



ABSTRACT

Language is very pivotal in the affairs of man, as there is no aspect of man's life that is not expressed in language: whether verbal or nonverbal. To this end, metaphors have really been utilised in political discourses to depict one political issue or the other especially in the Nigerian political atmosphere. There are a series of studies on conceptual metaphors relating to political speeches; however, little has been done on the speeches of President Muhammadu Buhari of Nigeria. This study, therefore, analyses conceptual metaphors in the broadcasts of president: identify the

CONCEPTUAL METAPHORS IN PRESIDENT MUHAMMADU BUHARI'S BROADCASTS ON 2021 DEMOCRACY DAY AND INDEPENDENCE DAY CELEBRATIONS

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Introduction

Metaphors are quite importance in political discourse. They are both rhetorical and cognitive in nature. They are also used in political discourse to stimulate the populace through imageries on the issues surrounding the politicking of their communities (Lakoff and Johnson, 1980). This is done to arouse their thinking of what they should expect from their leaders. Metaphor is also used to construct meaning of an action of a political leader. Metaphors have also been seen by Kamalu, and Iniworikabo, (2016) as a means by which politicians express their ideologies to their populace. In the Nigerian politics, the speeches of politicians, like that of their counterparts in other nations of the world, have elements in which they (the politicians) express their ideologies, their patterns of leadership, and at times, take stances either for or against on certain issues that are threatening to their leadership.

From this end, we cannot deny the fact that language is a pivotal tool for construing, representing and expressing political processes by politicians (Dramnescu, 2016). As metaphors are parts of language, politicians have deployed this aspect of language to depict different political scenarios in their country. It is on this backdrop that this current study investigates conceptual metaphors in the broadcasts of President Muhammadu Buhari. The sole aim of the study is to examine how he deploys metaphors to depict different political issues in Nigeria.



metaphors; their various mappings and how they have been used to depict different political issues in his broadcasts. Lakoff and Johnson's (1980) served as the theoretical framework for the study. President Muhammadu Buhari's broadcasts on 2021 independence and democracy data for the study. The result of the study shows that Metaphors in the domain of journey were used to depict politics is a journey; metaphors of protest/sports were used to represent politics as either a contest or sport. Other metaphors were used to depict Buhari as a sacrificial lamb; Nigeria is a family, Nigeria is a building/structure; the Nigerian citizens as agents of nation building and politicians are visioners. The study concludes that political speeches are characterized with lots of conceptual metaphors depicting various political issues in society.

Keywords: *Metaphors, political discourse, Nigeria, President Muhammadu Buhari, Broadcasts*

Democracy Day and Independence Day broadcasts in Nigeria

Since Nigeria became independent on 1st October 1960, every Nigeria's president or head-of-states is expected to present a speech commemorating the historic event (Akindele, 2016). The broadcast made by the president was also imbibed immediately Nigeria became a democratic nation, where the presidents are also expected to give a broadcast on Democracy Day. Nigeria started to celebrate Democracy Day on 31st May, 1999 to commemorate the day the military handed over to civilian government. This was done when General Abdulsalami Abubakar, the then Head of States handed over the affairs of governance to President Olusegun Obasanjo. However, it was changed in 2018 by President Muhammadu Buhari from 31st May to 12th June in order to commensurate with June 12, which was believed to be the most democratic election had in Nigeria (Amale, Barnabas and Likita, 2022). In this current study, only the broadcasts made on 2021 Independence Day and Democracy Day celebrations are relevant.

Brief note on President Muhammadu Buhari of Nigeria

President Muhammadu Buhari was born on 17th of December, 1942 in Daura, Katsina State, Nigeria. He ruled as the Head of State of Nigeria from 31st December, 1983 to August, 1985. He contested for the presidency several times before he later won in 2015. He assumed office on 29th May, 2015, and was reelected in 2019 for a second tenure.

