

Contextual Acts in President Goodluck Jonathan's Declaration of Presidential Candidacy under the Peoples Democratic Party

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Abstract

In this article, the authors analyzed the role of context in the choice of speech acts in a speech delivered by President Goodluck Jonathan when he declared his intention to run as presidential candidate under the platform of the Peoples Democratic Party (PDP) in Nigeria. Using context and the Speech Act Theory, the authors examined how contextual illocutionary acts have been used to achieve a coherent speech delivery. From the president's utterances, key illocutionary acts which are direct and indirect, in the categories of *Assertives*, *Commissives*, *Expressives*, *Directives* and *Verdictives* are noticed. About (50%) of the acts were *Commissive* acts while the assertive acts constitute thirty (30%). The declarative and expressive acts record ten percent (10%) each while the *verdictives* record zero percent (0%). In conclusion, the president successfully exploits the favourable contexts of his speech to persuade and make promises of good governance.

Key words: political declaration, Independent National Electoral Commission, speech acts, contexts

1. Introduction

Many papers have been written on political speeches from different perspectives. While several of the studies have investigated language use in political inaugurals (see Ayodabo 2003, p.132-149, Ojo 2006, Olaniyi, 2010), others have examined campaign speeches (see Idiagbon 2010, Opeibi 2005, Omozuwa and Ezejideaku 2007), Donella (2010), Fairclough (2006) among others. Two theoretical perspectives have been observed to be common among the researchers. The two perspectives have been either the Pragmatic or the Critical Discourse Analysis. In this article, our motivation is that there seems to be a dearth of articles written on political office declaration or declaration of candidacy for a political party. To the best of our knowledge, the speeches that largely received the attention of linguistic analyses are campaign speeches, inaugurals and public historical speeches made during political struggles and demonstrations.

What is a political declaration? A political office declaration is an open and formal declaration of a member of a political party to run as a candidate alongside others in a primary election within the same party with the aim of emerging as a sole candidate on the platform of that political party. The text for analysis in this study is the speech made by President Ebele Jonathan on the occasion of the declaration of interest for the presidential candidacy under the Peoples Democratic Party (PDP) on the 18th September, 2010 at the Eagle Square in Abuja, Nigeria.

President Jonathan in his declaration sang the same song sung by past Nigerian political office holders and leaders. He acknowledged the rottenness in the nation's polity and the elections ever held in Nigeria by the Independent National Electoral Commission (INEC). He stated the critical areas of challenge in the political, social and economic life of the country. The president chose his words carefully, demonstrating in his speech, a mastery of language punning and knowledge of the content and the context of his speech. It is in the

light of assessing how well he has synthesized the thesis of context and speech acts that we embark on this study.

2. The Context-change theory of Speech Act

Of all the issues in the general theory of language usage, Speech Act Theory has probably aroused the widest interest. From a philosophical purview, the issues of truth and falsity have been of central interest throughout much of the discussions on deixis, presupposition and implicature. Austin's (1962) post-humous lecture: *How to do things with words* states in a mild and urbane way the view of language that would place truth conditions as central to language understanding. Austin (1962) illustrates this in some sentences identifying features such as performative verbs, contrasted with constatives. These two he catalogued based on their felicitous or infelicitous conditions. Austin (1962) isolates three basic senses in which in saying something, one is doing something and hence three kinds of acts that are simultaneously performed:

- a. Locutionary act: the utterance of a sentence with determinate sense and reference;
- b. Illocutionary act: the making of a statement, offer, promise, etc. in uttering a sentence, by virtue of the conventional force associated with it;
- c. Perlocutionary act: the bringing about of effects on the audience by means of uttering the sentence.

