to show voters that they should stop discussing religion in politics. This is a complete farce "Without the constitution, no Nigerian political party can be registered. He went on to use logos to persuade his audience that they had noticed that the northern states were not ruled by the NPN, but by the People's Redemption Party (PRP) as a whole. He went on to say that if it hadn't been for the NPN, your religion would have been changed. He continues to use logos to demonstrate to the public that Shehu Shagari's deputy is not a Muslim or a Hausa" Who is Shehu Shagari's deputy Dr. Alex Ekweme's government in Sokoto, and where is their zone?" Alex Ekweme has been spotted in Sokoto near the Bello Mosque, Shehu Mosque, and Shehu's cemetery? He also employed pathos wisdom when highlighting the important positions bestowed upon him by Shehu Shagari in his party where he said "In Shagari's NPN government in Sokoto, who is he dealing with.

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4.7. An Analysis of Abubakar Rimi's Speech on Fair Election

In the analysis of the speech of calling of a credible election, Abubakar Rimi used Aristotle's wisdom to attract political supporters by using logos to show them that in a fair election, no one will challenge the result because everyone will trust the result because it was held in the pursuit of justice and truth. However, using money, security forces, or terrorists to manipulate election results caused problems in the country where he said "However, if money or security forces are used to buy the people of the electoral commission where you scored 100,000 votes," he said. He then used the eloquence of the speech to attract the electorate of ethos to show the newly elected politicians that God took the lives of Sani Abacha leaders and turned everything over to God that this is God's will. "No, there will be a coup the military will take over the government from Abacha, kill him, lock him up, and make changes," he said. Finally, he utilized ethos to demonstrate to them that they should believe in God because He gives people power when He wants it. "If you don't get it this time, maybe it will give you some time," he says.

5. Analysis of Umaru Musa's speeches

5.1. Analysis on the Speech Fear of Allah

As shown in the [Table 1](#), the speaker used two of Aristotle's rhetorical strategies to persuade his audience. The first Aristotelian rhetoric found in the speech was ethos, which he used to persuade his audience by showing what was expected by both the leaders and the entire citizen to understand what is expected by them and what is not expected, all of which must be checked and addressed where he said "the wrong stand to be corrected", he uses logos as a medium to capture the audience's attention, attempting to demonstrate that as a servant, you cannot do anything for yourself or your family, so you must submit completely to Allah the Almighty, as he says. "Some are afraid of the condition their family will be after their death."

Table 1: Speech title and themes identified

S/N	Speech Title	Themes Identified
1	Fact sheet from Katsina Governor Umaru Musa	Fear of Allah
2	Instructions for conducting elections in Nigeria	Electoral fraud
3	Gubernatorial Campaign rally for Governor Umar Musa Yar'Adua	Expression of gratitude
4	Journalist contributions	Trustworthy leaders
5	Honorary speech	Expression of Gratitude
6	Welcome address	Campaign to voters

5.2. Analysis on the Second Speech: Theme of Electoral Fraud

The speaker used pathos to attract the electorate and motivate the audience by misleading political leaders who are preventing them from voting for the right people those who will guide, those who are either skeptical or considered to be good where he said "on our ideology or the morality of the people that they will be loyal to the country..." The second paragraph employs logos to demonstrate to voters how to deal with election fraud and irregularities, as well as how they use money to buy the opinions of all stakeholders in the electoral process (Electoral Commission Chairpersons, Security Force Commanders, and Interim Election Officials). He then used the ethos rhetoric to persuade voters where he said "I have said that this is what is being done in the run-up to the elections in this country, now this is the one who gives power, not God... .." He went on to use logos to show them that as long as such atrocities were committed, God would not allow democracy to prevail.

At the end of the paragraph, the speaker uses the logos to show the electorates that God is the ruler and not someone else. "God does not break His promise. If He gives up the kingdom, He will give it over." He also used logos to show the public not to do such things in the country's politics, saying, "He who ascends to the throne will ascend after he has descended upon him to him. As pointed out from the speech where he said "we, the leaders, sit down and plot the vandalism and prepare for Election Day".

5.3. Analysis on Speech Three: Theme of Expression of Gratitude

Umaru Musa Yar'adua, the speaker, utilized an Aristotelian rhetoric method to persuade the electorates in Daura emirate. He plainly used logos by expressing complete trust in the people of Daura, saying, "As soon as we arrive for our campaign rally, you welcome us

in great numbers..." This demonstrated to the electorate that Yar'adua was proud of the Daura emirates and was confident in his ability to win the zone. He also continues to utilize the emblems that proclaim "..., which truly removes doubts in our minds that our party remains the most trusted in the Daura emirate

5.4. Gov. Umaru Musa's Statement to the Press in Katsina: Theme of Trustworthy Leaders

In the first paragraph, the speaker used ethos to draw the leader's attention to the need to change for a better character and behavior. Looking at it this way, until the leaders change for the better, the county's affairs will be good with Allah's help. This may be seen in his statement, "Unless the leaders change, we will not have the opportunity to address the situation in which the country has found itself." He also continued to be rational in his speech, asking the journalist to come in and publicize to anybody holding any position to fear Allah in their discharge of their duty in fear of God, and not to malign their followers when they observe all of this, the country will be in good hands.