Aim and Objectives

The aim of this study is to investigate the metaphors in the broadcasts of President Muhammadu Buhari on 2021 Democracy and Independence Day. The aim of the study is guided by the following objectives:

- a. to identify the metaphors in the broadcasts President Muhammadu Buhari
- b. to examine how they have been used according to their different domain mapping
- c. to examine how they have been deployed to explain issues discussed in the broadcasts by President Muhammadu Buhari



Related studies on President Muhammadu Buhari

The deployment of conceptual metaphor in studying political speeches of presidents in Nigeria is not common when compared to other countries of the world. Studies have been carried out on the political speeches of some past presidents (Kamalu, and Iniworikabo, 2016; Osisanwo, 2016 and Osisanwo, 2017; Fram and Mcphil 2005, Ayeomomi and Akinkuolere 2012 and Ekhareafo and Ambrose 2015), while those studies on Buhari (Akinseye, 2015; Koussouhun and Dossoumou, 2015 and Idegbekwe (2017).

Kamalu, and Iniworikabo (2016) carried out a study on the speeches of selected Nigerian past president. The speeches of Presidents Olusegun Obasanjo, Musa Yar'Adua, Goodluck Jonathan served as the data for the study. Lakoff and Johnson's (1980) Conceptual Metaphors Theory was used as the theoretical anchorage for the study. The results of the study show that political communications are characterized with the use of metaphors. The study also indicated that most of the metaphors in the speeches are drawn from the source domain that represent conditions in Nigeria like social, political and economic, especially in such cases as conflict and war, building, disease, journey, illness, games, family and sports. Also, the study also observed that metaphors were used by each of the president to express his ideologies.

Considering the speeches of President Muhammadu Buhari, Amale, Barnabas and Likita (2020) investigated how he represent social actors in his broadcasts during 2021 Democracy day, 2021 Independence Day and 2022 Democracy Day celebration. The study used all the broadcasts as sources of data for the study. Theo van Leeuwen's (2008) Social Actors Representation Theory served as a theoretical anchorage for the study. The study reveals that President Muhammadu Buhari represents himself as the president of Nigeria; represent his administration as goal-oriented with priority on women and youths. The study also reveals that Nigeria is represented as a hard and united nation. Furthermore, the study reveals that Nigerians are victims of rape, economic meltdown and terrorism.

Akindele (2016) investigated the political speeches of Nigerian presidents. The aim of the study is to examine the instances of postposing in the speeches of three Nigerian presidents. Halliday Systemic Functional Linguistics and Ward, Birner and Huddleston's (2002) Information Packaging served as theoretical frameworks for the study. The Independence speeches of Obasanjo (1999-2003), Yar'adua (2008 and 2009) and Goodluck (2010 and 2011) served as the data for the study. It was observed from the result of the study that all the presidents used postposing to achieve self-intentions; most of the postposed elements passed messages on how Nigerians are expected to behave, in order to allow the transformation needed to be visible and the postposed messages were also used to signal the implementation of some plans made by the presidents.

Theoretical Anchorage

The study adopted Lakoff and Johnson' (1980) Conceptual Metaphor Theory. CMT stormed out of cognitive linguistics. Lakoff and Johnson (1980) did not treat metaphor as a linguistic phenomenon but rather as a conceptual issue. They argued that metaphor is pervasive in everyday life not just



as language but also in thought and action (Lakoff and Johnson 1980: 3-13). And metaphor is seen as way of understanding one thing in term of another. This is also buttressed by Grady (2000:188) in Amin, T.G. (2015) that the study of metaphor by cognitive scientists is that metaphor is a “pattern of conceptual association” that also be expressed in a nonverbal manner. This is to say that unlike the former understanding people had on metaphor, which shows that metaphors have to be verbal, it can also be interpreted in nonlinguistic and paralinguistic expressions rather than a linguistic phenomenon as many viewed it. Furthermore, Lakoff and Johnson (1980) considered linguistic expressions as representations of conceptual ideas in the mind.

Also, to the Conceptual Metaphor Theory (CMT), metaphors have structural roles on how conceptual knowledge is organized and processed. The role of CMT to the structure of language, conceptual metaphors are characterized by Unidirectional Systematic Partial Mapping from what is known as the source to what is known as the target domain (Lakoff 2006). To Evans and Green (2006: 190), domain means “a body of knowledge that organizes related concepts”. While Kövecses (2006: 117) views the source as something that is more physical or we can say concrete in the real world, while the target as something that is abstract. It is through the source domain (physical and tangible concept) that we understand the target domain which is abstract and even vague at times.