Searle (1969), in his contribution to the Speech Act Theory proposes five basic kinds of action that one can perform in speaking. These include:

- a. Representatives: which commit the speaker to the truth;
- b. Directives: which are attempts by the speaker to get the addressee to do something (paradigm cases, requesting, questioning);
- c. Commissives: which commit the speaker to some future course of action (paradigm cases: promising, threatening, offering);
- d. Expressives: which express a psychological state (paradigm cases: thanking, apologizing, welcoming, congratulating);
- e. Declaratives: which effect immediate changes in the institutional state of affairs and which tend to rely on elaborate extra-linguistic institutions (Paradigm cases: excommunicating, declaring war, christening, firing from employment)

From a critical purview, Levinson (1983, p. 243-273) identified certain aspects of the philosophy in Speech Acts to include: thesis, which holds that speech acts are irreducible to matters of truth and falsity (p. 243); antithesis, that illocutionary force can be reduced to ordinary syntax and semantics. This kind of reduction to lexico-syntactic pieces is common in a study like this. In this paper, some utterances of the president have been reduced to lexico-syntactic choices and the acts identified have been analyzed using speech act and context variables as tools for analyses. Levinson (ibid) also submits that indirect speech acts appear to be a problem in the discussion of thesis and antithesis.

However, what seems like the crux of the propositions is the context-change theory (see Levinson 1983, p. 276). This theory treats speech acts as propositions on context, i.e. as functions from contexts into context. A context in the words of Levinson (1983, p. 276) is a set of propositions, describing the beliefs, knowledge, commitments and so on of the participants in a discourse. The basic intuition is very simple: when a sentence that is uttered more has taken more than merely the expression of its meaning; in addition, a set of

background assumptions has been altered. The varying contexts identified by Lawal (1997, p.155) as cosmological, sociological, social, psychological, situational and linguistic have been encapsulated in a framework subsuming context variables and speech act conditionals with Mutual Contextual Belief (MCB) forming the feedback loop for interpretation of intention and speaker meaning.

3. Theoretical Framework

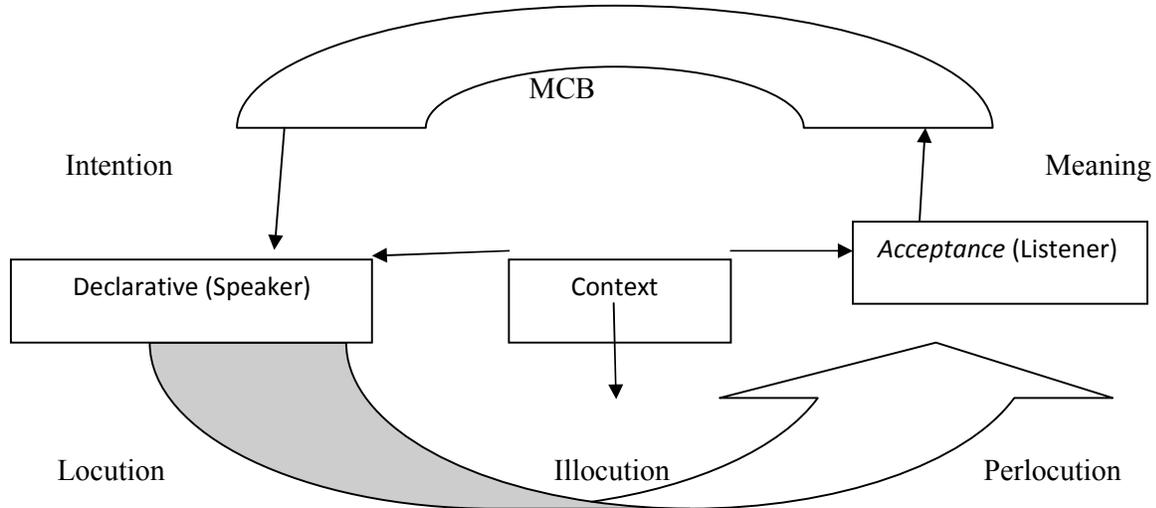
Relevant aspects of the submissions and contributions of different scholars in the field of pragmatics have been extracted and utilized for the purpose of this analysis. Such issues include the message being communicated or speech act being performed; the participants involved, their intention, knowledge of the world and the impacts of these on their interaction. The issues also include what they have taken for granted as part of the context, the deductions made, what is implied and the impacts of non-verbal aspects of interaction on meaning (Adegbija 1999, p. 189-190). Thus, the different contexts according to Austin 1962; Searles 1969; Bach and Harnish 1979; Grice 1975; Adegbija 1982; and Lawal 1997b, 2003, among others are schematized below according to Lawal (1997b):

