

A Pragma-Crafting Study of President Muhammadu Buhari's 2022 Democracy Day Speech

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Abstract

Political speeches have been studied from different perspectives and using different ways of analyses. However, existing studies on these political speeches have largely been focused on interviews, inaugurals, democracy speeches, media interviews, etc. using the tools of speech acts, pragmatic acts, critical studies and stylistics. Despite these, there are still insufficient studies of analyses of political discourse using Achoea's Pragma Crafting Theory as a new paradigm of speech act theory. This paper, therefore examines a pragma-crafting study of President Muhammadu Buhari's 2022 Democracy Day Speech with a view to seeing how politicians use language to win the support of the masses. The speech was downloaded from the internet, and a total of eight (8) extracts were drawn from the transcript extracted from NTA Station and were rigorously analysed using a random sampling technique. The speech systematically uses Pragma crating theory as the theoretical framework underpinning the study. Findings revealed that democracy speeches are structured in different ways to perform some indirect speech acts of promising, and asserting facts about their integrity. The study also revealed that another notable feature is the use of inclusive language, where President Buhari consistently used pronouns such as "we" and "us" to create a sense of unity and shared responsibility with his target audience. The paper concludes that by understanding the pragma-crafting features employed in this speech will further give an understanding of how political rhetoric is shaped by cultural, historical and personal factors in political settings.

Keywords: *Pragmatics, Pragma Crafting, Democracy, Language and Politics*

Introduction

Politicians use language in expressing their sentiments, intents, decisions, opinions and so on. This is done in several speeches, such as democracy, memoranda, campaigns, manifestoes, rallies, elections, inaugurations, political sittings, governance, etc. This has made political speeches to be inevitably popular in the area of linguistic research. Language is used for these

several purposes. From the communication of ideas, thoughts and opinions to the sending of warnings, advice, and appreciation and to make people agree with our perspectives. The use of language for these purposes is largely dictated by context. Ayeomoni & Akinkuolere (2012), opine that the concept of political speeches could be said to have originated from the rhetorical works of Greek philosophers like Sophist, Plato, and Aristotle. These early philosophers used language to influence political decisions and governance being that the primary purpose of political speeches is to influence, educate, inform, persuade or incite. The form language takes and the function it performs in democratic settings is very crucial. This is because it is an avenue for politicians to perform several acts aimed at having intended perlocutionary effects on the audience, readers or listeners, in a particular context. The branch of language that is concerned with the study of language use in relation to the acts performed, its effect on participants in relation to the context of usage is pragmatics, which is basically the systematic study of language use in relation to context. Pragmatics is a branch of linguistics that is focused on how words are used to perform various acts, how meaning is negotiated between speaker and hearer, and the pivotal role context plays in the interpretation of an utterance as well as to explain aspects of meaning which cannot be found in the plain sense of words or structures (Omolabi and Adedimeji, 2019). According to Mey (2001, p. 6), “pragmatics studies the use of language in human communication as determined by the conditions of society”. Generally, it is concerned with the way we convey meaning in any given socio-context through the medium of language. This meaning includes verbal as well as non-verbal meanings and it varies depending on the context, the relationship between interlocutors, and many other social factors.

In a democratic Nigerian political parlance, democracy as a form of government in Nigeria requires periodic elections into the office of the President as being practiced in most countries of the world. This is done every four years. Nigerian President is expected to address the nation on the 29th May, of every year. This is a norm in Nigeria and to mark the democracy day in the country. This tradition started in 1999, immediately after the swearing-in of a democratically elected President; Chief Olusegun Obasanjo. But in 2019, exactly 20 years of uninterrupted democratic dispensation in Nigeria, Mr. President, did not address the nation as expected on May 29 rather he chose a new date, (June 12). Ironically, the new date (June 12) was the day Nigerians went to the polls to elect a President in 1993. The presumed winner of the freest and

fairest election in Nigerian history as declared by both local and international observers, the candidate of the Social Democratic Party SDP, Chief MKO Abiola was not declared the winner.