Another important element in the CMT framework includes metaphorical entailments, which refer to rich additional knowledge structures about the source domain that are transferred to the target domain in the process of cross-domain mapping (Evans and Green, 2006; Kövecses, 2010). In other words, “since metaphorical concepts are defined in terms of nonmetaphorical concepts, they show entailment relations parallel to those for the corresponding nonmetaphorical concepts” (Lakoff & Johnson, 1980a: 197).

According to Conceptual Metaphor Theory, the phenomenon of metaphor is not restricted to similarity-based extensions of meanings of individual words, but instead involves activating fixed mappings that reconceptualize one whole area of experience in terms of another. CMT has also been seen to have affinity with philosophy and artificial intelligence as well as in cognitive science. In other words, according to Lakoff (2006:185) the main aim of metaphor is not in language but how one mental domain is conceptualized in terms of another. How we view one thing in relation to another is the locus of Conceptual Metaphor Theory. The justification for choosing Lakoff and Johnson’s (1980) Conceptual Metaphor Theory to the current research is that it would help the researcher to identify the use of metaphor in some cartoons provoking the interest of the electorate on the definition of politics based on the perception of politicians on issues surrounding the Nigerian 2023 General Election.

Methodology

Buhari’s Broadcasts on June 12, 2021, Democracy Day and 1st October, 2021, Independence Day. The video of the broadcasts were downloaded from YouTube, thereby transcribed into text. Structures carrying different metaphors were extracted for the analysis. The study is descriptive in nature. Charteris-Black’s (2011) method of Conceptual Metaphor Analysis was deployed. That is,



identifying, interpreting and explaining. The metaphors were identified, interpreted and later explained. Lakoff and Johnson's (1980) served as the theoretical framework for the study. The essence of adopting Lakoff and Johnson's (1980) Conceptual Metaphor Theory is to identify the conceptual metaphors in the broadcasts in the broadcasts of President Muhammadu Buhari on 2021 Democracy Day and Independence Day. The next section is the analysis and discussion of the findings of the study.

Analysis and results

The conceptual metaphors that are interrogated in this study are journey, building/structure, family, sacrifice, contest/sport and vision. Each of the metaphor would be analysed as a sub-topic.

Politics is a journey

The metaphors identified as journey metaphors depict politics as a situation that has a beginning, middle and an end. This is seen in the sense that politics is portrayed as a process that is not an end in itself. Politicians are always portrayed as the drivers who possess the expertise to drive the populace to their expected destination (Kamalu, and Iniworikabo, 2016). Politics is seen as a journey for the achievement of a specific goal such as nationhood, advancement in technology, stabilizing the economy, having a world class educational and health systems, and so on. Buhari has vividly shown that his administration is a process which is targeted at taking Nigerians into better governance, full of free and fair democratic system, developed economy, journey out of security challenges and many more. The extracts below typically have the journey metaphors in them, which characterized Buhari's broadcasts depicting politics as a journey:

Extract 1: As with all democracies we will ALWAYS BE GOING THROUGH IMPROVEMENT PROCESSES in our desire TO REACH THE GOAL OF A MATURE democracy, a strong, EVOLVED and integrated nation-state to be reckoned with globally (Broadcast President Muhammadu Buhari of Democracy Day on 12th June, 2021).

In extract 1 above, structures such as "always be going through improvement process", "to reach the goal of a mature democracy" and the word "evolve" signified a journey to nationhood. Buhari did not see himself as the main driver in the journey for the achievement of a nation that would be recognized globally like countries such as the US and the UK; he sees everybody's efforts as important as anything one could think of. Through the use of the inclusive verb "we" the achievement of nationhood is realizable when all hands are on deck. The reason for the above assertion is not far-fetched as Nigeria has been seen as a developing nation globally. Buhari portrays his administration as one that can promote such if Nigerians are ready to cooperate with him, and give him the maximum support for the task ahead. Another instance by which politics is seen as a journey is exemplified in extract 2 below:

Extract 2: We are able to do all these and STILL ACCELERATE our infrastructure development THROUGH sensible and transparent borrowing, improved capita INFLOW, IMPROVING and INCREASING revenue THROUGH capturing more tax bases and



prudent management of investment proceeds in the Sovereign Wealth Fund
(Broadcast President Muhammadu Buhari of Democracy Day on 12th June, 2021).