Cosmological – Cultural – Social – Psychological – Situational – Linguistic contexts

Fig. 1: Lawal's (1997b) model of the hierarchical structure of contextual competence

In this pragmatic model, pragmatic competence subsumes, in a hierarchical but cumulative order, linguistic competence at the farthest right (which includes lexical, phonological, morpho-syntactic and semantic knowledge at the structural level). Next to linguistic context is situational competence which refers to the knowledge of, and familiarity with the topic of discourse, location, objects and persons in the physical setting; and this is closely followed by psychological competence which refers to an awareness of, and sensitivity to moods, attitudes and points of view of the other interlocutor(s). Following the psychological context immediately is social competence which involves knowledge of social factors and principles governing language use. The penultimate level to the left is the cultural competence and by this is meant knowledge of the cultural and historical background to the situation of language use. Cosmological competence is the ultimate level which describes the language user's knowledge of the world, his/her factual knowledge and general world-view (Lawal 1997b).

By implication, context appears to be in the throes of any verbal or textual discourse. Thus, the diffusion of verb forms within appropriately knitted contextual variables forms a scope in this work. The double scoped loci in this study therefore include the elements which take care of the context and the exchange of acts between the speaker and the hearer who both share a common and mutual belief about the speech context and the setting. The framework is presented below:

Fig. 2: A Context - Act Framework of Analysis (Speech Act Conditionals, Searle 1979)

The Context Act schema captures what transpires literally and non-literally in the utterances of a speaker to his hearers. They share similar background knowledge of the situational, psychological and social context of speech, and feel the illocutionary and the perlocutionary effects of the doings and the un-doings of the circumstances. Note that the listeners are not heard. They are coaxed psychologically to accept the latent brainwash without any resistance. It is based on this scheme that we examine President Jonathan's presidential speech in this paper.

3.1 Speech Analysis

Three speeches were made by President Jonathan prior to his swearing in ceremony. They included: speech to declare his political ambition, speech to accept his victory at the PDP presidential primary election and speech made to preach peace following the post-election violence.

The speech from which data are drawn for this study is the *speech to declare his intention to run as candidate under the platform of the PDP*. This speech has over thirty paragraphs. The contents of the paragraph were scanned through for discrete extractions of the theses. These theses were analyzed thus using the elements subsumed in the framework above.

3.2 Contextual Analysis of the Speech

An important principle in the analysis of speech types is the contexts under which the utterances were made. This suggests that beyond the surface structure of linguistic concatenations where locutions are examined, the analysis of context is a deeper level of interpretation of meaning. The different contextual typologies highlighted earlier in this study

will be re-visited to enable us see how they contribute to the meanings made by President Goodluck Azikiwe Ebele Jonathan in his utterances. The utterances are labeled **UT. 1-10**

UT.1 “The days leading to my presidency were very trying times for our nation... we confronted those moments and their challenges...”

Situational, Psychological and Social contexts

In the utterance above literarily the president means that the period before his assumption of the presidential office was a difficult one in the facets of the nation’s economy, politics and socialization. The president had to face certain challenges. The pragmatic meanings understood from the utterance above are interpreted from the three operating contexts above. The situation that informed the utterance was political. It was a time when Nigeria lost her incumbent president – President Umar Yar’ Adua and a time when Nigerians experienced a great suspense oblivious of what the stake holders in governance would do to constitutionally announce whom the new president for the nation was to be. This background knowledge is mutual to the speaker and the listeners. Following his take over from the late president and prior to the 2011 general elections, all the events were viewed as trials for the nation by the president.

Nigerians were psychologically expectant. They were left in the dark not knowing whether the northern governors and the parliamentarians would interpret the constitution correctly. The social context however, was quite understandable as socio-political. Certain challenges in the socio-political structure of the nation informed some of the challenges faced. They included the vast geo-political divides, power/energy crisis, etc.

