

ASPECTS OF ATTITUDINAL MEANING IN NIGERIAN PRESIDENT MUHAMMADU BUHARI'S INAUGURATION SPEECH: AN APPRAISAL ANALYSIS

Mohammed Ademilokun
Obafemi Awolowo University

Abstract

Presidential inauguration speeches generate significant attention in most countries as they are expected to reveal the roadmap of actions of new Presidents and the likely effects of such future actions on the people. In Nigeria, presidential speeches have received significant attention as scholars have analysed such speeches from diverse perspectives, including linguistic perspectives. However, President Buhari's inauguration speech has not received much attention owing to its currency. This paper therefore attempts a linguistic appraisal analysis of the speech with a view to showing how President Buhari construes attitudinal meanings in the speech. The theoretical framework employed for data analysis in the study is the appraisal theory of Martin and White (2005). The analysis reveals that President Buhari expresses different kinds of attitudinal meaning in the speech as he deployed affectual meanings, judgements and appreciations in order to achieve his aim of connecting effectively with his audience. While the attitudinal meanings in the speech were largely for interpersonal consolidation as the President thanked and sought the cooperation of stakeholders in the Nigerian project, there were also some meanings relating to the displeasure of the new President about some persons and institutions in the Nigerian nation.

Keywords: President Buhari; inaugural speech; attitudinal meaning; appraisal analysis

Introduction

Political speeches are generally popular in many parts of the world given the central place that politics occupies in human affairs. The public are mainly interested in political speeches because they constitute a major platform for the dissemination of the views, thoughts and actions of politicians on matters of national concern which often affect the public directly. This explains why Younane (2007) says that political speeches are sought after not only because what politicians say matters, but also how and where they say it. The popularity of political speeches has no doubt contributed to the entrenchment of the field of knowledge known as political discourse and the growth of research in the area.

In Nigeria, political speeches are popular just as they are all over the world as politicians at different levels deliver political speeches at different political fora. However, since the nation is structured in a way that the federal government headed by a duly-elected President is the most important tier of government whose actions and views determine the happenings and affairs at the local and state levels, attention is more focused on presidential speeches. Generally, presidential speeches are speeches delivered by a President of a country in different political contexts. Examples of contexts in which presidential speeches are delivered are, among others, national independence days, New Year day and most significantly, presidential inauguration ceremonies. However, of all the contexts of presidential speeches, the context that is characterised most by public anticipation of a presidential speech is the presidential inauguration ceremony, which actually marks the beginning of the administration of a new President. Therefore, presidential inaugural speeches are usually the first speeches to be delivered by newly elected Presidents; marking the beginning of new political terms. Being a maiden speech, a presidential speech is usually popular as it sets the tone for the administration of the new government and a platform for soliciting the cooperation of all stakeholders in all the aspects of the national life of a country, after a bitter and rancorous electioneering campaign. Therefore, even though a presidential inaugural speech is a ceremonial speech, it is characterised by the expression of serious and germane issues in a nation.

President Buhari's presidential inaugural address of May 29, 2015 in Nigeria was significant and attracted a lot of attention particularly because of the numerous negative realities in the Nigerian nation, most especially the precarious economic situation of the country, the high spate of insecurity and the political indecorum that marked the electioneering campaigns for the 2015 general elections that produced President Buhari as the new President of the Federal Republic of Nigeria. The speech was further popularised by the nature of the political transition in Nigeria producing Buhari as President, as it was the first time in the sixteen years of the re-entrenchment of democracy in Nigeria that power

was being handed over from the ruling People's Democratic Party (PDP) to the All Progressives' Congress (APC). Therefore, the sheer radicalism and yearning for change which produced President Buhari as Nigeria's President was still active in stirring the Nigerian public to eagerly await the maiden speech of the new President. Similarly, the fact that the erstwhile ruling PDP's presidential candidate, Dr Goodluck Jonathan, conceded defeat without any tension made the speech and the entire handing-over ceremony eagerly awaited by Nigerians and non-Nigerians.

In view of the importance of the speech in terms of the high expectations of Nigerians about the need to rejuvenate the Nigerian nation and the personal debilitating experiences of the new President himself during the electioneering campaigns owing to hate campaigns against him, this paper seeks to examine the construal of interpersonal meanings by President Buhari in his inaugural speech. Since there were so many issues and personalities in the political arrangements and context that produced General Buhari as Nigeria's President, he was bound to react in certain ways to the issues in his maiden speech. Therefore, this paper seeks to examine the attitudinal meanings expressed by the President against the background of his personal and peculiar national experiences in Nigeria before and after his election.