The metaphors that characterized politics as a journey in the above extract are “still accelerate”, “through”, “inflow”, “improving” and “increasing”. Unlike in extract 1 where Buhari makes use of the domain of journey to depict the achievement of nationhood, in the extract 2, President Muhammadu Buhari has clearly stated the goal of his administration in the development of infrastructure; a nation where there would be a flow of capita for businessmen and businesswomen; a country where the revenue generated would be through taxes. Buhari did not tell Nigerians they are there already in terms of capita flow, revenue generation or infrastructural development like other nations of the world; but rather, through those domains of journey metaphors he has categorically made it known to Nigeria that his administration is on its way to achieving that. There is also assurance and confidence being given to Nigerians that his administration would take them there.

Extract 3: Fellow Nigerians, our infrastructure REVOLUTION continues with key projects ATTAINING critical milestones under the Presidential Infrastructure Development Fund; The Second Niger Bridge, The Lagos- Ibadan Expressway and the Abuja-Kaduna-Zaria-Kano Expressway (Broadcast President Muhammadu Buhari of Democracy Day on 12th June, 2021).

Like in extract 2 where the journey on the realization of a country with developed infrastructure, Buhari has also used the journey metaphor “revolution” and “attaining” to confidently tell Nigerians during his broadcasts that his administration has started experiencing drastic changes in the construction of the Second Niger Bridge situated between Delta and Anambra States; reconstruction of the Lagos-Ibadan Expressway, which covers Lagos, Ogun and Oyo states respectively. Finally, the restructuring of Abuja-Kaduna-Zaria-Kano Expressway, this would cover from the Federal Capital Territory to Niger, Kaduna and Kano States

Extract 4: I have also approved the establishment of Infraco Plc, a world-class infrastructure DEVELOPMENT VEHICLE wholly FOCUSED on Nigeria with a capital structure of N15 trillion (Broadcast President Muhammadu Buhari of Democracy Day on 12th June, 2021).

The use of “development vehicle” and “focus” characterized the use of journey metaphors in extract 4. President Muhammadu Buhari uses metaphor to show that his administration is on a journey for the realization of better capital structure in the country. The use of “development vehicle” also makes his administration to be seen as means by which such target would be achieved, and having him as the driver of the vehicle. This goes in line with Kamalu and Iniworikabo’s (2016) assertion that journey metaphor is rhetorically attractive to politicians and leaders, because it can be turned into a whole scenario when they represent themselves as “guides”. Buhari has portrayed himself metaphorically as the guide or as a driver that would take Nigeria to the destination where the capital structure of 15 trillion would be a reality. Furthermore, we can see the element of comparison with previous administrations which could not attain such like the current administration sets out to achieve.



Extract 5: The rail system is not LEFT OUT as the Itakpe-Warri standard gauge rail was COMPLETED and COMMISSIONED 33 years after construction BEGAN. The Lagos-Ibadan double track railway line which I have just commissioned has COMMENCED operations (Broadcast President Muhammadu Buhari of Democracy Day on 12th June, 2021).

Finally, extract 5 shows that in this journey of the realisation of certain projects in the administration of President Muhammadu Buhari nothing is left behind. This is seen in the realization of projects like the reconstruction of Itakpe-Warri rail way by President Buhari's administration. He believes that the project was never achieved in the last 33 years, but become a reality in his administration. It uses journey metaphors to indicate the beginning and the present stage of the completion of the project. In conclusion to the analyses on extracts 1-5 depicting politics is a journey, journey metaphors represent politics as a goal with long term purposes that cannot be achieved at a spot. Also, it shows the picture of a nation on a journey, while the politicians in that country, especially the president like in the case of President Muhammadu Buhari as the driver or guide. Furthermore, President Muhammadu Buhari is optimistic that the journey embarked by Nigerians having him as the driver would take Nigeria to better tomorrow.