UT. 2 “We confronted those moments and their challenges to national security with patriotism and care...”

Historical, Socio-Political Contexts

The implication of the acts from UT 2 above is that the political history of Nigeria remains a ghost that keeps haunting the nation. The president attempts to explain how certain political hills were surmounted. However, the states of mind of the citizens involved were not disregarded. Nigeria accommodates people of different social history and culture. The nation has citizens who live in suspicion of each other. This explains the president’s use of the words, ‘patriotism and care’ because of the sensitivity and fragility of the nationhood. The social context is explicably a tense one. To restore peaceful co-existence among the people, the president said caution and patriotism held sway.

UT. 3 “The late president Yar’Adua and I shared great dreams for our country. We toiled together to realize those dreams in order to justify the confidence Nigerians reposed in us...”

Linguistic and Socio-political Contexts

Structurally, the utterance reveals that both President Umar Yar’ Adua and Jonathan did not only share the same dreams for the nation but worked together assiduously in the business of good governance and untiringly in the service to the nation. Contextually, the situation was political. Psychologically, the speaker recognizes that certain ‘confidence reposed’ in them by Nigerians had to be justified. He also recognizes that his failure to satisfy the yearnings of the people will lead to loss of confidence and acceptance by the people. The socio-political context of the utterance was that of great expectation of good governance to be a departure from the kinds of leadership that had tormented Nigeria.

UT. 4 “ I discovered that by insisting that the right things be done, we could begin a turn- around in our power sector...”

Situational and Socio-cultural Contexts

The situational context of the utterance is that of wrong precedence laid by past leaders in the country. The country has witnessed wrong leadership, wrong policies and wrong implementation of policies. The power sector in the country had been in a terrible mess. Power outage during the day and night is the order and almost normal to the citizenry who are helpless. This context informed the utterance. Psychologically, the citizens had been made to believe that governance is not reversible in Nigeria. In fact, the citizens are aware of the policies made effortlessly to reverse the epileptic power supply in the nation. Socio-culturally, the culture of corruption has eaten deep into the fabrics of the nation’s polity. So, the society is lawless and requires a God-sent messiah to put right all the wrong behaviour insistently.

UT. 5 “Working with the National Assembly, we rolled out a law that requires companies operating in the oil and gas sectors of our economy to utilize an appreciable percentage of their goods and services from local sources...”

Socio-Political Context

The content of the utterance above is self explanatory. President Jonathan mentioned how a law was made to monitor the recruitment of staff into the Nigerian indigenous and foreign oil and gas companies. The law mandates the companies in the oil and gas sectors to optimally utilize the human and natural resources available within Nigeria comparatively more than the imported ones. From the locutions above it is obvious that the receiving interlocutors operate with a mind-set that is sceptical about the policies of the federal government in regard of the Niger Delta Development. There is the background knowledge that many Nigerian graduates eye the oil and gas industries fruitlessly. That was why the president had to hit the painful sore of many such Nigerians. The context of the utterance is socio-economically problematic. The economy as far as the president is concerned could not employ her teeming population. The nation, to the president can not afford to employ expatriates from the western world when her home grown professionals roam the streets hopelessly.

UT. 6 “We saw to it that normalcy began to return to the Niger Delta by ensuring government’s fidelity to its promises and this has helped to stabilize national revenue.”

Situational, Social and Psychological Contexts

At the time President Goodluck Jonathan and his predecessor, late President Yar’ Adua assumed office they ensured that peace was restored to the hot temperatured Niger Delta. This was done by making promises of amnesty to the militants and fulfilling the promises after all. This single action has resulted in some stability in the economy of the nation.

The economy of the country was almost at a state of comatose. Militant activities and violence in the oil drilling part of the country was at the peak. The activities of the youths in the coastal part of the country were having a blow on the economy of the nation in such a way that the daily crude oil returns had reduced drastically. Although the afore-said are extra-textual information not expressed by the president, they are authorial comments from an omniscient point of view.