Literature Review

Literature dealing with presidential speeches is common owing to the popularity of presidential speeches and their perceived importance. Ayoola (2005) studies the speech of President Obasanjo during his popular third term agenda bid. With insights from critical discourse analysis, the author reveals that President Obasanjo's speech was laden with his views and ambitions which were made transparent by the rhetorical strategies deployed by the elder statesman. The specific linguistic resources used by the speaker were given as deixis, emotive lexis, campaign diction (clichés, platitudes and mere rhetoric), Nigerian English political lexicon, military lexicon and military syntax. All of these features betrayed the ambition of the then President who wittingly had plans to go for an unconstitutional third term. Ayoola (2005:11) captures this succinctly by stating that 'The President's choice of words, their lexical set and collocations point to a hidden agenda at best or a sit-tight syndrome at worst'.

Adedun and Atolagbe (2011) also examine the discourse of Chief Olusegun Obasanjo's farewell speech to Nigerians in 2007 where he presented former President Umaru Musa Yar'Adua as the best candidate to succeed him as President of Nigeria. The authors analyse the speech drawing on the speech act theory and making recourse to the socio-political situation of the country and the personal health challenges of President Yar'Adua which culminated into his death on May 5th 2010. The paper shows that the speech was characterised by the preponderant use of assertives for the persuasion and mobilisation of Nigerians to support Umaru Musa Yar'Adua. General Obasanjo in the speech presented Alhaji Yar'Adua as the solution to Nigeria's problem and the best candidate that can deliver quality administration to the Nigerian people. However, the paper argues that based on the unfortunate happenings after the emergence of Yar'Adua, especially regarding his failing health, President Obasanjo must have been insincere about his proclamation that Yar'Adua was the best candidate for presidency at that time. The paper concludes that having been aware of the health problems of Yar'Adua before presenting him to Nigerians, Obasanjo must have been acting in a way that promoted his personal interest above the national interest.

Ayeomoni and Akinkuolere (2012) carry out a pragmatic analysis of victory and inaugural speeches of President Musa Yar'Adua. Using the speech act theory of Austin (1962) and Searle (1969), the study focused on the locutionary, illocutionary and perlocutionary acts of the speeches, with a view to determining the predominant pattern of pragmatic moves in the speech. The paper shows that Umaru Musa Yar'Adua deployed speech acts such as assertives, directives, expressives, verdictives, commissives and declaratives but featured most prominently assertives as sixty percent of his sentences were assertives. The paper further shows that the President used vindictive and directive acts to assert his authority and exercise his power as the President while using less of the expressive act; thus backgrounding his real intentions for the Nigerian nation.

Abuya (2012) also analyses President Goodluck Jonathan's inaugural speech from a pragmatist perspective with a view to describing the linguistic acts in the speech. Using the speech act theory of Austin (1962) and Searle (1969), the study focuses on the locutionary, illocutionary and perlocutionary acts in the speech. The paper reveals that President Jonathan's inaugural speech

contained assertive, verdictive, commissive and declarative, even though he used sentences that performed more commissive acts than other speech acts. Therefore, it is evident that the President made a lot of promises to the people in appreciation of their support for him during his electioneering campaign which culminated in his election.

A close look at the articles reviewed above reveals that most of the presidential speeches analysed in the works have been studied from pragmatic and critical discourse analytic perspectives. There has not been any attempt to study presidential speeches using the appraisal theory. Presidential inauguration speeches tend to yield meaningfully to appraisal analysis considering the fact that such speeches are often laden with some emotive content given the various challenges of presidential candidates before emerging as Presidents and the numerous challenges lying ahead of them afterwards, especially in the Nigerian nation where there is usually much to be expected of a new President given the low level of development of the country. Therefore, this paper seeks to fill a major gap by analysing the construal of attitudinal meaning by President Buhari in his inaugural speech of May 2015.