Politics is a contest/sport

Metaphors are highly used to depict the political activities in our society. There lots of features that depict competition, especially war and games. Moreover, in a typical Nigerian society, the way politics is depicted characterized high level of competition. It has been portrayed as a do-or-die affair. In terms of politics as either contest or sport, it is also characterized as a phenomenon which has a winner and a loser. However, nobody is ready to accept defeat. Also, there are pictures portrayed in terms of politics, where issues surrounding it are seen as contests in which a leader must win. From the extracts from the broadcasts of President Muhammadu Buhari on June 12, 2021 and October 1, 2021, politics is depicted as a contest/sport.

Extract 6: Unfortunately, like in most CONFLICT situations, some Nigerian criminals are taking undue ADVANTAGE of a DIFFICULT situation and profiteering there from with the misguided belief that adherence to the democratic norms HANDICAPS this Administration from FRONTALLY and decisively TACKLING THEM (Muhammadu Buhari's Democracy Day speech, June 12, 2021).

Extract 6 is a typical example where Buhari portrays politics as a contest, with lot of challenges that must be fought by all means. In the excerpt, those engage in activities that distort the peace of the nation are seen as enemies. These enemies that the government is fighting are the kidnapers, terrorists, bandits, secessionists and so on. President Muhammadu Buhari has declared state of emergency on several occasions on perpetrators of insecurity in the state, and made it known to Nigerians that his administration would keep fighting them till victory is ascertained. The first terms related to contest is conflict, which that most leadership are not devoid of. President Buhari shows that Nigeria as a nation has battle to fight. The difficult situation talks about the situation where the nation has found itself. This could be poverty, low economic downturn and so on. Those who take that opportunity to wreak havoc on the country are tagged opportunists. Buhari has used the



metaphors “frontally” and “tackling” that shows his readiness to deal with those opportunists. The source domain metaphors of contest/sport, “frontally” and “tackling” have shown that politics is a contest that must be won. President Buhari shows he is not compromising at all, but assured Nigerians that he would handle those causing nuisance in the country.

Extract 7: OVERCOMING the present CHALLENGES, is but one of a necessary process that we have to undergo as a nation so that we can COME OUT STRONGER.

The day I joined the Nigerian Army I was prepared to lay down my life for Nigeria (Broadcast President Muhammadu Buhari of Democracy Day on 12th June, 2021).

In extract 7, Buhari has shown that he will never allow the challenges of the country to defeat him; rather, he is very sure that Nigerians would be victorious at last. The challenges are also seen as part of the process for the realization of a better nation. The challenges are metaphorically represented as what will refine Nigeria. President as a also represented himself as the person who has sacrificially offered himself right from the time he joined the military to help in combating those challenges confronting Nigeria. He has reassured Nigerians that as long the passion did not die since he joined the army, the present challenges are surmountable. In this, President Buhari has represent politics as a contest that must be won, and he has metaphorically represented himself as the sacrificial lamb that would bring victory to those challenges confronting Nigeria as a nation.

Extract 8: When you elected me as your President in 2015, you did so knowing that I will PUT AN END to the growing insecurity, especially the insurgency in the North East, but the unintended consequences of our SCATTERING them in the North East PUSHED THEM further in-country which is what we are now FACING and DEALING with (Broadcast President Muhammadu Buhari of Democracy Day on 12th June, 2021).

From all the extracts above, the metaphors depicting politics as either a contest or sport such as “challenges”, “put an end”, “destroy”, “handicaps”, “tackling”, “frontally”, “conflict”, “sustained”, “can do” have been identified in the broadcasts of President Muhammadu Buhari. In extract 8, President Buhari sees insecurity as a problem confronting his administration that must be combated with immediate effect. He accepts the responsibility of being the brains behind the widespread of insecurity in the nation, because of the strategy he deployed in fighting those terrorists. He sees scattering the terrorists as one of the reasons that has further made them wax stronger; however, he is not relenting on his efforts, but thriving to re-strategise and defeat them.