The election was annulled by the then military government led by General Ibrahim Babangida, who ruled between 27th August 1985 and 26th August 1993. The annulment ignited wide demonstrations, political unrest and crisis across the nation, and was widely and strongly condemned by world leaders. The presumed winner, Chief MKO Abiola, Civil Society groups, pro-democracy activists, students' bodies, and all strata of the society had challenged the annulment and the then military government, calling for an official announcement of Chief MKO Abiola and the recognition of June 12 as real democracy day. Subsequently, when the incumbent President, Muhammadu Buhari sent a bill to the National Assembly to recognize June 12 as Nigerian Democracy Day, political observers, civil society groups, students' bodies and Nigerians in general were happy and required a speedy passage of such bill. Most Nigerians saw it as a welcome development. So, June 12, 2019 became the inaugural June 12 democracy day. And as expected, Mr. President delivered his first June 12 democracy day speech (Ogidan, Kumuyi & Kumuyi, 2020). Being a democratic system, Nigeria's political system places a great importance on the people as democracy is popularly referred to as the government of the people by the people and for the people. Thus, politicians depend on language to maintain their social link with the people, express their feelings, intent, plans, policies and programmes.

Therefore, this paper attempts to fill the gaps left by other researchers in the field of politics, focusing on pragmatic elements Acheoa's P- Crafting since existing studies have neglected these elements, concentrating on speech acts, Critical studies and multimodal analysis. Concentration on only these features which are concerned more with meanings, ideologies and contextual dimensions to the political studies than the interaction of pragmatic acts and implicatures used by politicians, has prevented a full understanding of how politicians flout maxims to hold and arrest the attention of the readers. This paper, therefore critically examines pragmatic acts performed with language of politics in the selected data. It is believed this paper will expose how language is powerful in the hand of politicians; they use language at their disposals to suit their target audience, and in doing so, they tend to give more than expected, and as such give information more than required.

It is against this backdrop that this paper attempts to carry out a pragma-Crafting Study of President Muhammadu Buhari's 2022 Democracy Day Speech

Review of Related Concepts

Language and Politics

Communication as a complex phenomenon remains vital to the sustenance of relationships and human existence. It is in fact, the oil that lubricates human interactions. Despite this significance, communication is a double-edged sword which can be used either positively or negatively. Boulton (1978, p.41) attested to the negative social intent of language from the perspective of its potential for complexity. She also observed that "language is often used, not to communicate but to deceive. This is often true of political and religious propaganda". The intention to manipulate people's mind and thought is symbolically expressed through print and broadcast media particularly, during political interviews, campaigns, other political events and in the eventual practice of politics in a given society.

Language use in politics has certain characteristic features which differentiate it from other varieties of language use. Common as some of these features may be in everyday situation, they remain unique with politicians and politics. The language of politics, embodied in propaganda and rhetoric, is persuasive. Politicians adopt these linguistic devices to cajole the electorate to vote for them or to gain their support.

The language of politics as a variety of language use is intended to pass the needed information to the electorate with a view to convince or appeal to them. It is usually laden with emotion and has the effect of causing people to have a change of mind on an issue. Szanto (1978) in Remi and Ojukwu (2013, p.107) describes the language of politics as a "lexicon of conflict and drama, of ridicules, and reproach, pleading and persuasion, colour and bite permeated. A language designed to valour men, destroy some and change the mind of others".

The language of politics deals especially with the reproduction of political power, political abuse or domination. The connection between language and politics is highly strong as political action itself is carried out through language. Chilton (2004, p.30) maintains that "only in and through language can one issue commands and threats, ask questions, make offers and promises

– provided one has convinced their interlocutors that they have the requisite resources to make the speech act credible. And only through language tied into social and political institutions can one declare war, declare guilty or not guilty, prorogue parliaments or raise or lower taxes”.

According to Dodo (2015, p. 21), language can be said to be the lifeblood of politics. Political power struggles and the legitimisation of political policies and authorities occur primarily through discourse and verbal representation by implication, language (Fairclough, 2003). Power can be exercised through what Fairclough (2003) calls the ‘manufacture of consent’. The manufacture of consent is a language-based process of ideological indoctrination. Language, therefore, plays an important role in “creating consent and making certain ideologies generally accepted as common-sense” (Cameron, 1999, p.154). Cameron goes further to say that whoever controls words controls the world. Generally, political activity hardly exists without the use of language. In fact the ‘doing’ of politics is largely the ‘doing’ of language (Chilton, 2004). Pierre (2000) makes it clear that language is not only a means of communication in political discourse, but also an instrument of symbolic power by which individuals pursue their interests. Politics is one aspect of human activities that use by far the greatest amount of propaganda. The word is often associated with deceit because propagandists seldom scruples to lie or to distort the truth in order to persuade and gather people behind them. Propaganda can be honest or dishonest, while its purpose might be to elicit help, support or tarnish image. Propaganda is a fundamental instrument of the language of politics. It is used in moulding and changing opinion.