Theoretical Framework

The theoretical framework for this study is the appraisal theory. Appraisal theory has its roots in Halliday's Systemic Functional Linguistics (SFL) but it only focuses on the interpersonal function of language which is one of the three metafunctions of language espoused in SFL. According to De Souza (2006, p.531), 'Appraisal theory is a framework developed in SFL for systematizing and investigating the construal of interpersonal meanings in texts'. Therefore, following the submission of Martin and White (2005, p.1), appraisal theory allows for the investigation of the subjective presence of text producers in texts revealing their stances towards the material in the text and those that they communicate with. The theory enables one to evaluate the stances and feelings of discourse producers. De Souza (2006, p.532) asserts that appraisal 'focuses on how speakers express feelings, how they amplify them, and how they may incorporate additional voices in their discourses'. The three foci of appraisal listed by de Souza are captured by the three domains of the theory: affect, graduation and engagement. Martin and White (2006, p.35) succinctly describe the three domains of appraisal when they state that:

Attitude is concerned with our feelings, including emotional reactions, judgments of behavior and evaluation of things. Engagement deals with sourcing attitudes and the play of voices around opinions in discourse. Graduation attends to grading phenomena whereby feelings are amplified and categories blurred.

Attitude itself is further divided into three which are affect, judgment and appreciation. De Souza (2006, p.532) says 'affect concerns linguistic resources speakers utilize for expressing their feelings in terms of their emotional states'. Judgement is concerned with the proclamations or expression of attitudes towards behavior, which can be condemned, praised or criticized (Martin and White 2005). De Souza (2006, p.532) states that judgement refers to 'how speakers evaluate themselves and other people in terms of their character and social behavior in relation to culturally established sets of moral, legal and personal norms'. Appreciation is however concerned with how linguistic resources are used by speakers to express positive or negative evaluations of entities or phenomena.

Engagement, being the second domain of appraisal analysis, is concerned with the 'linguistic resources by which speakers/writers adopt a stance towards the value positions being referenced by the text and with respect to those they address' (Martin and White 2005, p.92). Therefore, engagement is concerned with how speakers align and disalign with certain positions in their speech. Graduation simply refers to how speakers or writers lessen or heighten their commitment to certain propositions, issues and entities through up-scaling and down-scaling.

However, our analysis of President Buhari's inaugural speech situated within the framework of appraisal theory will focus only on the domain of attitude. This is because the concern of this paper is the expression of attitudinal meanings in the speech.

Data Analysis

This section presents an appraisal analysis of President Buhari's inaugural address focusing on

linguistic resources in the speech which point to a projection of attitude, which is one of the major domains of meaning in appraisal analysis.

Attitudinal Meanings in the Speech

The inauguration speech of President Buhari is characterised by profound expression of attitudinal meanings in reflection of the speaker's reaction to the emotions, sentiments and expectations of Nigerians who were desirous of a change in the affairs of the nation, which produced the new President. The multifarious negative realities in the nation bordering on abduction of girls by *Boko Haram* insurgents and the killing of innocent people by the sect among others also necessitated that the new President be emotive in his use of language on his inauguration. Therefore, elements of all the components of attitudinal meaning in appraisal analysis feature in the speech. Below, we illustrate and discuss the various components of attitudinal meaning: affect, judgment and appreciation, in the discourse.

Affectual Meanings in President Buhari's Speech

As indicated earlier, affect is the linguistic term in appraisal analysis that captures the expression of the feelings of a speaker/writer in relation to a particular subject matter or emotional trigger through the use of linguistic resources. Affect is a resource that is used by text producers to present themselves in certain emotional lights and create solidarity between themselves and their listeners. Affect is generally realised by adjectives, verbal elements infused with attitudinal meanings (dislike, appeal etc.), comment adjuncts (happily, eagerly etc) and nominalizations (love, liking etc.).

President Buhari begins his speech by expressing an affectual meaning as can be seen in the following extract:

I am **immensely grateful** to God who has preserved us to witness this day and this occasion (emphasis mine)

Excerpt 1

The words 'immensely' and 'grateful' in the extract above are used to convey an affectual meaning of happiness in the speech, setting a tone of humility in the speech and portraying the President as humble. The weight of the two words can only be felt when one takes cognizance of the trajectory of the political activities of the speaker, President Buhari, before he eventually emerged as the President. The President had previously attempted to be elected President at three different times but failed in those attempts. Furthermore, the election that produced him as President had been characterised by a great deal of tension as it was the first time in Nigeria's fourth republic that the ruling party would be challenged and defeated. Therefore, for Buhari, there was need to be grateful and that was why he used the expression to communicate his happiness.

The President further conveys strategic affectual meanings in the speech in order to create a positive relationship with, and enhance his acceptance by different persons in the nation and outside the country. He uses the following expressions to show gratitude and express his feeling of appreciation in the following ways:

I would like to thank President Goodluck Jonathan
I would like to thank the millions of our supporters
I salute their resolve
I thank those who tirelessly carried the campaign ...
I thank our other country men and women who did not vote for us but contributed to make our democratic culture truly competitive, strong and definitive.
I thank all of you.