Nigeria is a structure/building

A nation is seen as a structure that must be built, following all the stages of construction of a building. It sees a nation as a structure that must have a foundation, the main body and roof. All the terms that are equivalent to a structure is used to depict what a nation is all about. In the case of Nigeria, President Muhammadu Buhari uses terms that are related to building or structure to describe it. And this is highly exemplified in his broadcasts, as seen in the extract below:

Extract 9: As with all democracies we will always be going through improvement processes in our desire to reach the goal of a mature democracy, A STRONG,



evolved and INTEGRATED NATION-STATE to be reckoned with globally (President Muhammadu Buhari's Broadcast on Independence Day, 1st October, 2021).

In extract 9 above, Buhari depicted Nigeria as a country that needs to be well constructed in order to meet up with the world standard. The word "strong" indicates the kind of structure Buhari wants Nigeria to be. Everyone reckons with a strong structure; so, Buhari sees the need to build Nigeria as a strong nation where others would reckon with it in all aspects. The structure "integrated nation-state" also indicates that the kind of nation that Buhari wants to build. That is, a Nigeria where oneness is the ultimate priority; where everyone matters, irrespective of one's religious affinity, tribe or ethnic nationality. Another example of depicting the metaphor of building in the broadcasts of President Muhammadu Buhari is seen in extract 10 below:

Extract 10: We are focused on ensuring that our infrastructure drive is key to economic growth and one that can be felt by every Nigerian. BUILDING critical infrastructure in our ports is also opening up opportunities for the Nigerian economy (Broadcast President Muhammadu Buhari of Democracy Day on 12th June, 2021).

The main focus of the above extract is infrastructure. Buhari believes from the above that when the country is built up in terms of infrastructure, it will give an avenue for other sectors to be developed, especially the economy. President Muhammadu Buhari does not see the building of infrastructure as the end to economy development, but sees it as way to make the country better and greater in all aspects. Other examples of metaphors from the source domains of structure are found in the broadcasts of President Muhammadu Buhari on 2021 Democracy Day and Independence of Nigeria are facility, creating, capacity, strong, integrated nation state, building and so on.

Nigeria is a family

Extract 11: I join you all today to commemorate and celebrate our Democracy Day. It is a celebration of freedom and a victory for ONE PEOPLE, ONE COUNTRY and ONE NIGERIA (Broadcast President Muhammadu Buhari of Democracy Day on 12th June, 2021).

Examples of metaphors from the source domains of family are found in the broadcasts of President Muhammadu Buhari on 2021 Democracy Day and Independence of Nigeria one people, one country and one Nigeria.

Extract 12: For 1st of October 1960 to happen, ALL HANDS WERE ON DECK. East, West, North ALL CAME TOGETHER to celebrate freedom. Today should not only serve as a reminder of the day the British handed over the reins of power to Nigerians, but also UNIFIED Nigerians from all ethnic groups, religions and regions. Today, despite the challenges we face, most Nigerians still maintain the SPIRIT of 1st October. That positive outlook and determination to make Nigeria a peaceful and prosperous nation. It is due to this COLLECTIVE attitude that Nigeria doggedly continues to remain a UNITED and INDIVISIBLE NATION (President Muhammadu Buhari's Broadcast on Independence Day, 1st October, 2021).



In Extract 12, President Muhammadu Buhari has metaphorically depicted Nigeria as a family. He briefly mentioned how Nigerians are made to live in one place amidst diverse ethnic nationalities. And he mentioned that the independence of Nigeria was fought for by all Nigerians across the regions. He also mentioned that Nigeria being a country with different religious views, did not prevent them from answering the clarion call for the independence of their country. Despite the divergent views on the emergence of all ethnic nationalities, Buhari believes that Nigeria is one family and there is no need to represent them differently. He represented them as a family that fought for their emancipation from colonial imperialists. He sees Nigeria as a nation that cannot be divided by anyone's self-interest no matter what. The common metaphors from the do main of family that are prevalent in extracts 11 are realised through the idioms "all hands were on deck" and "all came together", while other words depicting family are unified, spirit, collective, united and indivisible nation.

Extract 13: FELLOW NIGERIANS, when this administration decided to change OUR Democracy Day from 29th May to June 12th in my first tenure, it was not only to honour the sacrifices of THE MEN AND WOMEN OF OUR COUNTRY who fought for the return to democracy but also to demonstrate OUR commitment to satisfy the aspirations of the people and creating an environment for democracy to be an accepted way of life (Broadcast President Muhammadu Buhari of Democracy Day on 12th June, 2021).