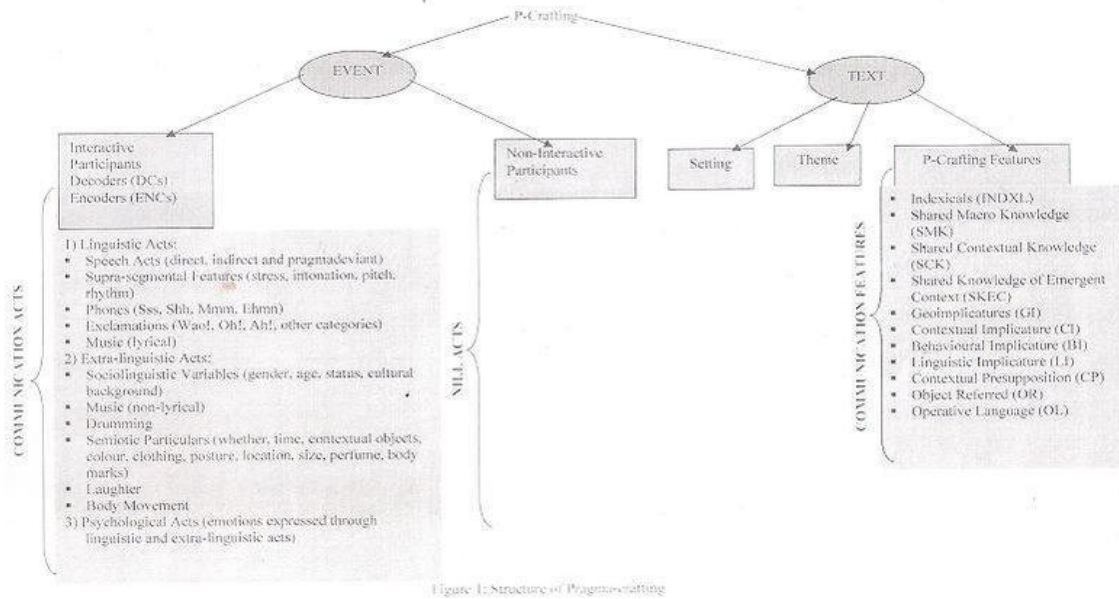
Another feature of the language of politics that makes it distinct and different from other forms of language use is rhetoric, which involves promises, reference to the Holy Books, repetition, figurative expressions, etc., all at the same time. The politicians use rhetorical devices to embellish their words in order to cajole the electorate. This can sometimes determine the number of votes he eventually gets at the poll. The success of a politician depends, to a large extent, on his rhetorical style in a truly democratic situation. A politician must be thoroughly equipped rhetorically in order to tie up an opponent and at the same time imbued with the power of arousing emotions of anger or pity in the electorate. The language of politics, whether it is in the interrogative, declarative, imperative or exclamatory mode, contains some forms of promises, manipulation, propaganda, cajole and deceits.

Theoretical Framework

Pragma Crafting Theory

Acheah (2015) unveils a new theoretical framework which exposes the strengths and weaknesses of the existing pragmatic theories and methodologies that are applied in the analysis of discourse. The Pragma-crafting Theory introduces new components for the pragmatic analysis of spoken and written communication. The theory views discourse as a pragmatic crafting activity. Crafting has to do with the discourse strategies in which participants engage in the structuring of communications. Utterances are produced through the goal-driven patterning of sentence forms. It begins from the micro level as a unit of discourse and extends to the macro level as a body of discourse. For example, conversational turns may be initiated with a topic that generates further topics, and subsequently, more speech acts, presuppositions, coherence and other discourse phenomena become naturally incorporated into the communicative event as participants express ideas meaningfully by exploring contextual nuances (Acheah, 2015).

Every Pragma-crafting (P-crafting) contains illocrafting, uptake and sequel. Therefore, P-crafting is a super-ordinate pragmatic act that produces linguistic and extra-linguistic elements of communication. At different stages of a communicative event, there is a candidate for inference. At every such stage, the interactive and non-interactive participants explore P-crafting features (inference features): indexicals (INDXL); shared macro-knowledge (SMK); shared contextual knowledge (SCK); shared knowledge of emergent context (SKEC) geoimplicature (GI); linguistic implicature (LI); contextual presupposition (CP); behavioral implicature (BI), pragmadediant (PD), object referred (OR) and operative language (OL) to ascertain messages and sequels. Bosco et. al (2006) opine that conversation is a two-fold activity in which the participants form utterances that are products of shared meaning, and such utterances produce felicitous results to the communicative event. The figure below is illustrious:



Discourse Structure of Pragmcrafting Theory

The structure breaks the two-folds of P-crafting: EVENT and TEXT. EVENT covers the participants of discourse – interactive and non-interactive. While the former makes linguistic or extra-linguistic contributions to on-going discourse, the latter does not. For an interactive participation in a communicative event, the interactive participants produce linguistic, extra-linguistic (being interactive does not necessarily mean producing speech sounds; silence interacts that is, communicates messages in discourse) and psychological acts. Linguistic acts include speech acts, segmental features, supra-segmental features, phones, exclamations and lyrical music, Acheaoh (2015).

Extra-linguistic acts on the other hand include: sociolinguistic minutiae (gender, age, status, cultural background); music (nonlyrical); drumming, gestures, dance, semiotic minutiae (weather, contextual objects (CO), color, dressing, location, size, shapes and body marks); and silence. Psychological acts are the discourse emotions communicated through linguistic and extra-linguistic acts. P-crafting features are the tools for explaining the linguistic, extra-linguistic and

psychological acts, although SETTING and THEME also facilitate this process of explanation. SETTING is used to suggest the physical context revealed by the TEXTS. It should be noted though that some texts are not SETTING revealing, i.e. they do not have a physical context referent. THEME, as the literary meaning connotes suggest the messages shown in the TEXT through P-crafting features. Overall, the Pragma-crafting theory confirms that communicative acts (CA) (which is different from speech acts) used in EVENT interrelate with communicative features (CF). Thus, linguistic, extra-linguistic and psychological acts are communicative acts while P-crafting features are communicative features.

Theoretical Concepts in Pragma-crafting Theory

Some key concepts that run through this theoretical framework are:

- 1. Pragma-crafting:** Acheaoh (2015) explains this as a super-ordinate notion which has dual components: EVENT and TEXT. These two components unfold as discrete multiple categories in the explanation of how communication is interpreted from speaker-hearer or writer-reader ends.
- 2. Event:** It concerns participants of discourse who are either interactive or non-interactive. The interactive participants perform any or all these acts to the discourse: linguistic, extra-linguistic and psychological acts. On the other hand, the non-interactive participants are those who are present in the setting, but do not perform any act in the discourse. This kind of participants is typical of certain discourse settings. Even when they perform linguistic, extralinguistic or psychological acts that are not connected to the on-going discourse, they are labelled as non-interactive participants.
- 3. Text:** The components of Text are Setting, Theme and P-crafting features. These three constitute the communicative features in Text. The dynamics of communication are however captured by P-crafting features which have distinct theoretical notions demonstrated by the interactive participants in three different frames: linguistic acts, extra-linguistic acts and psychological acts.
- 4. Interactive participant:** This is an interlocutory participant. He makes linguistic, extra-linguistic and psychological contributions that do not only add to the interpretive process

in discourse, but also determine or generate the end meaning. An interactive participant demonstrates pragmatic awareness in the encoding and decoding of utterances.

5. **Non-interactive participant:** A non-interactive does not function in on-going communicative event, although he is intentionally or accidentally present in the physical context. This kind of participant is rare in casual speech event (informal discourse) but are typical of places where social or institutional acts are performed: courtroom and church.
6. **Setting:** This is the physical context of the communicative event (Text) in both remote and immediate sense. A pragmatic analyst can infer from available pragmatic data, that a communicative event is not merely situated in Nigeria (macro-context), but in a domestic context (micro-context). These discourse realities determine the performance and interpretation of linguistic, extra-linguistic and psychological acts by the interactive participants.
7. **Theme:** This category is the message conveyed in/by Text. Text may convey one or more themes that can only be identified when communicative acts (acts performed by interactive participants) interact with communicative features (Pragma-crafting Features).
8. **Pragma-crafting features:** These elements are instrumental to understanding the interlocutory roles of the interactive participants. The elements include: inference (INFR), indexicals (INDXL), shared macro-knowledge (SMK), shared contextual knowledge (SCK), shared knowledge of emergent context (SKEC), geoimplicatures (G), linguistic implicature (LI), behavioral implicature (BI), contextual presupposition (CP), Pragmadedeviant (PD), object referred (OR) and operative language (OL). Inference has to do with making logical deductions from available linguistic and extra-linguistic data. Indexicals are grammatical categories that have the potential to establish the relationship between language and context. Shared contextual knowledge (SCK) is the available pieces of information which only participants of the present discourse have for the communication to thrive. When discourse has an emergent context, perlocutionary effects may not occur (effects intended by speakers), despite the appropriateness of participants and circumstances. Any situation that suddenly emerges in an on-going discourse is emergent. An emergent context becomes shared knowledge of emergent context (SKEC)