(Excerpt)

All the expressions above are affectual with their affective contents realised by the words 'thank' and 'salute' and they all fall under the aspect of affect which Martin and White (2005) give as satisfaction. For instance, in the first of the expressions above, the President appreciates former President, Goodluck

Jonathan and passes positive comments about him. President Buhari says:

I would like to thank President Goodluck Jonathan for his display of statesmanship in setting a precedent for us that has now made our people proud to be Nigerians wherever they are. With the support and cooperation he has given to the transition process, he has made it possible for us to show the world that despite the perceived tension in the land we can be a united people capable of what is right for our nation. Together we cooperated to surprise the world that had come to expect only the worst from Nigeria. I hope this act of graciously accepting defeat by the outgoing President will become the standard of political conduct in the country.

Excerpt 3

Even though it is apparent that the speaker and Dr Jonathan cannot be said to be best of friends given the fact that they contested for the same position, the speaker expressed a satisfaction with his conduct for allowing the conduct of the 2015 elections and his acceptance of the results of the election. Of course, Dr Jonathan had been lavishly praised in different quarters in the world over his sportsmanship in allowing a free and fair election and accepting a result which did not favour him. But by conveying that particular meaning, President Buhari was publicly expressing respect for President Jonathan. A similar meaning is communicated by the speaker in the fifth expression in the list in excerpt 2 when he thanked his political opponents and all those who did not vote for him generally. By so doing, he was portraying himself as a tolerant man and selling himself to his political opponents especially so that he would also need their cooperation in order to succeed in office. This attitude of his clearly manifests in his statement in the speech “I belong to everybody and I belong to nobody” which has become popular in Nigeria and which may form part of the criteria for the judgement of the character and personality of the President in the years to come.

The speaker also conveys affectual meanings when he states that “we are heirs to great civilizations”. In this instance, the speaker creates a lofty picture of Nigeria and Nigerians to show his positive feelings for his country which he expects his audience and all Nigerians to share. He expresses pride about his country which he expects to trigger a spirit of societal rejuvenation in Nigerians as his new administration embarks on social reconstruction in the nation. The affectual content of the sentence resides in the words ‘heirs’, ‘great’ and ‘civilizations’. The word ‘heir’ is positive, suggesting access to valuable possession or property from successor predecessors while the adjective ‘great’ is simply an evaluative lexis used to positively present what Nigerians have as inheritance. The word ‘civilizations’ itself is affectual, as it has positive associations, thus portraying Nigeria as a blessed country. The affectual meaning in the expression is that of happiness as the President expresses immense joy about his Nigeria’s history and legacies.

Furthermore, the President expresses an affectual meaning when he states that “The blood of those great ancestors flow in our veins”. In the expression, the affect conveyed resides in the process ‘flow’. This particular expression is highly emotive as it calls for great nationalism in Nigerians alluding to the heroics of past generations of Nigerian leaders. It is strategically used by the President to stir the emotions of Nigerians and make them think in line with the missions of former great Nigerians like Obafemi Awolowo, among others.

To express the unfortunate situation of Nigeria at the time he is coming into power, the President conveys an affectual meaning relating to unhappiness when he states that ‘the Nigerian economy is in deep trouble’. The word ‘trouble’ in itself is suggestive of a negative condition but the speaker intentionally uses the adjective ‘deep’ to show the intensity of trouble in Nigeria and adequately express his sadness about the situation, and invoke some sense of pity for the nation and his government from the people.

Expression of Judgement in the Speech

President Buhari also used linguistic resources to evaluate himself and other people involved in the Nigerian project in terms of their character in relation to certain established behavioral expectations which are culturally formed. He condemns, praises and criticises certain persons or realities in the Nigerian society in the speech. In fact, judgement as an aspect of attitudinal meaning

features greatly in the speech owing to the numerous negative realities and condemnable happenings in the Nigerian nation which a new President will definitely want to comment upon. Martin and White (2005) generally identify two aspects of judgement which they describe as judgement of esteem and judgement of social sanction. The President gives a positive evaluation of himself, his political movement and Nigerians when he states that 'Our journey has not been **easy** but thanks to the **determination** of our people' (emphasis mine). Through the verbal group 'has not been easy' and the noun 'determination', the speaker praises himself and his party indirectly while praising Nigerians generally and his supporters directly. By implying that his journey to office and Nigerians' journey to installing his government was not easy, he was expressing a judgement of social esteem which falls under tenacity, just as he does by mentioning the word "determination".