The social implication of the scenario is that of poverty, marginalization, exploitation, denial and a long lasting historical torment of residents of the oil producing areas of Nigeria. The aggrieved unemployed youths in the Niger Delta took laws into their own hands by distorting

and disrupting all activities of the Federal Government by high-jacking the rigs and selling the products to their own customers.

UT. 7 “ I embarked on monumental projects in our road infrastructural to end the carnage on our federal highways ...self sufficiency in food production...confront our security situation ... revision of our laws to be more responsive to international conventions and more punitive to criminals”

Situational, Social and Psychological Contexts

The utterances in UT. 7 were also uttered under the three contexts above. The projects mentioned above had been in despair before the president appeared in the scene. The roads were bad, records of carnage on the highway was alarming. Nigeria was relying on some other countries for power and energy supply. Food, such as rice was being imported. Importation of most of the food items made food to be expensive. The borders of the country were so porous that citizens and refugees from other neighbouring countries stray into the country with total disregard for the immigration requirements of the country. This situation might have accounted for the level of insecurity and rate of crime in the country.

Psychologically, Nigerians at the time of the speech needed some respite from the Federal Government about their security, economy and crime control. The president recognizes the state of the nation; a time when the social and political hiccups were tearing the nation apart. News of insecurity, criminality, violence and kidnapping were all over the media.

UT. 8 “ I set the stage for a free and fair election...speed up war against corruption...and respect no sacred cows in the process...”

Socio-Psychological Context

The situation of the country at the time of this utterance was that of scepticism of any ‘good thing’ from the Nigerian governments when it comes to election matters. The system was evidently corrupt and there was hardly any honest political office holder. Psychologically, however, Nigerians were in need of the utterance above to calm their frayed nerves. They needed a reassurance that sanity can return to the polity. A very smart psychologist would know that a people who have been denied true representation in government and who are aware that their votes do not count in any ‘electioneering’ process would have a dampened spirit about election matters. President Jonathan was telling his audience what they would love to hear.

UT. 9 “I advocated a more transparent banking industry, price-stability, low inflation and aggregate increase in productivity as a way to drive us to a more prosperous economy”

Situational, Psychological and Socio-political Contexts

In Nigeria, at the time of the speech there was gross instability in the economy, a result of inflation and low productivity. The banking system was at the verge of collapse owing to the global economic meltdown in the world market. So, what the people require in the circumstance was a consolatory speech such as would assure them of a reversal of the status quo. Any orator could speak to the psyche of an aggrieved population of the people such as are being spoken to by the president. The president must have abducted their true sense of reasoning by making a coming of a messiah their bait. He announced hysterically, his arrival as the long awaited one. The president convinced the masses that he was able to reverse the comatose banking industry and revamp the collapsing economy.

The scenario of the speech demanded a consolation and plea for patience. The president identified that the society had over the years experienced policies that have been unfriendly and have made many go bankrupt. He needed to demonstrate knowledge and awareness of the state of the nation – the polity and the people. He acknowledged the economic hardship that caused inconsistency in the fiscal and banking policies in the nation.

UT. 10 “ I decided not to place partisan politics above the immediate needs and priorities of our people”

Situational, Psychological and Socio-political Contexts

From the statement above, the president is aware of the dirty politics being played in the nation. He is also aware of the partisanship in the activities of past heads of the Nigerian governments. A typical Nigerian president is believed to churn out policies that will favour his political party to the detriment of the opposition parties. President Jonathan has shown in his utterance above that he is not ignorant of the plight of the Nigerian people.

The Psychology of a people who have become familiar with God-fatherism, capitalism and patrimony in the politics of this nation was understood by the third ‘civilian’ president of Nigeria in the 4th republic. The socio-political context of the nation at the time of the speech demands some sort of assurance that a president for all the political parties is needed and not a partisan politician. President Jonathan reveals in the utterance above that past leaders have excluded opposition parties from their programmes and have enacted laws that will weaken the oppositions. He promised his audience that he was ready to pursue unity with an unprecedented fervour.