when it becomes common knowledge to the participants of discourse. It is vital in terms of its potential to determine illocutionary forces and relocate sequel. An emergent context is a candidate for inferences. The term ‘Geoimplicature’ is coined from ‘geographical’ and ‘implicature’ to refer to practices that have geographical restriction in terms of people, and not just in terms of physical boundaries (Acheoah, 2011). Such practices are not universal, and they are both verbal and non-verbal. Linguistic implicatures (LI) are meaning implied through language while behavioral implicature (BI) are meaning implied through extra-linguistic and psychological acts. Contextual presuppositions (CP) are products of shared contextual knowledge (SCK); in a specific (micro-context) discourse, participants deduce meanings from verbal and non-verbal data limited to the participants themselves. The meanings deduced are treated as background assumptions (BAs) which direct interlocutory roles. DCs (decoders) imply that ENC (encoders) know that certain VEs (verbal elements) and NVEs (Non-verbal elements) are deduced as OR (object referred) in OL (Operative Language).

9. Linguistic act: There are five components in this category:

1. Speech acts (direct, indirect and pragma-deviant):

Pragma-deviants are deviant forms of expressions which participants use as part of illocutionary strategy or creative indulgence. Acheoah (2011) coins the term ‘pragma-deviant’ (PD) from ‘pragmatics’ and ‘deviant’. It is not a duplication of the notion of indirect speech act as it is any expression used as a literal but deviant communicative strategy; in the conversational tract below, John deviates from the conventional use of the verb ‘stole’ since he owns the car:

John: I stole my car from the police station.

Mary: Is it not yours?

There is always a pragmatic justification for pragma-deviating; John’s car was no longer his, because police officers had impounded it and there was no silver lining of him getting his car back. Object referred (OR) is the referent of an utterance. This referent is either in the remote world or immediate context of speech. One of the strengths of “meaning as object” (an approach to the study of meaning in semantics) is that words have or pick referents (objects) in the world. Every discourse in natural

communication is conveyed through a language, whether indigenous or alien to the participants. This is what is labeled operative language (OL).

Justification for the Choice of the Theoretical Framework

P-Crafting is an extension of previous propounded theories of pragmatics such as Austin's speech act (1962) and Jacob Mey's (2001) pragmatic acts. However, this new approach to pragmatic analyses attempts to explain what the speaker means by performing linguistic, extralinguistic and psychological acts in discourse. Thus, what a speaker means transcends sentence meaning. For this reason, existing theoretical frameworks do not make an attempt to resolve the controversies over sentence non-literality and semantic under determination, which are misconstrued concepts in the literature of pragmatics and speech act study. The Pragma-crafting Theory consists of categories for explaining the speaker's meaning from both sentential and extra-sentential constraints. The theory exposes the strengths and weaknesses of the existing pragmatic theories and methodologies which are applied in the analysis of discourse. That's Pragma-crafting Theory introduces new components for the pragmatic analysis of spoken and written communication. Features of immediate and remote contexts as well as the analysis of latent meanings in communicative events have not been adequately accounted for by the existing pragmatic analytical frameworks.

Acheoah coined the idea of P-crafting from the phrase of "pragmatic crafting". The theory views discourse as a pragmatic crafting activity. Crafting has to do with the discourse strategies which participants employ in the structuring of communications. Utterances are produced through the goal-driven patterning of sentences in particular forms.

Therefore, pragmatic use of language presupposes first-hand knowledge or mastery of the linguistic conventions of the Operative Language (OL). The Pragma-crafting Theory clearly captures the fact that a wide range of discourse features (Shared Macro-knowledge), Shared Contextual Knowledge (SCK), Geoimplicature (GI), etc. impinge on the encoding and decoding of linguistic and extra-linguistic elements of communication. Indeed, the linguistic competence of a speaker in OL determines the degree of skills exhibited by this speaker in the manipulation and exploration of P-crafting Features to convey messages; (a) captures this view.