In the third paragraph, he also used logos to inform the audience about the constitutional power of members of the federal House of Representatives to make laws and ensure that their public funds are spent wisely by the executives. He will, however, continue to utilize logos urging journalists to help the leaders by exposing any wrongdoing by them, but he should check the veracity of the information before broadcasting it for public consumption, as this will force the leaders to be more cautious in everything they do because they are aware that misappropriating public funds will harm their reputations as well as their political careers because this administration will have an open door policy and anything they want to know will be there for them to check, making them cautious. Finally, he logically called a journalist to publicize a government program that will allow the public to give their opinions and will reveal where we are going wrong because it has been publicized on radio, television, and other media, indicating that it is available to the public.

5.5. Analysis on Speech Five: Expression of Gratitude

The speaker started his speech with Aristotelian rhetoric strategy of ethos by expressing his gratitude to the almighty the creature of the universe of speaking there live to witness an occasion in favor of their state son as number four in the country system of hierarchical order of leadership. He continued with the use of ethos in his second paragraph telling the listeners that it is the almighty that know what will happen in a few second because it was on 12th of last month the caste out your vote in electing the honorable Aminu Bello Masari unknown to us we are electing the speaker of the Federal house of representative.

5.6. Speech Six: Analysis of the Speech of Yar'adua on the Reception of Vice President in Funtua: Campaign to Voters

Umaru Musa Yar'adua started his speech with rhetoric strategy of ethos being a Muslim and 90% of the audience are Muslim. He employed the ethos strategy by thanking the almighty Allah for sparing their lives to witness the gathering where they welcome the vice president of Nigeria with his entourage. However, in the second paragraph he employed ethos strategy to persuade his audience where he used wording symbolizing only the Almighty can offer leadership to him, he so wishes at a period of time he wanted it to happen as he said "First and foremost, God is the One who gives power to whomever

he wishes, wherever he wishes, to whomever he wishes". He then continued by employing logos means of persuasion where he shows them as his party members should be loyal and polite to voters, they should meet them anywhere at any point to pleads with to request their vote to vote for their party in an election day.

He further continued using the ethos in captivating the minds of the electorate demonstrating that power is in the hand of almighty and he offers it to whom he so wishes thereby adding with the pathos to ginger the voters that their party members believe in Allah and they are always seeking his aid in all their affairs as he makes them victorious in the 1999 election they are also asking home to make them more successful in the fourth coming election where he said "Let us ask him how we won the last election in 1999 and how we can do better this year".

Moreover, he continued applying logos to persuade the electorate as he said to them out 54 sit in the state did, they promise to vote all for their party and they all respond in acceptance that they will give all their vote to their party. After that he used pathos to arouse the emotion of the people of their party as he is comparing it with battle team as whoever attempt to confront their party he is as if facing team of warriors, the speaker addressed the vice president he assured him that today's gathering was just part of the team but on 27th of next month that when the whole country will be shaken.

In the last paragraph, the speaker employed logos and ethos to persuade the audience as he gave assurance to the vice president that issue of campaign is over here in Katsina let's only wait for the day of election and the logos is here is where he the speaker offered well wishing to both the vice president and his entourage.

6. Discussion

Language is a powerful tool for gaining access to politicians' political thoughts and ideologies; thus, the language used by YarAdua and Rimi is studied through the twelve selected speeches in order to gain access to their thoughts. The speech act theory was applied to the analysis of the speeches, and we discovered that the categories of Aristotle's speech rhetoric were prominently displayed. Because the speaker is frequently unaware of some speech rhetoric tactics, particularly the logos act, it is important to note that the speech acts may be intentional or unintentional. In his speech on money politics, Abubakar Rimi used Aristotle's logos to persuade voters not to vote for money. "You can vote for a person for a hundred or twenty naira, but it's just a matter of convenience," the equivalent would be. In the same way that Yar Adua used logos to draw the audience's attention, he stated that "the wrong stands to be corrected" in an effort to demonstrate that, as a servant, you have no power to do anything for yourself or your family and must, therefore, completely submit to Allah the Almighty. Some people are concerned about the welfare of their families after they die. As a result, it demonstrates that these politicians used language to influence their audience. In general, the speeches we chose and analyzed in our data demonstrated President Yar'Adua's efforts to persuade the public to support and cooperate with his government. He didn't say much with passion. This was because, at first, he used his speeches to assert his power and authority as the newly elected president, which is why he frequently used these actions. Furthermore, by including and in the majority of sentences in his speeches, the President demonstrated a unique civilian politician's style (Gunn, 2022). He correctly asserts that the pursuit of acceptance and cooperation is the primary concern of Nigerian political leaders, stemming from the belief that a political leader cannot be successful unless he has the support of the people. It is

worth noting that the speeches of President Umaru Yar'Adua and Rimi differ from those of military leaders. Their speeches, were not similar with that of military political leaders' speeches, rather their speeches were primarily intended for appealing rather than commanding.

7. Conclusion

In this study, we discovered that recognizing speech act rhetoric greatly aids in assigning meaning to speeches. In other words, speeches use speech rhetoric to emphasize their meaning. Other speech acts are performed during the course of speaking, as seen. As a result, no sentence is complete unless it includes at least one speech rhetoric. A piece's speech rhetoric reflects the speaker's personality. Abubakar Rimi and President Umaru Yar'Adua were both accomplished politicians. Their speeches are concise, clear, and contain well-known speech rhetoric. According to our analysis of their speeches, democratic government prioritizes the needs of the people. We can investigate how political leaders use language by analysing their speeches using the speech act theory as a framework. This fact is confirmed by the speech rhetoric that are manifested through our analysis. After analyzing the speeches of these speakers, readers have a better understanding of how Speech Act theory is applied to political speeches.

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Conflict of Interest

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