4. A Speech Act Structure of President Jonathan’s Speech

The act in any utterance is the message conveyed by the performatives. To the extent that the ‘verb’ in a structure is used to describe or name an action performed differentiates it from constatives or better put stative verbs. The ten utterances marked for analysis in this paper as earlier said subsumes performatives that express the mind of President Ebele Jonathan. Rather than make mere statements, the president’s utterances is replete with ‘acts’ which are context-based. Like other political speeches, this speech is actually a campaign, with carefully chosen political and economic registers which are collections of illocutionary acts that are ‘direct’ or ‘indirect’ as the case may be (Searle 1979).

Table 1: A Speech Context Act Analysis of Utterances

Sample	Main Locution Acts	Illocutionary Acts	Typology	Contexts	Frequency				
					V	C	E	D	A
1.	Confronted...were trying	Direct	Performative	Socio-political					1
2.	Shared...toiled, swore	Direct	Performative	Socio-political					1
3.	Have served, could end	Indirect	Declarative	Historical				1	
4.	Could begin involving the private sector	Indirect	Commissive	Psychology		1			
5.	Put in place rolled out a law saw to it	Direct	Performative	Situational		1			
7.	Embarked on...	Direct	Performative	Situational					1

	Began, targeted, readdressed								
8.	Set stage for free elections, charged...	Direct	Commissive	Socio-political		1			
9.	Advocated a more transparent banking sector	Direct	Commissive	Psychological		1			
10.	Declined to declare my future politically	Direct	Expressive/ Commissive	Socio- psychological			1		
Total					0%	50%	10%	10%	30%

Table 1 presents the pattern of contextual acts in the speech under study. In UT. 1 the acts performed by the verbs, “confronted” and “were trying” are the direct illocutionary acts of the performative type. The context of the utterance is socio-political because the president mentioned the agencies of the three tiers of government and the parastatals whose activities are invaluable in governance.

In UT. 2 verbs such as “shared”, “toiled” “swore”, are direct illocutionary acts in the performative category under a social political context. The president expresses his effort in realizing those dreams” he had “to justify the confidence Nigerians reposed in him. It was a mere reassuring statement.

In UT. 3., he chose to use verbs such as “have served”, “could end” which are indirect illocutionary acts in this context and which sound declarative. The president spoke from a historical purview of the polity and had to evaluate the challenges ahead of him. He claims his eyes are opened to the ‘vast potentials of this house as a potent instrument for the transformation of the country.

In UT.4, Commissive verbs such as ‘could begin’, ‘involving the private sector’ were used. The indirect illocutionary acts were employed, as an advantage on the psychological context of the listeners. “Put in place”, “rolled out” in fifth roll are direct illocutionary acts. The types of verbs employed are performative while the context is situational. “Saw to it”, ‘normalcy returns’, are commissive verbs with direct illocutions in a situational context. The utterance reveals the president’s commitment to transforming the nation. “Embarked on...”, “began to ...”, “targeted and re-addressed” as used in sample 7, are direct illocutionary acts. They are also performative verbs employed in a situational context. In samples 8 and 9, expressions such as, “set stage for free elections...” “respect no sacred cows...” “advocated a more transparent banking sector, are direct illocutionary acts addressing the commitment of the president to solving the situational and social challenges in the nation.

The last samples of acts have expressions such as “declined to declare...” “decided not to play...” as direct illocutionary acts with commissive speech act type. The context of the utterance however is socio-psychological. The president has shown his awareness that the challenges confronting this nation are psychological. Poverty, diseases, corruption, violence and insecurity have become registered as socially in-exorable. One can adjudge that the president is well-informed about the raging cases in the country and had to deliver a

perfunctory speech without mincing words. He apparently did not have any difficulty in choosing the right words to cajole, deceive and persuade them by making vain promises whose implementation he has no absolute control over.