Methodology

This study adopts a qualitative approach to analyse President Muhammadu Buhari's 2022 Democracy Day Speech. The data for the study were obtained from the NTA. The speech comprises three main parts: the introduction, the body and the conclusion with a total word count of two thousand, two hundred and eighteen (2,218) upon transcription. It comprises one hundred and fifty one (151) lines out of which eight (8) sample utterances were randomly selected for the analysis and Acheo's Pragma Crafting Theory was adopted as the theoretical framework. These selected utterances were singled out because they have at least one or more event forms for analysis. In addition, the research type for the study is qualitative in nature. Qualitative in the sense that the praxs performed in the selected utterances are accounted for bearing in mind the contextual factors that are projected in the selected utterances.

Data Presentation and Analysis

Using the theoretical framework of Pragma-crafting to analyze a microstructure from President Muhammadu Buhari's 2022 Democracy Day Speech. Eight utterances were selected for the analysis. The data are presented below:

U1. From 1999, we consistently celebrated Democracy Day to mark the end of military rule and the return of power and control into the hands of those freely elected by the people.

U2. We must never forget the sacrifices of the heroes of Nigeria's democracy during 1993.

U3. As we move into the general election campaign season, we must sustain this mature attitude to campaigning and ultimately, voting.

U4. As leaders, you must all showcase high character and never forget that the world is watching us, and Africa looks up to Nigeria to provide example in governance.

U5. We have reformed some of our security structures. Some of the defense assets we procured three years ago have arrived and have been deployed.

U6. I am also promising you a free, fair, and transparent electoral process. And I am pleading with all citizens to come together and work with Government to build a peaceful and prosperous nation.

U7. We can only have a safe country if we are able to prevent crime not after the crime has been committed.

U8. The tone you set at the top will surely be replicated in your followers.

Data Analysis

Utterance	Linguistic Act	Extralinguistic Acts	Psychological Acts	Pragma-crafting Features
U1	Speech Act: Direct: Assertive (Reminding) Direct: (Confirming)	Sociolinguistic Variables (Status): The encoder is a high-ranking politician serving in a pivotal post in the nation.	Felicity	The shared contextual knowledge undergirding the direct speech act of reminding and confirming this speech act stemmed from the annulled general election of June 12 th , 1993, which is a more fitting day occasion for democracy day to remember the events of May 1999. The interactive participant in this speech act is Gen Muhammadu Buhari, the Grand Commander of the Federal Republic of Nigeria. In this utterance, the President in clear term states that Democracy has been observed right from 1999 – Geoimplicature (GI). This is an overt means to remind or confirm to all Nigerians that the ceremony marked the end of military rule and the return of the civilian government – Linguistic Implicature (LI). The utterance <i>from 1999, we consistently celebrated Democracy Day to mark the end of military rule and the return of power and control into the hands of those freely elected by the people</i> obey the Gricean maxim of Relation. The maxim of quality receives uptake from the fact that it is indeed every

				<p>June 12 from the year 1999 that the nation celebrates the transition of power totally from the military to the civilian government. The object referred (OR) is the happy nature of the interlocutor, and this object is a product of shared contextual knowledge (SCK) from the relevance of the celebration.</p>
U2.	<p>Speech Act: Direct: Representative (Reminding) Directive (Commanding)</p>	<p>Sociolinguistic Variables (Status): The encoder is a high-ranking politician serving in a pivotal post in the nation.</p>	Admonishment	<p>The shared contextual knowledge undergirding the direct speech act of reminding the populace and commanding them through this speech act came from the electioneering struggle that made an epoch impact on the totality of Nigerian politics and still recognized as the founding event of democracy in Nigeria. The interactive participant in this speech act is Gen Muhammadu Buhari, the Grand Commander of the Federal Republic of Nigeria. From this this utterance, it can be deduced that the President in clear and firm terms beckoning on all Nigerians to never forget the struggles that paved way for the democracy enjoyed today – Geimplicature (GI). This is an open call to remind and command (never) all Nigerians on the struggles and the fight for democracy and the need to always remember their landmark effort. The utterance <i>We must never forget the sacrifices of the heroes of Nigeria's democracy during 1993</i> construes to the maxim of manner. It is a clear call to all Nigerians as to the need to never forget the unending impact of our democracy key players – Linguistic Implicature. The object referred (OR) is the clamoring nature of the interlocutor, and this object is a product of shared contextual knowledge (SCK) from the</p>