In the extract above, Fellow and the use of the possessive adjective "our" depict the use of metaphor characterizing Nigeria as a family. It shows oneness and family hood. The use of men and women of our country also depicted that those words characterized family. Buhari included those who fought for the return of democracy in Nigeria as members of the Nigerian family. He sees the duty of maintaining the aspirations for stable democracy as the achievement of those patriotic Nigerians who refers to as members of the Nigerian family.

Extract 14: Today, despite the challenges WE face, most Nigerians still maintain the spirit of 1st October. That POSITIVE OUTLOOK and DETERMINATION to make Nigeria a peaceful and prosperous nation. It is due to this COLLECTIVE ATTITUDE that Nigeria DOGGEDLY continues to remain a UNITED and INDIVISIBLE nation (President Muhammadu Buhari's Broadcast on Independence Day, 1st October, 2021).

Extract 14 like other preceding extracts that talks about Nigeria being a family, extract 14 has metaphors depicting family hood. The most prominent ones amongst them are "the collective attitude", "united and indivisible. They characterized Nigeria as a people believed to be one and cannot be broken. This is obvious of a family cycle where every member of the family is as important as the other, and there is no room for division. So, PMB has depicted Nigerians through conceptual metaphors as a people who have same attitude, looks, and are united and cannot be divided by anyone.

Politicians are sacrificial lamb/savior

There is this saying that a leader is the servant of the people, and who is ready to lay down his life for his followers. Most politicians assume themselves to be renderers of selfless services, as in, they are out to serve humanity. However, the confession above seems to storm from lip-serviced



politicians who are trying to win the admiration and attention of their populace. But Buhari represents himself as not being part of them. He tries to show the antecedent of his selfless commitment by bringing in the reason he joined that army. This can be seen in the extract below:

Extract 15: Overcoming the present challenges, is but one of a necessary process that we have to undergo as a nation so that we can come out stronger. The day I joined the Nigerian Army I was PREPARED to LAY DOWN MY LIFE FOR NIGERIA (Broadcast President Muhammadu Buhari of Democracy Day on 12th June, 2021).

Like the salvation story of the Christian faith where Jesus laid down his life for his followers, so Buhari depicted himself through metaphors of the domain of sacrifice. Normally, in one of the core values of the armed forces, personnel are believed to have signed his death warrant immediate he agrees to join. Buhari, who was once a personal general believes that the day he joined the army, his life has never been his own, but for Nigeria. And he believes that his motive has not changed as once a soldier, forever a soldier. Buhari believes that he is ready to die in the course of making Nigeria better in when it comes to security. Furthermore, PMB sees the challenges confronting Nigerians as processes that Nigeria must undergo as a nation. He believes that those challenges are there to build Nigeria stronger and better, and he is ready to sacrifice his life amidst the challenges in order to arrive at a stronger Nigeria in the future. Another extract that depicts PMB as a sacrificial lamb is extract 16:

Extract 16: As your President I REMAIN EVER COMMITTED to UPHOLDING and DEFENDING Nigeria's corporate existence (Broadcast President Muhammadu Buhari of Democracy Day on 12th June, 2021).

In the above extract 16, PMB shows his sacrificial commitment to the course of making Nigeria a stronger and better nation in the future. The words "defending" and "upholding" are parts of the Nigeria's National Pledge. They show patriotism. Patriotism is a selfless effort to promote one's nation, and it also entails sacrifice as well. So President Muhammadu has reiterated that he is a patriotic Nigerian that is ready to fight her corporate existence. That is, Buhari is not compromising on the disintegration of Nigeria. This is not farfetched from what is happening in the country where some aggrieved members of some regions are clamouring for the secessions of their regions.

Citizens are co-agents of nation building

In nation building, both the leadership and followership are invaluable. Any nation that believes it is the duty of the leaders to make it better, has really relegated itself to total ruin. So, in the broadcasts of PMB, Nigerians were admonished to involve in nation building.

Extract 17: However, you need to PLAY YOUR PART by getting involved at any level you can SUPPORTING a democratic system that works for all and not for a section or a select few and demand ACCOUNTABILITY from your elected leaders (Muhammadu Buhari's Democracy Day speech, June 12, 2021).