Similarly, a meaning relating to positive judgement is manifest in the speech where the President states that 'I thank President Jonathan for his display of statesmanship in setting a precedent for us ...' (see excerpt 3 above). Although the initial part of the statement is affectual, the speaker construes his attitude to President Jonathan and his behaviour through the nominal element 'display of statesmanship' which is a positive judgement of the action of President Jonathan in accepting defeat in the election that produced Buhari as the President. The expression is a positive judgement of social sanction falling under the category of propriety as given by Martin and White (2005). It portrays the President Jonathan's behavior as ethically and morally impressive.

Similarly, the President evaluates Nigeria and her democracy positively by expressing his attitude towards Nigerians' efforts in entrenching democracy in Nigeria in his comment 'I thank our country men ... but contributed to make our democratic culture truly competitive, strong and definitive'. The expression contains a positive judgement of social sanction which falls under propriety as the action of Nigerians who did not vote for the new President but helped build Nigeria's democracy is commended as ethical.

There are also instances of negative judgements in the speech showing the attitude of the President to some persons in Nigeria who have contributed to the degeneracy in the nation. The President states:

In recent times, Nigerian leaders appear to have misread our mission. Our founding fathers, Mr Herbert Macauley, Dr Nnamdi Azikwe, Chief Obafemi Awolowo, Alhaji Ahmadu Bello, the Sardauna of Sokoto, Alhaji Abubakar Tafawa Balewa, Malam Aminu Kano, Chief J.S. Tarka, Mr Eyo Ita... and their colleagues worked to establish certain standards of governance. They might have differed in their methods or tactics or details, but they were united in establishing a viable and progressive country. Some of their successors behaved like spoilt children breaking everything and bringing disorder to the house.

Excerpt 4

As can be seen from the text above, after praising former Nigerian leaders such as Chief Awolowo, Dr Azikiwe, Chief Tarka, etc., the President describes contemporary Nigerian politicians as 'spoilt children' and goes on to say that they are 'breaking everything and bringing disorder to the house'. Through the statement, the President condemns some Nigerian politicians particularly of the current republic whom he believes lowered the quality of governance in the country. The expression 'spoilt children' is a negative judgement of social sanction as it shows that the actions of the politicians fall short of acceptable standards for leadership and governance in the society. It also falls under the category of judgement of social sanction known as propriety. The President specifically uses the words 'breaking' and 'bringing disorder' in the sentence to heighten the spoilt nature of Nigerian leaders and bring to the fore the harm that they had done to the country through their actions and inactions.

The speaker also expresses his attitude to the behaviour of *Boko haram* insurgents in the country when he states that 'Boko haram is a **mindless, godless** group...' (emphasis mine). The words 'mindless' and 'godless' in the statement are negative judgements of social sanction falling under propriety. The president used the words to condemn the numerous killings of innocent Nigerians by the insurgents. Of course, reference to the matter in the speech was inevitable given the fact that it represents the most sensitive matter in the nation at the time of the speech. Therefore, by using the

adjectives in describing the sect, the President had appealed to the sentiments and wishes of Nigerians on the need for a complete crush of the insurgents. Similar to this, the President had expressed an attitudinal meaning bothering on *Boko Haram* when he was tracing the origin of the sect. He referred to the initial leader of the sect in the sentence 'An **eccentric** and **unorthodox** preacher with a **tiny** following ...' (emphasis mine). In the sentence, the adjectives, 'eccentric' and 'unorthodox' are used to convey the speaker's attitude to the person who started the insurgency in Nigeria. The two evaluative lexical items are also used to express negative judgements of social sanction bothering on propriety. The word 'tiny' was also intentionally used to derogate the group and the leader as it is used to present the group as unpopular. The evaluative lexical item conveys a negative judgement of social sanction.

Appreciations in the Speech

As earlier indicated, 'appreciations are interpersonal resources utilized by speakers for expressing positive and negative evaluations of entities, processes and natural phenomena' (de Souza 2006, p.532). There are also instances of appreciation in the speech. In the very second sentence in the speech, the President states that 'Today marks a triumph for Nigeria ...'. The attitudinal content of the sentence inheres in the nominal element 'triumph' which is infused with an attitudinal meaning. The word conveys a positive evaluation of the political transition in Nigeria; revealing how special the transition and indeed the inauguration ceremony is to the President and his team and Nigerians as the President wishes one to believe. The import of the word and its attitudinal meaning can only be appreciated if one examines the situation that produced the new President and the general perception of the previous governments in Nigeria as failures. Therefore, the President portrays Nigeria as an entity that would experience a new life by virtue of his ascendancy into power.