				need to remember our democracy clamorers.
U3	Speech Acts: Direct: Assertive (Telling, Charging) Indirect: Expressive (Advocating)	Sociolinguistic Variables (Status): The encoder is a high-ranking politician serving in a pivotal post in the nation.	Enthusiasm	The speaker of this utterance is the President of Nigeria, Gen Muhammadu Buhari. His locution is based on the Shared Contextual Knowledge of the campaign process of the 2023 general elections set to kick anytime from the time the speech was delivered. As such he is telling all Nigerians of the needed preparations to be made prior to the forthcoming campaign and electioneering process, also charging to maturely campaign and vote as it's stipulated. The indirect act of the utterance is the president advocating for a free, glitch free and fair election, starting from the campaign process. Probably having a prior knowledge of how campaigns and elections have been in Nigeria, the President is therefore indirectly advocating for '...mature attitude to campaigning and ultimately, voting.' The president observes the maxim of manner. He also sticks to the manner of relevance as he explains his intentions and agitation in clear terms and is also relevant to the discourse because as at the time the speech was given, campaigns and elections were just around the corner 'As we move into the general election campaign season...'. <i>As we move into the general election campaign season</i> carries a linguistic implicature (LI) which implies that the period where citizens get to exercise their franchise to elect public office holders of their choice has come. The inference (INFR) generated from the linguistic act alludes to the feelings that are associated with campaigns and the electioneering process particularly in the setting of the speech, Nigeria

				(Geoimplicature)
U4	Speech Act: Direct: Assertive (Telling, Charging) Indirect: Expressive (Agitating)	Sociolinguistic Variables (Status): The encoder is a high-ranking politician serving in a pivotal post in the nation.	Apprehensiveness	In this utterance, two speech acts were performed – the direct assertive act of telling and at the same time charging. The indirect expressive act of agitation. The interlocutor here is the Nigerian President, Gen Muhammadu Buhari. Based on shared contextual knowledge, it's the time of the country when election, campaign, and its complications come into the picture in Nigeria. The president in this speech through this utterance therefore reminds Nigerians of the good legacy that needs to be set as an example for other African countries. He plainly performs the illocutionary act of telling Nigerians the need for a free and fair campaign and election process and at the same time charging them to be a good pace-setters as other black countries are looking up to Nigeria as one that the government can be imitated. The contextual implicature (CI) of the utterance is that Nigerian politicians need to sun all acts of electoral incontinences leading to any form of turmoil before, during and after the election because they are being watched by neighboring black countries – Geoimplicatures (GI).
U5	Speech Act: Direct: Assertive (Informing) Indirect: Commissive (Boasting)	Sociolinguistic Variables (Status): The encoder is a high-ranking politician serving in a pivotal post in the nation.	Enthusiasm	The speaker in this utterance is the President of Nigeria, Gen Muhammadu Buhari. In this utterance, he performs two speech acts: informing, boasting: the former being a direct speech act while the latter is the indirect speech act based on the shared contextual knowledge (SCK) and Geoimplicature (GI) that the current administration is combating against insecurity in the country which was

				<p>one of the campaign promises of the President. This speech act is therefore informing Nigerians on the working plans the government has in plan already to fight insecurity which is currently turning into a cankerworm that is eating deep into the fabric of the society. This is borne out of the government's need to devise a workable means to tackle the issue at hand facing the whole polity. In the same vein, the President also dished out some plans that are already in action to attack the menace of insecurity - <i>Some of the defense assets we procured three years ago have arrived and have been deployed...</i></p> <p>The speaker obeys the Gricean maxim of quality and quantity as the datum provides information on what the government is currently doing to fight against insecurity. The speaker is also true because all the plans he mentioned are currently in view. The speaker is also relevant, and it is unambiguous. Therefore, the respondent obeys all Gricean Maxims. The speaker's utterance that 'We have reformed some of our security structures. Some of the defense assets we procured three years ago have arrived and have been deployed.' This is a contextual presupposition of Nigeria being faced with as social menace which in turn is a product of social contextual knowledge (SCK).</p>
<p>U6</p>	<p>Speech Act: Direct: Commissive</p>	<p>Sociolinguistic Variables (Status):</p>	<p>Collaboration</p>	<p>The speaker in this utterance is the President of Nigeria, Gen Muhammadu Buhari. In this utterance, he performs three speech acts:</p>