5. Implication of Context Acts in a Pragmatic Analysis

The choice of context and the acts performed within it has implications for pragmatics. This is in recognition of the place of context in meaning interpretation. Unlike other meaning-based fields in linguistics, pragmatics and its proponents are interested in the context of a speech event. Thus, the meaning of an utterance is dependent on use. This is to imply that context or events surrounding a circumstance will inform the word choices of the interlocutors. In the present case in point, the initiator of the utterances is a lone speaker whose audience does not have the privilege of responding but of listening to the speaker's unholy verbiage; hook, line and sinker. The context of the chosen utterances has evolved several illocutionary acts. These acts have informed, persuaded and assured Nigerians of good governance. It has also evolved expressions of commitment from the president who was exploiting the crisis situation in the Nigerian polity.

Discussion

The effort made in this paper has been to explore the intended and unintended speech actions by investigating the speech through which the president of Nigeria, Goodluck Jonathan declares his political interest and vision for Nigeria. In this speech, two very important mappings in the existing complex pragmatic tools have been adopted. A residual framework of pragmatics includes that of Lawal's (2003) updated version of "Aspects of a pragmatic theory" among other extractions from Austin's (1962) Speech Act theory and Adegbija (1982). The purpose of the choices made in this study was to find meanings embedded in the president's declarations which are context-based.

Overall, the global or macro speech acts in the president's monologue have been contextually informed. The entire speech was carefully scrutinized following Dijk's (1992, p. 238) opinion that speech act sequencing requires planning and interpretation. Certain irrelevant or predictable information have been deleted in the speech. Preparatory and auxiliary acts were also deleted. Contrary to Dijk's position, expressions of mental states and context descriptions were elaborately dwelt on because they determine the ends of all that contextual acts purport to reveal in the utterances in this corpus. A number of revelations were recorded in the aforesaid efforts.

First in order of pertinence is the obvious deployment of contextual illocutionary acts to achieve a rhetorical speech delivery. Such a display is meant to gain the attention of the audience. In this scheme, President Jonathan had the luxury of a deplorable situation of a nation to explore and exploit. From his utterances, key illocutionary acts noted in the corpus include: direct and indirect acts, in the categories of *Assertive*, *Commissives*, *Expressives*, *Directives* and *Verdictives*. The frequency scale of illocutionary acts revealed that most of the verbs employed expressed actions performed. Most of the *performative* verbs were *commissive* acts making fifty percent (50%) of the acts while the assertive acts were thirty (30%). The declarative and the expressive acts recorded ten percent (10%) each while the *verdictives* recorded zero percent (0%). The implication of this statistics is that more in terms of frequency is the use of *commissive* acts in political speeches

Secondly, the declaration speech was delivered under an atmosphere that was tense. It was a tense one because the people he had to speak to have become not only sensitive to political permutations but aware of the state of the wealth of their country. The people were tired of

vain promises expressed in high-flown language and would listen to someone whose political and historical antecedents have appealed to their psyche. At the time of the speech president Jonathan had become a phenomenon. He had assumed a tin-god who was coming to liberate the people. And so, he could exploit these tense psychological, situational, socio-political and socio-cultural contexts to buy the populace over to his side at the campaign ground to the disadvantage of his seemingly very strong opponents.

6. Conclusion

In this paper, an attempt has been made to explore contextual meaning from the expressions of Nigeria's President Goodluck Ebele Jonathan when he was declaring his intention to run for the position of the presidency of the nation under the platform of the Peoples Democratic Party (PDP). Of all the submissions of proponents of the different principles of the pragmatic approach to meaning explication, we have in this paper employed 'Context' which is the locus of any meaningful interpretation made with a language. As practised by other politicians in their speeches and campaigns, President Goodluck Jonathan has successfully exploited the different contexts of speech to also deceive, persuade and make promises of good governance even when challenges in terms of security and national integration confront the country. Flagrantly, the president assures Nigerians of a future as he disregards the current frictions that would dictate his priorities and interests. The results from this study has validated our theoretical position that there is a predominance of contextual variables in the prompting of macro speech acts especially when it comes to political speeches, campaigns and rallies.

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