The President further expresses positive appreciation in the speech when he says 'King Jaja's formidable domain'. In the expression, the word "formidable" is used to value the worth of King Jaja's domain with a view to giving a positive impression of the Nigerian past through the heroics of the Nigerian forebears. Similarly, there is the deployment of positive appreciation for the creation of good relationship with the press in the speech when the President states that 'the Nigerian press is the most vibrant in Africa'. The appreciation in the sentence resides in the phrase 'the most vibrant in Africa', which is used to positively evaluate the media. The statement is no doubt emotive, as there is no available evidence that shows or confirms the supremacist position given to the Nigerian press in Africa. However, a look at the succeeding sentences shows that the expression might have been used by the President to positively appeal to the media before making known his desire that the press would represent his government positively.

There are also instances of negative appreciations in the speech. For instance, the President says that 'the judicial system needs reform to cleanse itself from its immediate past' Implicit in the text is a negative evaluation of the judicial system as two words in the text clearly show that things are not right in the Nigerian judicial system. The two words are 'reform' and 'cleanse'. Reforms generally are necessitated by negative or at least unfavourable circumstances while the word 'cleanse' is clearly suggestive of a necessity to remove dirt from a person or an object. Therefore, through the text, the President scores the Nigerian judicial system lowly. Furthermore, the President gives a negative evaluation of Nigerian economy when he states that 'the Nigerian economy is in deep trouble'. In the text, the words 'deep' and 'trouble' are used by the speaker to encode the messy state of the Nigerian economy which was widely acknowledged in public discourse in Nigeria before the new President's inauguration. Through the negative evaluation, however, one may say that the speaker may be stirring the Nigerian people to sympathise with him and show patience. Similarly, the speaker expresses negative appreciation in the speech when he states that 'We need to upgrade our dilapidated physical infrastructure'. The word 'dilapidated' in the text captures the negative evaluation of physical infrastructure in Nigeria by the new Nigerian President upon his inauguration. Similar to this is the negative evaluation of operations at the local government level in Nigeria when the President says '... it will ensure that the gross corruption at the local level is checked'. The nominal group 'the gross corruption' is a negative appreciation of governance at the local level which the President intentionally mentioned in order to express his commitment to stopping the anomalies at that level of governance in Nigeria.

Conclusion

This paper has analysed the attitudinal component of the inauguration speech of President

Buhari as a civilian President in Nigeria in 2015. It has tried to show that even though presidential speeches, due to their sensitive nature, are supposed to predominantly manifest ideational content, they also function as a platform for the expression of interpersonal meaning, especially attitudinal meanings. The application of the appraisal theory for the analysis of the speech enabled us to unveil layers of attitudinal meanings in the text. The analysis concentrated on the domain of attitude in appraisal theory, as meanings relating to the two other domains of the theory, engagement and graduation, were not focused. The analysis revealed that the different aspects of attitude as a domain of appraisal theory manifest in the speech as the speaker expressed affectual meanings, expressed judgements and demonstrated appreciations in the speech. Affectual meanings were largely used in the speech to establish and maintain interpersonal relationships with some stakeholders in the Nigerian nation and the Nigerian people generally, in recognition of the fact that the President needed the support of everybody in order to succeed. Affectual meanings were also used by the President for the externalisation of his personal feelings having contested the presidency unsuccessfully at three different times in the past and having undergone a mentally and psychologically sapping electioneering campaign experience.

President Buhari also used positive judgements in the speech to thank his supporters, salute himself and his team and ultimately enhance strong interpersonal relationships with his associates, supporters and Nigerians, while he deployed negative judgements in reprimanding politicians and national leaders whose activities had negative effects on the country. The new President also used negative judgements in reference to the saboteurs of the Nigerian project such as *Boko haram* insurgents.

The speech also contained some level of appreciations as the President deployed positive and negative evaluations of processes and systems in the Nigerian nation. While positive appreciations were used for the edification of the Nigerian history and the electioneering process that produced the new President, negative appreciations were used by the President to foreground certain pitiable aspects of the life of the nation, especially some important sectors.

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Author Notes

Mohammed Ademilokun, Ph.D.
Obafemi Awolowo University
Ile-Ife, Nigeria
mohmilokun@yahoo.com