	(Promising) Directive (Summon) Indirect: Representative (Inform)	The encoder is a high-ranking politician serving in a pivotal post in the nation.		promising, summoning and informing: the first two being a direct speech act while the latter is the indirect speech act based on the shared contextual knowledge (SCK) and Geoimplicature (GI) that the current administration is combating against insecurity and corruption at its peak even during campaign and election. This speech act is therefore promising citizens of a free and fair electioneering process which would be marked with no glitch. The speech act also summons the citizens to work in hand with the government to actualize the dream of a prosperous nation where everything works for the progress of all. But we all know the executive isn't the arm of government saddled with the responsibility of conducting free and fair election or maintaining peace during elections, so indirectly, the president is trying to inform the citizens on the need for collaboration and shared knowledge because that is the only workable factor that can assure the nation of our dreams. The utterance ultimately follows the Gricean maxim of relation, but he flouts the maxim of manner as the intended meaning of the utterance is rather ambiguous. The utterance also flouts the maxim of quality as the promise made by the president on a free and fair election is only dependent on the conformity shown by the citizens. The contextual proposition borne out of shared contextual knowledge of the utterance is that there is the need for a smooth electioneering process.
U7	Speech Act: Direct:	Sociolinguistic Variables	Warning	In this utterance, three speech acts were performed – the direct assertive act of being

	Representative (Assertive) Representative (Informing) Indirect: Commissive (Threatening)	(Status): The encoder is a high-ranking politician serving in a pivotal post in the nation.		assertive and at the same time informing. The indirect commissive act of threat. The interlocutor here is the Nigerian President, Gen Muhammadu Buhari. Based on shared contextual knowledge, it's now a clarion call on the country to be awakened by the menace in the society of insecurity, crime, banditry, terrorism, and the likes. The time of the country when election, campaign, and its complications come into the picture in Nigeria – Geomplicature (GI). This speech act is therefore asserting the state of things to the citizens. From the utterance, it can be deciphered that the utterance is an affirmation of the fact that without collaboration between the government and the citizens, prevention would be too late – (INFR). In the same vein, the speaker is also informing them on the need to take the short-lived opportunity of prevention and not result into a cure which might be rather late and dangerous. The utterance (CI) obeys the maxim of relation. The utterance from the President is relevant to the shared contextual knowledge of the discourse (SCK).
	Speech Act: Direct: Representative (Informing) Assertive (Predicting)	Sociolinguistic Variables (Status): The encoder is a high-ranking politician serving in a pivotal post in the nation.	Caution	In this utterance, two speech acts were performed – the direct representative act of informing and at the same time predicting. The interlocutor here is the Nigerian President, Gen Muhammadu Buhari. Based on shared contextual knowledge, it's a clarion call on all public office holders of the country to be awakened to the need to be cautious of whatever is it that's done now because whatever that's done now would eventually tell later the coming generation – (INFR).

				Through this, the speech act of predicting the future to be unfolded by whatever happens today. In this utterance for example, the speaker, President Muhammadu Buhari, flouts the maxim of manner because the referent (INFR) of the word ‘tone’ as used in the utterance is different from the contextual meaning as derived from the contextual implicature (CI), borne out of the shared contextual knowledge.
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Findings and Conclusion

Using pragma crafting as the framework for this paper, it was revealed that speech acts are concrete to the instantiation of each particular speech act. Two types of speech acts were observed: direct and indirect speech acts. The direct speech acts are used for specific act such as *informing* and *stating*. This is true because political speeches, especially democracy speeches inform the public about the political journeys of a country. The paper, therefore revealed that democracy speeches are structured in different ways to perform some indirect speech acts of promising and asserting facts about their integrity and how good they’ve performed. Nonetheless, the direct speech acts pave the way for the indirect speech acts of promising, advocating, agitating, etc.

The paper also revealed that several key Pragma crafting features were prominent in Muhammadu Buhari’s Democracy Speech which was his last democracy speech before he left office. Some of the significant features were Shared Contextual Knowledge (SCK), Geoimplicature (GI), Linguistic Implicature (LI), Contextual Implicature (CI), Contextual Presupposition (CP) and Operative Language (OL). These features served as a link between the speaker’s words and the context of discourse and the speaker meaning.

Also, another notable features are the use of inclusive language, where Buhari consistently used pronouns such as “we” and “us” to create a sense of unity and shared responsibility with his

target audience. This inclusivity aimed to position him as a candidate who understands the challenges faced by the people and is ready to work collaboratively towards solutions.

The paper revealed that various linguistic indices were used by President Muhammadu Buhari to present himself as the president of the country. Firstly, he employed a confident and an assertive tone throughout the speech, projecting himself as a strong and decisive leader capable of navigating the challenges facing the nation right from his assumption in the office. Additionally, he strategically employed positive self-references and accomplishments to highlight his leadership qualities and track record. By showcasing his achievements and experiences, he sought to establish credibility and demonstrates his suitability for the role of the president, and in the journey of democratic processes.

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