From extract 16 above, we can see that President Muhammadu Buhari uses metaphors in the domain of cooperation like the idiom PLAY YOUR PART, the words SUPPORTING and



ACCOUNTABILITY. President Muhammadu Buhari believes that Nigerians have a part to play in the development of their country despite having him at the helms of affairs. He believes all his set goals can be achieved if Nigerians are ready to do everything within their reach to make those goals realistic. He sees their roles in supporting his administration as pivotal. This is through the use of the word “supporting” where he admonished them to support democratic system that would be beneficial to the whole countrymen and countrywomen. Finally, President Buhari believes demanding for accountability from all political officeholders is the duty of Nigerians which would thereby lead to nation building. He believes that when the leaders are not held accountable on how they handle public funds and property, it will lead to high level of corruption.

Politicians are visioners

A visioner is a person that has the foresight of what is bound to happen in the future. So in leadership, any leader who lacks vision or what we can say target is not fit to be given mandate by the electorate to govern. As Nigeria is a developing nation, the need for a visionary leader cannot be overemphasized. The country needs a leader who has a clear-cut idea on how develop it and globally recognized in all positive aspects. PMB has used words that a peculiar to someone who is visionary. The extracts below have highly exemplified metaphors characterizing vision:

Extract 18: Interventions led by the government and the Central Bank of Nigeria DRIVING economic growth over the past 6 years are TARGETED mostly to the agricultural, services, infrastructure, power and health care sectors of the economy.

The words “driving” and “targeted” stand for the domain of vision. President Muhammadu Buhari has critically shown that he is not an ordinary leader, but a visionary one. He shows that he has a target in revamping the economical, agricultural, infrastructural, health and the power sectors of Nigeria. He sees those sectors paramount in the realization of better Nigeria in the future. This shows that there is a way forward in the administration of PMB.

Extract 19: The Economic Sustainability Plan – our rebound PLAN for the COVID-19 pandemic developed in 2020 is currently being EXECUTED. The PLAN is primarily FOCUSED on the non-oil sector, which has recorded phenomenal growth contributing over 90% to the GDP growth in Q1 2021.

All the capitalized word in extract 19 shows who PMB. He used the word plan, execute and focus to show how idealistic he is in carrying out projects and programmes that have positive futuristic implications. Buhari used those metaphors also in the domain of vision to show that his vision is on the oil sector which would thereby positively affect the Gross Domestic Product (GDP). Well, this is not farfetched as many economy platforms have declared Nigeria as the richest country in Africa based on GPD. Buhari believes that when this vision is achieved, all other sectors would be impacted positively, which would thereby lead to greater and better Nigeria.

Extract 20: I am very convinced that this 100 million target can be met and this informed the development of a National poverty Reduction with GROWTH STRATEGY. The specific details of this accelerated STRATEGY will be unveiled shortly.



In the above extract, strategy shows how idealistic a leader is expected to be. Buhari tells his audience that he has strategized way to develop Nigeria. The strategy out in place according President Muhammadu Buhari is not an ordinary one but a progressive one. Buhari has really used metaphors to show visionary he is in achieving his set goals for the realization of a better Nigeria.

Conclusion

Thus far, the study has investigated the use of conceptual metaphors in the broadcasts of President Muhammadu Buhari of Nigeria. The study used his 2021 Democracy Day and Independence Day broadcasts as sources of data. Conceptual Metaphor Theory by Lakoff and Johnson (1980) served as a theoretical perspective by which the study was investigated. It was observed that the broadcasts of President Muhammadu Buhari are characterized with a lot of metaphors. Metaphors in the domain of journey were used to depict politics as a journey; metaphors of protest/sports were used to represent politics as either a contest or sport. Other metaphors were used to depict Buhari as a sacrificial lamb; Nigeria is a family, Nigeria is a building/structure; the Nigerian citizens as agents of nation building and politicians are visioners. The study concludes that political speeches are characterized with lots of metaphors depicting one phenomena or the other. It is recommended that other political speeches of governors, ministers and other heads of parastatals can also be investigated for better scholarship.

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